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## MULTIMEDIA AND TECHNOLOGIES IN COPYWRITING: INNOVATIONS AND TRENDS

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The rapid development of digital technologies and multimedia has significantly impacted the field of copywriting, transforming traditional methods of creating textual content and expanding the possibilities for its interaction with the audience. This article examines key innovations and trends influencing modern copywriting, with a particular focus on the integration of multimedia technologies into the process of creating advertising and informational texts. Significant attention is given to the role of multimedia elements – such as video, audio, graphics, and interactive infographics – in enhancing the effectiveness of textual content. The article analyzes how the use of multimedia allows copywriters to create more informative, emotionally rich, and interactive messages, fostering deeper engagement with the target audience. One of the key aspects of modern copywriting is the combination of traditional text formats with dynamic multimedia tools, which provide a more comprehensive and emotionally engaging perception of information. Additionally, the article explores new approaches to digital marketing, where multimedia content and copywriting are integrated to improve the effectiveness of marketing campaigns. In particular, it examines social media trends, which require copywriters to master a variety of content formats, such as short videos, interactive posts, and infographics. Given the rapid development of platforms, copywriting is becoming more mobile and adaptive, enabling quick responses to changes in consumer behavior and market demands. The article concludes that the combination of copywriting and multimedia technologies is a key factor in successful communication in the digital era. The main trends and prospects for the development of the copywriting industry are outlined in the context of technological innovations, enabling the adaptation of content creation strategies to modern realities.

**Keywords:** copywriting, multimedia, digital technologies, innovations, marketing, interactive content, video content.

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### *Introduction and problem statement*

In today’s world, copywriting goes beyond the simple act of writing texts. Thanks to the rapid development in the modern world, copywriting goes beyond merely crafting texts. With the rapid development of multimedia technologies, this field has transformed into a multifaceted discipline that combines words with visual, auditory, and interactive elements. Today, copywriters must not only excel in working with text

but also adapt their materials to diverse platforms using advanced technologies to create content that captures the audience’s attention. Innovative approaches such as interactive videos, augmented reality, and personalized formats are setting new trends in the field of copywriting. In this context, multimedia becomes a powerful tool for enhancing communication with audiences and boosting the effectiveness of advertising campaigns [1].

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To explore multimedia and technology in copywriting with a focus on innovation and trends, it is relevant to concentrate on the following new elements:

- interactive multimedia in copywriting: New formats of user interaction, micro-interactions, gamification (e.g., interactive videos, VR/AR experiences, and voice interfaces);

- AI utilization and automation: AI-generated content, audience analysis through AI, and automated multimedia editing;

- Trends in personalization: Dynamic content, hyper-personalization, and contextual advertising;

- Visual storytelling: Multimedia storytelling, next-generation infographics, and expressive formats;

- Virtual spaces, messengers, and AI in voice-based content.

These aspects shape the modern approach to multimedia and technology in copywriting, highlighting their role in creating innovative and competitive content.

With the advancement of digital technologies, copywriting has evolved from being text-centric to becoming a multimedia process involving work with video, audio, graphics, and interactive elements. However, modern copywriters face several challenges. First, the rapid pace of technological development demands continuous updating of skills and knowledge. Second, integrating various multimedia formats into text requires a more creative and technical approach. Third, there is the issue of effectively engaging audiences—creating content that is engaging, accessible, and easily digestible across different platforms. These challenges encourage the search for new solutions and innovations in copywriting.

The main objectives of this article are:

- to investigate the impact of multimedia technologies on copywriting, exploring how visual, auditory, and interactive content transforms traditional text-writing approaches;

- to evaluate the integration of multimedia into copywriting;

- to identify the key technological challenges faced by modern copywriters;

- to develop strategies for enhancing content quality and adapting it to various multimedia platforms.

Modern copywriting is a vast and diverse activity that has yet to gain comprehensive scientific coverage. There are sporadic publications touching on applied aspects of copywriting, but their collective body cannot claim to represent even the nascent stages of a scientific field, let alone an established school of thought. Over the past five years, researchers such as C. Lako, K. Kiuru, H. Zulkify, N. Firdaus, Y. Kostenko,

L. Baltés, V. Vereshchagina, E. Hernández, and V. Ustinov have analyzed the phenomenon of “copywriting” in their work. Most publications focus on the application of copywriting in marketing communications. Recent publications by V. Ustinov attempt to relate this phenomenon to media practices, but such an approach is more of an exception than the rule.

