

LIBRARY COPYWRITING

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Abstract

Advertising has closely entered the life of modern society and the library was no exception. The better the advertising in library activity is set up, the more users will be interested in this library. The significant element of library advertising, namely copywriting, is investigated by methods of analysis and analogy. Since the topic of library copywriting is little studied, the scientific work spells out a clear definition of its concept and purpose. A distinctive feature of the texts is indicated.

The main functions of library copywriting are highlighted: communicative, regulatory and generalizing. Each of them has its own characteristics. There are several types of copywriting, which will be used to some extent in the library, depending on what it will advertise on the information platform. A comparison of rating and its application in the library sphere is given.

Popular types of copywriting are identified: exclusive and copyright, their features are analyzed. The tactical and technical methods of library copywriting are considered, thanks to which the text is perceived by the reader easily. As practice shows, the library has the active work of the copywriter, even during the period of information lull. From here follows the question of the importance of studying library copywriting in all its aspects.

Since the services of a professional copywriter are costly for the library, all its functions are performed by a librarian. The article contains examples of special applications, services and sites that will help employees form the content, correctly taking into account the spelling and uniqueness of the text. Ortho-online, Advego, Orthographer are services with which you can check the spelling of the text, as well as make semantic analysis. It is described what tool can select synonyms, which will allow the librarian to create unique content.

The authors offer such online services as AnalysisPisem.RU and Vaal-mini. The characteristic features of the services, their assistance in compiling a psycholinguistic analysis of the author of the text are described. It was found that with their help the librarian will compile an emotionally colored advertising text. The program Quotania can also be used in library copywriting. It is perfectly suited for promotional presentations. Particular attention is paid to advertising slogans and what dictionary can be used by the library copywriter to select rhymes.

To draw the conclusion, one can say that the librarian should not rely only on these services and sites. In order to master the library copywriting, the employee must constantly develop himself. As research on this topic showed, knowledge of library copywriting will help the specialist in many working processes, including transferring their thoughts to printed or electronic media in a correct way.

This article will be useful for librarians, culturologists, copywriters and specialists studying aspects of marketing and communication activities. Being currently a relevant issue, library copywriting undoubtedly requires further research. With the in-depth study of copywriting, the library will be able to reach a new level.

Keywords: copywriting, library copywriting, advertising, library marketing

INTRODUCTION

Nowadays advertising has become a bright phenomenon of the modern world, it has entered all spheres of human activity, and the library is not an exception. One of the main aims of the library is to attract the attention of people of different social backgrounds and ages. And advertising is the main factor in increasing interest in the library. It promotes advertising

messages about a specific object, event or service in order to attract the target audience. The more effective advertising is, the more likely it is that the library will be noticed and will soon gain an authoritative status among other institutions. Thus, advertising performs not only the function of informing, but also creates the image of the library.

There are many types of advertising activities. Today advertising via the Internet (library sites, social networks) is the most popular. The effectiveness of this communication channel is increasing now.

Creating library websites and library accounts on various social networks requires appropriate and permanent content in which the advertising text will be the most important component.

Advertising text is not just a set of words. This text should replace a personal meeting with your reader. The task of the advertising text is to attract people, to create a feeling that a library visitor is already holding a recommended book in his hands or is present at an exhibition in the reading room. Writing such a text is a flight of fantasy, it requires lofty ideas, original finds that obey their own laws. The process of writing authentic text is defined as copywriting.

The field of library copywriting is insufficiently studied from the scientific point of view, but some experience in the study of general copywriting has already been accumulated.

The main researchers in the field of copywriting are foreign experts A. Lasker, B. Barton, D. Caples, R. Reeves, D. Sugerman and others.

The founder of the Institute of Business Copywriting in Belarus, D. Shardakov considers that copywriting is a means of solving problems with the help of text. He regards text as a tool. Based on its concept, we can conclude that the library can solve a number of its problems with the help of copywriting.

