Copywriting and Rewriting in Digital Media: Professional Differences and Ethical Issues

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Abstract. This article examines copywriting and rewriting as professional practices in the digital media landscape, emphasizing their functional distinctions, methodological attributes, and ethical considerations. The study examines the historical evolution of copywriting, the transformation of textual production in the context of social media and digital platforms, and the growing role of rewriting in contemporary content markets. Using qualitative analysis, comparative methods, and normative evaluation, the research identifies key distinctions between original authorial writing and text transformation based on existing sources. The findings demonstrate that copywriting functions as a strategic and creative form of persuasive communication, whereas rewriting primarily serves adaptive and technical purposes related to content accessibility and optimization. At the same time, professional rewriting requires a high level of language skill and goes beyond just changing the text. Special attention is given to ethical challenges associated with rewriting practices, including issues of authorship, content duplication, misleading advertising, and the use of artificial intelligence in text generation. The results contribute to clarifying professional boundaries between copywriting and rewriting and emphasize the importance of ethical standards and transparency in digital communication.

Keywords: copywriting, rewriting, digital media, social media, ethics, professional practices

Introduction

Journalistic research and persuasive, audience-oriented writing became closely interconnected beginning in the 1920s. However, according to major historical studies, the origins of copywriting can be traced back to 1605. This period marked the emergence of mass printing processes for periodicals. Newspapers began to be produced in large quantities and sold on street corners, significantly expanding public access to printed information. As a result, the range of regions and audiences available for analytical observation and research increased,

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since these groups were able to obtain newspapers with relative ease. With the widespread diffusion of the Internet in the late 1990s, copywriting experienced a renewed phase of development. Digital technologies made the dissemination of information and the promotion of products and services more accessible, efficient, and convenient. Consequently, copywriting evolved alongside the digital era and re-entered contemporary communication practices. Nevertheless, due to limited attention to its historical roots, copywriting is often mistakenly perceived as a professional activity that emerged only within the last two decades.

Today, copywriting has become an established professional field with a defined structure and multiple specialized directions. It includes both core and auxiliary areas of practice that continue to expand in response to technological innovation and market demand. According to Google Trends data, global search queries related to "neurocopywriting" increased by approximately 50 percent between 2020 and 2023 [1, 242].

Filling a website with content is a crucial and indispensable stage in website development. There are numerous ways to obtain unique textual content, some of which require significant time investment, while others involve considerable financial costs. In this context, alongside copywriting, rewriting has emerged as a widely used practice. Scholars note that "rewriting involves the creation of content designed primarily for search engines. This process entails rewriting source material through the use of alternative linguistic tools. However, the task is far from simple, as the level of textual uniqueness and quality depends not only on the client's requirements but also on the professional competence of the performer" [2]. In the process of preparing this article, an in-depth examination of widely applied copywriting and rewriting methods was conducted, drawing upon established theoretical frameworks. Through the comparison and analysis of various methodological approaches, five core formulas for text creation were identified, accompanied by relevant definitions and illustrative examples. Based on analytical methods, the key structural components of commercial texts were determined. Each of these copywriting formulas can be commissioned and implemented through copywriting exchanges.

Methodology

This study applies a qualitative research design to examine the professional distinctions between copywriting and rewriting in the context of digital media. The methodology is based on content analysis and comparative analysis, enabling the identification of functional, structural, and stylistic differences between original and transformed texts. The empirical material consists of selected digital media texts produced for websites, social networks, and copywriting platforms. Text samples were analyzed according to their communicative purpose, degree of originality, and persuasive intent. Comparative analysis was used to assess differences in narrative structure, semantic modification, and authorial presence. In addition, a normative-analytical approach was employed to address ethical aspects of rewriting, including issues of authorship, copyright, and information reliability. The combination of analytical and evaluative methods ensures the validity of the findings and their relevance to contemporary digital communication research.