#### ***The purpose of the article***

The purpose of this article is to explore modern innovations and trends in the use of multimedia technologies in copywriting. The article aims to analyze how the integration of video, audio, graphic, and interactive elements affects the creation of effective content that captivates the audience. Additionally, the article seeks to identify the main challenges faced by copywriters in the digital age and suggest possible solutions for improving content quality and adapting it to various multimedia platforms.

#### ***Presentation of the main material***

Multimedia is omnipresent – modern individuals constantly interact with virtual worlds through various screens, and this influence is becoming increasingly noticeable. Practically all areas of life, including science, culture, education, and business, are now impossible without multimedia products. The concept of “multimedia” encompasses information that includes text, images, and sound, either separately or in combination, and is based on modern information technologies. Multimedia technologies, as part of information technologies, allow for the input, storage, processing, and reproduction of not only textual information but also audiovisual, graphic, three-dimensional, and other types of data. Examples of multimedia tools for conveying information include presentations, educational programs, animated commercials, and virtual tours of buildings. The key feature of multimedia is its aesthetic appeal, which includes the choice of colors, fonts, composition, a combination of text and graphics, as well as the use of animation and sound effects.

Multimedia represents the integration of visual and audio information, managed through interactive software that uses modern technical and software resources. These systems combine text, sound, graphics, photographs, and video in a unified digital format [2]. Multimedia technologies are a set of modern tools for audio, video, visual, and virtual communication, which are used in organizing, planning, and managing various types of activities.

In the modern digital world, the relationship between multimedia and copywriting is becoming increasingly close. Copywriting, which traditionally focused on textual content, is now actively integrating

with multimedia elements such as video, audio, graphics, and animation. This symbiosis helps create more engaging and dynamic content that captures the audience's attention and enhances the effectiveness of messages.

Multimedia enables copywriters not only to convey information but also to influence users' emotions through visual and audio effects, making the content more memorable. For instance, interactive formats such as video clips or animated presentations can enhance text by adding new meanings and visual reinforcement. Thus, copywriting and multimedia together create comprehensive communication solutions that contribute to more effective message delivery and interaction with the audience [3].

The integration of video, audio, graphic, and interactive elements significantly impacts the creation of effective content, making it more engaging, memorable, and better able to connect with the audience. The main factors of influence are:

– first. Increased audience engagement. Video and audio can attract viewers' attention more quickly, as people often prefer watching or listening to information over reading text. Additionally, the use of interactive elements (quizzes, surveys, interactive infographics) allows the audience to actively interact with the content, increasing engagement and prolonging interaction with the material;

– second. Emotional impact. Visual and auditory elements can evoke emotions more strongly than text alone. Music, sound effects, or graphic images can create a certain mood and reinforce the message, making the content more powerful. This is especially important in advertising and brand copywriting, where forming an emotional connection with the consumer is crucial;

– third. Comprehension and clarity. Graphic elements, such as infographics, charts, and illustrations, help better structure and visualize complex information, making it easier to understand for various types of audiences. Video can also explain complex concepts with ease through visualizations supported by text or voice explanations;

– fourth. Adaptability across different platforms. The integration of multimedia elements helps content adapt better to various platforms and formats. For example, short videos are better suited for social networks, graphic elements work well in online articles or presentations, and podcasts reach an audience that consumes content in audio format;

– fifth. Increased viral potential. Content that includes video or graphics is more likely to go viral and spread widely through social media. Interesting or emotionally charged videos and interactive materials

often encourage people to share them with friends and colleagues, contributing to organic audience growth [4].

Thus, integrating multimedia into copywriting makes content more dynamic, accessible, and appealing to the modern user, ultimately increasing communication efficiency and audience engagement. In the digital age, copywriters face several challenges due to technological advances, changing audience behavior, and the constant updating of content requirements. Some of the main challenges modern copywriters face include:

– constant technological development. Technologies change rapidly, and copywriters need to constantly learn how to use new tools for content creation. This includes working with multimedia platforms, video and audio editors, interactive programs, and artificial intelligence (AI) tools. It is essential to adapt to these changes and integrate them into their work;

– adapting content for different platforms. Modern copywriting is no longer limited to texts for websites or print materials. Copywriters must be able to adapt their texts for various platforms: social media, blogs, video channels, podcasts, and even chatbots. Each platform has its own style, length, and format requirements, which complicates the task;

– competing for attention. In the digital era, the volume of information users encounter has grown significantly. Copywriters must create content that stands out among numerous messages and captures attention within a few seconds. This requires new approaches to headlines, opening paragraphs, visual design, and creative text structure;