Some researchers claim that copywriting is the compilation of advertising texts. Therefore, copywriting can be attributed not only to advertising tools, but also to the PR library.

In addition, the purpose of the text has a wider meaning, i.e. news reporting, advertising and information. It should be noted that the researcher details the form of presentation, which are used in library copywriting.

Many publications describe effective tools and useful information on copywriting, the authors share many trendy gimmicks for writing a good advertising text. For example, researcher in the field of copywriting D. Kot shows effective techniques for writing advertising texts in his books. He highlights the importance of a good headline.

The purpose of the research is to study the features of using copywriting as an effective strategy for attracting new readers and improving the library's reputation. The activity of a librarian-copywriter is to make an advertising message special and attract an audience in a highly competitive information environment.

In accordance with the purpose of the research work, the following tasks were solved:

1. To consolidate the basic concept of "library copywriting";
2. To study the characteristics of the library of copywriting;
3. To select the main types of headlines;
4. To consider library copywriting tools: online assistants that contribute to write high-quality advertising text;
5. To analyze the possibilities of using copywriting in librarianship and give recommendations for improving the quality of knowledge among library staff.

Copywriting is a necessary and interesting, but rather complicated activity in the library sphere.

METHODOLOGY

Copywriting, a significant element of library advertising, is investigated by methods of analysis and analogy. The research of library copywriting was based on the foundations and methods of general copywriting, i.e. methods of comparative, structural and functional analysis. The works of such researchers in the field of copywriting theory and practice as B. Barton, P. Brooks, Y. Zemskaya, D. Kaplunov, D. Kot, E. Kuznetsova, D. Ogilvi, V. Savitsky, K. Hopkins, G. Halberg, etc. formed the theoretical background of the study.

RESULTS

Since the area of library copywriting is insufficiently researched, it is necessary to provide a clear definition of its concept and purpose. Copywriting is a professional activity of writing advertising and presentational texts (Elkina, 2014). Based on the general concept, library copywriting is an activity on writing advertising and presentational texts in the library field. The core of library copywriting is the creation of unique content for the social media accounts and sites of libraries. The purpose of library copywriting is to convince the reader to visit the library, to encourage reading and using library services. A distinctive feature of the texts compiled by the copywriter is the willingness to influence the reader's emotions and imagination or just once again remind about the library.

Based on publications in the field of copywriting (P. Brooks, J. Valladares, D. Kaplunov, P. Kuznetsov, M. Stelzner, etc.), we can distinguish the main functions for library copywriting; they are communicative, regulatory, and generalizing. The communication function is aimed directly at the transfer of information. The regulatory function focuses on the ability of given information to influence readers. The generalizing function accounts for the person's general ideas and images of what the library advertises.

Advertising text can be used in different formats: printed, audio and video. Copywriting involves composing headlines, the text body, keywords, scripts, content for websites, etc.

Advertising text will comply with the requirements of the modern reader, attract attention, promote the desire to visit the library and use its services, and as a result to perform this action. This stage of library copywriting can be described using the model of marketing behaviour of the reader «Passion – Need – Result». The mechanism of the model is shown in Fig. 1.

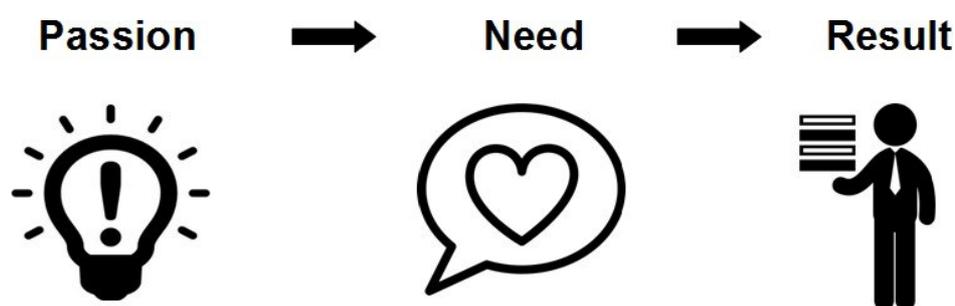


Figure 1. Model of the marketing behaviour of the reader «P-N-R».

