



## Practical advertising copy writing (YGS)(Chinese Edition)

By OU YANG YOU QUAN / DENG

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :1998-02-01 Pages: 274 Publisher: China Water Conservancy and Hydropower title: the practical ad copy writing (YGS) List Price: 13.5 yuan Author: Ouyang Youquan Press: China Water Conservancy and Hydropower Publication Date: 1998 -02-01 ISBN: 9787801244062 Words: Pages: 274 Edition: Binding: Folio: Weight: Editor's Summary Summary advertising presentation is the soul and core of advertising planning and production. the starting point is to improve the quality and level of modern advertising. The book addresses the nature of of socialist advertising nature of the presentation and advertising presentation. characteristics. role in the process of writing. the overall principle requires a comprehensive and systematic introduction to the basic principles and the basics of the presentation of creative advertising. theme. language. genre. introducing advertising presentation of posters. slogans. text general knowledge and writing essentials. specifications. requirements. methods. techniques. etc.; writing and radio. television. newspapers. magazines and other media advertising presentation. both theory and practice. principles and techniques . made on the direction and method combination of informative narrative. so scientific. ideological. intellectual and popular. vivid. practical guidance in one. This book...



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