– SEO and search engine algorithms. It is becoming increasingly difficult to create texts that appeal to both readers and search engines. Modern copywriters must understand the basics of SEO (search engine optimization) and work with keywords, metadata, and the internal structure of texts to ensure their materials are visible in search results;

– content personalization. There is a growing demand for personalized content that meets the needs of a specific audience. Copywriters have to adapt their texts for different target groups, which requires an understanding of user behavior, needs, and interests. Additionally, they need to work with analytics and data to create more relevant content;

– multitasking. Modern copywriters often perform multiple roles at once: writing texts, editing, developing content strategies, analyzing the market, interacting with clients, and even promoting through social media. This requires a wide range of skills and effective time management;

– copyright protection. In a world where content spreads quickly and can be copied without proper attribution, copywriters face the challenge of protecting their work from plagiarism and unethical use. Digital platforms also require adherence to copyright rules, adding complexity to content creation and distribution;

– artificial intelligence (AI) and automation. The development of AI opens new opportunities but also

poses a threat to traditional copywriting. AI systems can generate text, raising questions for copywriters about how to maintain the uniqueness of the human approach, creativity, and originality in their work while competing with automated solutions [5].

The main examples of the development and application of multimedia and technology in copywriting are presented in Table.

**Examples of multimedia and technology in copywriting**

Technologies	Case	What is done	Copywriting
Interactive content in advertising campaigns	Netflix campaign for the Black Mirror: Bandersnatch series	An interactive trailer that allowed users to choose the development of the plot. It engaged the audience with a unique experience of interacting with the content.	Writing flexible scripts with multiple storylines
Gamification in branded content	Burger King – “Whopper Detour” campaign.	A mobile app that offered discounts to users if they were near competing restaurants	Slogans that encouraged participation in the game, such as: “Get a Whopper for 1 cent – but there's a twist!”
Using AI in text generation	The Washington Post – “Heliograf”.	Using artificial intelligence to automate sports and election news	AI created short news texts adapted to the style of the publication
Multimedia storytelling	National Geographic – Project Everest VR	A combination of text, video, photos and VR to tell the story of conquering Everest	Texts for accompanying materials that enhanced the visual impact and engaged the user in the story
Short video formats in social networks	Red Bull in TikTok	A series of short videos with extreme stunts	Laconic captions that evoked emotions or created intrigue, for example: “Can you handle this rush?”
Dynamic email marketing	Spotify – personalized emails with “Wrapped”	Newsletter about the most listened songs of users for the year	Unique texts that created an emotional connection: “Here’s your year in music – relive your favorite moments.”
Content for voice assistants	Alexa Skills for the Tide brand	Developing a skill that helps solve household problems, for example, removing stains	Scripts for voice assistant with clear instructions
Virtual content for metauniverses	Gucci Garden in Roblox	Virtual space for interaction with the brand	Description of goods and interactive zones that attracted users: “Step into a world of timeless elegance.”

These examples demonstrate how multimedia and technology are transforming copywriting, making content more interactive, personalized, and emotionally engaging.

Let’s analyze one of the cases of Red Bull on TikTok in more detail. The main goal of Red Bull’s campaign is to engage the youth audience through the TikTok platform using an energetic, dynamic and

innovative approach to content creation. The main goal is to strengthen the brand's association with extreme sports, drive and creativity. The following strategies and approaches were used to develop the case study (Fig. 1).

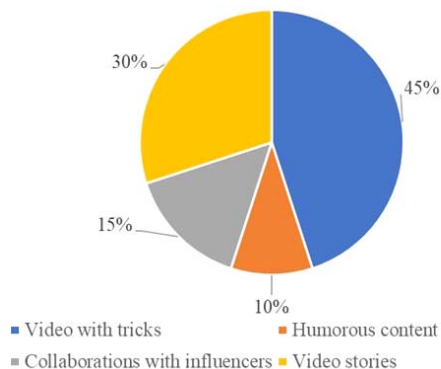


Fig. 1. Breakdown of engagement by type of content

Displays the breakdown of engagement by content type: 45% are trick videos, 30% are video stories, 15% are collaborations with influencers, and 10% are humorous content.

Focus on videos with extreme stunts: Red Bull has created short videos that showcase extreme skateboarding, BMX, and aerial tricks. The videos are 10-15 seconds long with an emphasis on shocking moments and unexpected endings. As a result, these videos have become the most popular among the audience, collecting millions of views.

Storytelling through video stories. The campaigns included a series of videos telling short stories about the extreme adventures of Red Bull athletes. The video texts are concise, for example, “What happens next? Watch and see!”. The main goal was to create intrigue, which motivated people to watch more content.