The first step is passion. At this stage the main thing is to attract the attention of a potential visitor. The reader's interest increases due to the evoked emotion. As a rule, effective headlines perform the function of passion. It is also worth highlighting thematic images with their integration into the advertising layout.

The second step is a need. The need is expressed in the necessity and desire to come to the

library. Conditions are created for the transition of passion in need. The text is amplified by describing the advertised object. Here the emphasis is placed on the belief in uniqueness and usefulness. It is reported that the terms or volumes of a particular library service are limited.

The third final step is the result. The librarian-copywriter should encourage the reader to become a part of the desired reality. At the end of the advertising message, you need to establish contact, complete a call to action (visit, take, use, etc.), which will lead to a result.

In combination, all three stages should turn an ordinary reader into a visitor. This model implies a marketing approach to writing advertising texts in the library activities.

Characteristics of library copywriting

There are several types of copywriting: informational, SEO copywriting, rewriting, speechwriting, exclusive (author's) copywriting, technical copywriting, PR copywriting.

Each type of copywriting is used in the library to some extent; everything depends on what, in what form and on what information platforms the library advertises.

Informational copywriting in library activities is used to fill the library's websites and its accounts on social networks. Such articles are used for information purposes; they tell the readers about the library itself, its work, structural units, exhibitions, etc.

As for rewriting, it consists of copying other people's texts in order to increase the level of uniqueness of the new text. Rewriting can be applied for describing library exhibitions and events.

Speechwriting is writing texts for public speaking. It is one of the most important types of copywriting in the library. Various performances and events are held on a regular basis in any library. Preparing a public speech is a very complex process that is solved on several levels. Libraries mainly deal with speechwriting on public and social topics.

Exclusive copywriting (copyright) is also gaining more popularity with libraries. This kind is typical for writing original articles, reviews of novelty books, press releases, slogans for exhibitions and events. Exclusive copywriting effectively influences the reader with its originality and fresh outlook, which urges the reader to pay attention to the mentioned book or event. The exclusive type is one of the most complex types of copywriting.

Library copywriting has its own tactics and techniques, whose purpose is not only to attract the reader's attention, but also to retain it. The text must become a uniform means of communication for the copywriter and the reader. The text should be easy to perceive. Tactics and techniques will depend on the target audience of the library. Thus, if children are the main readers in a children's library, then the format of the text message will be different from the one in an adult library.

Headlines

The headline is the main component of any advertising text. It should be kept in mind that if the headline doesn't engage the reader, the text won't do it either. The main goal of the headline is to attract potential readers to the library. It is the headline that makes the reader understand whether the content is interesting or not.

In library copywriting headline performs the functions of describing content, drawing attention, and calling to action. There are 3 main types of headlines: factual, metaphorical, and cliché-headline. The factual headline reflects the essence of the text and states the facts. The metaphorical headline is focused on evoking emotions in the reader. The cliché-headline engages the reader with the help of associations, here winged expressions, proverbs,

aphorisms, quotes, etc. are often used. All these types are used in library copywriting. Which type of the headline to choose depends directly on the topic of the text and where it will be placed. For example, to announce a quest game in the library, it is acceptable to use a metaphorical headline.

A correct headline has a positive effect on the reader. It should not be boring, hackneyed or too long. The headline must be original and informative, and do not have analogues.

There are many ready-made templates and checklists of catchy headlines. A novice librarian-copywriter can use them.

Online helpers

Since it is expensive for the library to pay for the work of a good copywriter, these functions have to be performed by the librarians themselves. The library employee writes the text, fills websites and social media accounts with relevant content, checks the spelling and the uniqueness of the text, determines the psycholinguistic impact of the article. Special applications, services and websites come to the aid of the librarian.

