**Abstract of the master's thesis**

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**COPYWRITING IN INTEGRATED ADVERTISING CAMPAIGN: THE RUSSIAN EXPERIENCE**

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**Direction of training - Journalism**

**Profile – Advertisement**

**Keywords: advertising, copywriting, advertising campaign, integrated advertising campaign**

Today we are witnessing the decline of traditional media and the usual advertising formats and channels that have existed for so many years. We must recognize that the new century requires new approaches to the creation and dissemination of advertising content. The prevailing approach today is (at least in the medium of large and medium-sized business) the approach to advertising campaigns based on integrated advertising communications. For us as an advertisers, this is one of the primary values. After all, it was our time to reorient the advertising strategies to the widest possible scope of the audience. And it is up to us as practitioners to create and integrate their strategic and creative advertising solutions into a huge number of disparate channels. At the same time, the advertising text still occupies a central place in the creation of an advertising product. In this regard, our scientific interest is the communicative technology of copywriting in the context of integrated advertising campaigns.

**The purpose of this work** is to reveal the principles and technology of copywriting for an integrated advertising campaign (for example, advertising the largest Russian campaigns, as well as a practical example of creating advertising texts for an integratedcampaign).

**The tasks** that we face in the course of this work:

● to study the concept of copywriting and the principles of creating effective advertising texts;

● study the concept of integrated advertising campaigns, their features and models;

● Identify the specifics of the creation or transformation of the advertising text of the approved creative strategy, depending on the distribution channel;

● explore integrated advertising campaigns of the largest brands in the Russian market to identify the correlation of their marketing messages when integrating into different channels;

● create an advertising product for potential broadcasting in integrated advertising communications.

**The object of research** is copywriting as a communicative technology of applied communications**.**

**The subject of the research** is the peculiarities of copywriting in relation to a special type of advertising events - integrated advertising campaigns.

**The urgency of the work** is dictated by the fact that in the modern Russian media space, just integrated advertising campaigns are of paramount importance in the development of any advertising product. This phenomenon exists, because today the time of focusing attention of the consumer on any particular channel has catastrophically decreased. Thus, the effectiveness of the advertising message is achieved by its universal repetition. And then we remember the main rule of rhetoric: "to be heard, repeat your main thought again."

**The scientific novelty of the work** consists in focusing precisely on copywriting as applied technology of integrated communications. Today, the majority of researchers, these aspects of advertising activities are considered in isolation from each other, but the impact of the nature of communication on its content is not studied. Also, the novelty of the work is of direct practical importance. The vast majority of advertising agencies today work in the context of integration of advertising, but the rules for integrating the main communicative advertising technology are not what has not been studied, but not even regulated in the information field.

**We make the following provisions to protection:**

• integrated advertising campaigns today - the prevailing type of advertising product;

• when developing an integrated advertising campaign, communicative copywriting technology undergoes changes in contrast to the development of advertising text in the conditions of a traditional advertising campaign.

As a research base in this work are: E. Medvedeva, V.V. Uchenova, O. Savelyeva, L. Yu. Germogenova, I. A. Golman, E. Romat, I. M. Siniaeva and O. N Romanenkov to the research of which we turned to determine and identify the specifics of advertising campaigns, their features and functions. We considered the definition of goals, objectives and parameters of the effectiveness of advertising campaigns on the scientific basis of the works of Pankratov F.G, Seryogina T.K, Shakhurina V.G, and A.V Ageeva. A.N. Mudrovoy. V.S. Meyer. A.N. Aleksandrova. S.M. Pavlova. I.V Lebedevoy, and MA Alekseeva. Next, we consider the technologies for the development of advertising campaigns, based on the works of E.P. Golubkov, D. Jugenheimer, A.V. Katerinuk, F. Kotler, J.-Z. Lambena, F.G Pankratova, A.M Ponomareva.

In the second part of the first chapter, which addresses the features of integrated advertising campaigns and their differences from traditional ones, we turn to the works of Gaponenko A.L, Savelyeva M.V, Melentieva. N.I., Ramazanov I.A, Kravezhin L.E We consider the principles of advertising integration based on the works of Antipov K.V, Grigoriev N.M, Anjos A., Zobnin M.R.

In the third concluding part of the first chapter, which deals with the concepts of copywriting as a communicative technology of applied communications on the basis of the works of Repyev A.P, Slobodyanyuk E., Kostenko E.V, Joseph Shugerman, Berdysheva S.N, Rosenthal D.E. , Kokhtev NN, Ilyasov S.V, Amiri LP, Gerashchenko L., Ukhova L.V, Feshchenko L.G, Prokhorov A.V, Nazaikin A., Kvyat A.G. , Goldin E.V, Andreev GM, Bove K.L., Arens U.F, Blinkina-Melnik M.M., Morozova I., David Ogilvy, J. Rossiter and L. Percy.

**Research methods** used to create the work: induction and deduction, synthesis and analysis, generalization and extrapolation, comparison, description and so on. Practical part of the work used methods of description, comparison, synthesis and analysis.

**The structure of the dissertation** is determined by the intention and logic of the research, is subordinated to a consistent solution of the problems posed in the dissertation. The work consists of two chapters. In the first chapter, the concept of an advertising campaign is described in detail. Definitions are given, technologies, principles and signs of advertising campaigns are revealed. In the second part of the first chapter, we consider the concept of "integrated advertising campaigns", identify their technology and specifics, determine the differences from traditional advertising campaigns. In the third part of the first chapter, the concept of copywriting as a communicative technology of applied communications is considered. In the second chapter of the work, we examine the advertising text in integrated advertising campaigns of the largest advertising brands in Russia. In the final practical part of the work we analyze, describe and analyze the technology of copywriting in the process of creating an integrated advertising campaign for the brand of food delivery "Dostaevsky", we outline and determine the principles of creating advertising texts and communicative copywriting technology.