Collaborations with influencers. Red Bull collaborated with popular TikTok bloggers who were involved in sports, music or entertainment. Influencers used Red Bull branded merchandise in their videos or participated in joint challenges. The goal was to attract new audience segments through their followers.

Creating challenges. The campaign included hashtag challenges, such as #GivesYouWings, where users could show their tricks or activities related to an energetic lifestyle. The effect of the project was to create viral content that motivated the audience to create their own videos with the brand.

Humorous content. Red Bull added humorous elements to some videos to show lightness and creativity. For example, comical failures while performing stunts (in safe conditions) with humorous captions.

With this project, the campaigns received over 200 million views on TikTok. More than 50% of users who interacted with the content liked, commented or created their own video content based on the campaign. Red Bull's TikTok account gained over 2 million new followers during the campaign. All videos had a distinct Red Bull identity, including logos, colors, and references to the “Gives You Wings” slogan. The content was perfectly adapted for short video formats, which are the basis of TikTok. Users actively created videos as part of the challenges, increasing brand awareness (Fig. 2).

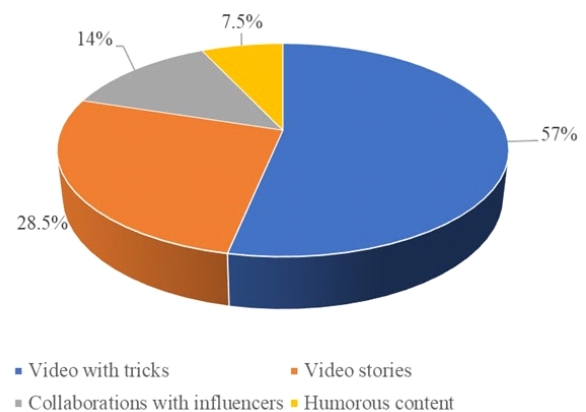


Fig. 2. Number of views by content category (in thousands)

Fig. 2 illustrates the number of views (in thousands) for each category of content. For example, the largest number of views is in the category “Videos with stunts” – 200 thousand. Stunt videos are the main driver of views because they are the most interactive and impressive. Video stories are great for engaging viewers looking for emotional and motivating stories. Collaborations with influencers help to reach new audiences, although they have a lower number of views by themselves. Humorous content serves as a complement, creating a positive brand image. This segmentation demonstrates that different content formats perform unique tasks in Red Bull's overall marketing strategy.

Thus, Red Bull's TikTok case study demonstrates the power of multimedia content and creativity in copywriting. By using short video forms, intrigue, and humor, the brand not only achieved a high level of engagement, but also successfully integrated its values into the modern social media culture.

Therefore, modern copywriters need to be flexible, technologically savvy, and ready for continuous learning and adaptation to the rapid changes in the digital sphere.

To enhance content quality and adapt it to various multimedia platforms, copywriters should consider several key solutions and strategies:

– first. Content optimization for different platforms: Each platform has its own characteristics, so it's essential to adapt the content to their formats and audience. Short, visually appealing messages with graphics or video work best for social media, while more detailed and extensive materials are needed for blogs or websites. Such an approach will help increase reach and effectiveness across various platforms;

– second. Using multimedia elements: To boost audience engagement, copywriters should actively use video, infographics, animations, and audio. This not only makes the content more attractive but also helps convey key messages more effectively. For example, adding short video clips or interactive graphics to articles or posts increases the likelihood of the audience interacting with the content for longer periods [6];

– third. Understanding audience behavior and needs: Utilizing analytics tools helps copywriters better understand what their audience is searching for, how they interact with content, and which platforms they spend more time on. This enables the creation of personalized content that meets the specific interests and needs of the target audience, increasing its relevance;

– fourth. SEO optimization: To ensure content is visible to a wide audience, SEO techniques must be applied. This includes the correct selection of keywords, creating structured headings, metadata, and internal links. SEO-optimized text helps improve search engine rankings and attract organic traffic;

– fifth. Creating interactive content: Interactive elements, such as polls, quizzes, calculators, or virtual tours, can make content more engaging. They allow users to interact with the material on a deeper level, increasing time spent on the platform and the likelihood of the user returning in the future;

– sixth. Automating routine processes: To increase content creation efficiency, automation tools should be used, such as content management platforms (CMS) or social media scheduling tools. This allows copywriters to focus more on creative tasks and produce high-quality content;

– seventh. Using artificial intelligence (AI): AI can help with analyzing large amounts of data, automatically generating specific text elements, and SEO optimization. However, it's important not to lose the human touch and use AI as an auxiliary tool for routine tasks, leaving the key creative work to humans;

– eighth. Multimedia adaptability and mobile optimization: Considering that most users consume content via mobile devices, it's important to adapt content to various screen sizes. This applies to both text and

multimedia elements. Content should be easy to read on small screens and load quickly without losing quality;

– ninth. Continuous learning and development: To remain competitive, copywriters need to constantly update their knowledge of new trends in content marketing, digital technologies, and multimedia. Courses, webinars, and self-education will help develop professional skills and implement new methodologies in content creation [7].