For example, the spelling of a written text can be checked on such services as ORFO-online, Advego, Orfograf, etc. These services do not only control spelling, but also help the specialist make semantic analysis of the text, as well as check its uniqueness.

Very often, a librarian working on a text faces the problem of selecting synonyms. The SeoGenerator tool, a text generator, will easily select a synonym, which will allow the employee to get unique library content quickly.

AnalysisPisem.RU is a unique online service that explores and analyzes people's emotional state based on their texts, which helps to draw a conclusion about the author's psychotype. The service can be used in library practice to study readers' answers in questionnaires so that the library can meet their needs. The Vaal-mini service also performs psycholinguistic analysis, which helps in creating emotionally colored advertising texts for library websites.

To create advertising presentations, the librarian can use the program Quotania – a collection of aphorisms, wise statements that will perfectly fit into the library content.

The librarian often resorts to rhyming form to create a catchy slogan in library accounts. Such advertising slogans quickly gain popularity; in this case, the librarian copywriter can use the services of a special dictionary for the selection of rhymes – Rhymes.

Recommendations

In addition to the proposed services and sites for copywriting, the librarian must engage in self-development on a daily basis, i.e. replenish their vocabulary, read serious literature, write down their own observations, follow current trends and events, be curious. It is necessary to read classical literature to absorb the style, accumulate expressions and techniques.

Literacy can be enhanced by reading the spelling and orthographic dictionaries. Books on copywriting, writing skills will help the librarian to master the necessary skills. Librarian-copywriters will increase their literacy level by writing dictations, doing online tests, participating in online marathons and webinars.

Librarians should listen to their feelings. Proof-reading texts are vital. It is necessary to understand if the readers will believe it. A real copywriter acts as a psychologist. A number of psychological methods to influence the reader must be used. The librarian-copywriter should implement mental hooks that will affect the reader's psychosomatic system and cause desired emotions.

It is not always worth using clichés. The librarian needs to adopt a vivid language, various metaphors and powerful images. Metaphors are copywriter's helpers which transfer the properties of one item to another. The more expressive the comparison is the more appealing the text will be. Using all techniques, the copywriter makes the text easy to perceive, which leads to its full understanding by the reader.

CONCLUSIONS

Research on this topic has shown that knowledge of copywriting will help the librarian not only in writing texts for websites and social networks, but also in many working processes (daily reports, scenarios for events, various releases, exhibitions, etc.). The librarian often has difficulties with presenting information in writing; in this case, copywriting skills will help the library staff correctly and concisely convey their thoughts, save them on printed or electronic media.

A professional approach to copywriting requires knowledge of linguistics, philosophy, as well as knowledge of psychology and marketing.

Everyday library copywriting is changing and modernizing, which is facilitated by the development of technologies and competition among cultural institutions. Unlike other institutions, the library can use its fund during the information lull. When events are not held, it is always possible to promote any book from the library's collection, which means constant activity of the librarian-copywriter.

With the help of copywriting, the library can talk about its advantages and opportunities; run advertising campaigns for new library services, demonstrate how well it works and how much it values its visitors. Quality copywriting in librarianship stands for half the success of advertising communication. The library as a social institution should pay more attention to this area.

Carried out the analysis is only a starting point for the formation of the theory of library copywriting. There is a need for research activities in the development of library copywriting as an important direction in the study of library marketing. Deeper research will help to create a new area of knowledge in librarianship, adjacent to marketing, journalism and psychology. The introduction of library copywriting as an independent discipline in the preparation of librarians is not excluded. This discipline will be aimed at: the formation of skills in working with texts; development of creativity; activation of independent work of employees; management of cognitive activity of librarians.

Copywriting in library activities should not be ignored as it is a powerful tool for improving the status of the library.

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