Thus, to improve content quality and adapt it to multimedia platforms, it is important to combine creativity with technical skills, understand audience behavior, and use modern technological solutions.

### **Conclusions**

The development of multimedia technologies has significantly influenced the evolution of copywriting, turning it into a multidimensional process that combines text with video, audio, graphics, and interactive elements. Innovations in this area open up new opportunities for creativity, increase audience engagement, and make content more effective. At the same time, copywriters face a number of challenges, such as constant adaptation to new technologies, personalization of content, and optimization for different platforms.

Multimedia content creates a deeper emotional impact: combining text with visual, audio, and interactive elements increases audience engagement. People perceive information better when text is supported by graphics or video.

Interactivity is changing the traditional approach to copywriting: the use of interactive elements, such as quizzes, challenges, or interactive videos, encourages active interaction with the brand. AI technologies simplify the content creation process: artificial intelligence facilitates the creation of dynamic texts, image generation, and audience analysis. This allows copywriters to focus on creative tasks. New platforms open up new formats. Metaverse, TikTok, AR/VR are environments where multimedia content plays a key role.

Copywriting for such platforms needs to be adapted to an interactive, short, and engaging format. Personalization has become the basis of successful content: hyper-personalized texts adapted to the needs of specific audience segments are much more effective than universal messages.

Optimizing multimedia content to save resources is not only practical, but also positively perceived by the audience. By applying these recommendations, copywriters will be able to create innovative content that is not only attractive but also effective.

To stay competitive, it is important for modern copywriters to implement new multimedia tools, follow trends, and improve their skills.

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МУЛЬТИМЕДІА ТА ТЕХНОЛОГІЇ В  
КОПІРАЙТИНГУ: ІННОВАЦІЇ ТА ТРЕНДИЖучкова Ольга, Чуприна Наталія, Доценко Ганна,  
Журавель Віра, Гармідер Лариса

Стрімкий розвиток цифрових технологій та мультимедіа суттєво вплинув на сферу копірайтингу, трансформуючи традиційні методи створення текстового контенту та розширюючи можливості його взаємодії з аудиторією. У статті розглянуто основні інновації та тренди, які впливають на сучасний копірайтинг, акцентуючи увагу на впровадженні мультимедійних технологій у процес створення рекламних і інформаційних текстів. Значну увагу приділено ролі мультимедійних елементів – відео, аудіо, графіки, інтерактивних інфографік – у підвищенні ефективності текстового контенту. У статті проаналізовано, як використання мультимедіа дозволяє копірайтерам створювати більш інформативні, емоційно насичені та інтерактивні повідомлення, що сприяють глибшій взаємодії з цільовою аудиторією. Одним із ключових аспектів сучасного копірайтингу є поєднання традиційних текстових форматів із динамічними мультимедійними засобами, що забезпечують більш комплексне та емоційно насичене сприйняття інформації. Крім того, у статті розглянуто нові підходи до цифрового маркетингу, де мультимедійний контент та копірайтинг інтегруються для підвищення ефективності маркетингових кампаній. Зокрема, досліджуються тренди соціальних мереж, які вимагають від копірайтерів вміння працювати з різноманітними форматами контенту: короткими відео, інтерактивними постами та інфографіками. Враховуючи швидкий розвиток платформ, копірайтинг стає більш мобільним і адаптивним, що дозволяє оперативно реагувати на зміни у поведінці споживачів і вимоги ринку. Стаття підсумовує, що поєднання копірайтингу та мультимедійних технологій є ключовим фактором успішної комунікації у цифрову епоху. Визначено основні тенденції та перспективи розвитку індустрії копірайтингу в контексті інтеграції технологічних інновацій, що дозволяє адаптувати стратегії створення контенту до сучасних реалій.

**Ключові слова:** копірайтинг, мультимедіа, цифрові технології, інновації, маркетинг, інтерактивний контент, відео-контент.

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