Literature Review

Copywriting research primarily conceptualizes the field as a strategic form of persuasive communication aimed at influencing audience behavior and shaping brand perception. Kot

[1] stresses that copywriting is based on psychology and values and that it helps build trust and emotional connections. Kennedy and Welsh-Phillips [2] extend this perspective to digital environments, demonstrating how copywriting operates as a core instrument within social media marketing and audience engagement strategies. Historical and professional perspectives on copywriting are presented in The Copy Book [3], which frames copywriting as a creative discipline shaped by advertising culture and evolving media technologies. Schultz's integrated marketing model positions copywriting as a unifying element within coordinated branding and communication systems. Recent studies address the impact of generative artificial intelligence on copywriting practices, noting shifts in professional expectations and emerging ethical challenges [4]. Sugarman's foundational work remains influential in defining core principles of persuasive advertising writing, including clarity, emotional appeal, and behavioral motivation [5]. Despite extensive research on copywriting, rewriting remains insufficiently examined, particularly with regard to its ethical and professional differentiation in digital media.

Results and Discussion

Copywriters generally operate according to two distinct professional approaches. The first approach involves strict compliance with a predefined technical brief. In such cases, clients or partners provide detailed technical instructions–commonly referred to in professional practice as a technical task (TT)–which the copywriter is required to follow precisely. This model leaves no room for deviation or strategic interpretation, as considerations related to communicative goals, content placement, or the persuasive role of the text are excluded from the copywriter's responsibilities. The second approach is based on independently addressing the client's broader objectives. Here, copywriting extends beyond text production to include increasing product or service sales, strengthening audience trust, and providing comprehensive responses to user needs [6]. Copywriters working within this framework are responsible for motivating specific user actions, such as purchasing a product, following hyperlinks, subscribing to a platform, or engaging with branded content. Effective text production further requires adherence to structural principles, including word count limitations and the use of short, clearly segmented paragraphs. Concise presentation and logical division of information facilitate systematic comprehension and improve information retention among readers.

Copywriters can be classified into several categories according to technical requirements (Table 1).

Table 1. Areas of Copywriters' Professional Activity

Agency Copywriters	Agency copywriters work full-time and provide services to multiple clients. They are involved in complex and creative projects aimed at developing a distinctive brand voice for each client. Such copywriters typically work across a wide range of projects, including social media posts, advertising copy, and website content.
Corporate Copywriters	Corporate copywriters typically hold permanent positions and focus on writing about the products or services offered by the corporation they represent. These roles are generally more consistent in subject matter and require a lower degree of creative variation. In this capacity, corporate copywriters work in close

	collaboration with marketing, product development, and sales departments to ensure alignment with the company's branding and strategic objectives. Unlike agency copywriters, their texts are less diverse and primarily oriented toward promoting the company's own products and services.
FreelanceCopywriters	Freelance copywriters enjoy a high degree of autonomy in terms of topic selection, project type, and time allocation. Their work schedules are highly flexible, allowing them to manage workload independently. Depending on professional experience, freelance copywriters can set their own rates, choose flexible working arrangements, and collaborate with clients from diverse industries. This autonomy facilitates the development of a strong professional portfolio, which in turn increases opportunities to work with higher-paying clients.

A rewriter is a professional engaged in rewriting activities. The primary responsibility of a rewriter is to reproduce a text while maintaining content quality and complying with originality requirements. Rewriters may work across various sectors, including marketing, journalism, and digital media. Unlike copywriting, rewriting does not involve introducing the author's personal interpretations, judgments, or opinions into the text.

Rewriting assignments are typically based on multiple source materials obtained from online or external resources rather than a single original text. In most cases, the length of the rewritten text corresponds to that of the source material, although expanded versions may be permitted, which facilitates content development through the use of additional references.

Basic rewriting techniques include transforming direct speech into indirect speech, restructuring sentence patterns, employing synonyms, rearranging sentences and paragraphs, and eliminating redundant lexical elements to improve clarity and readability(Table 2).

Table 2. Rewriting is generally classified into two main types: simple rewriting and complex rewriting.

Simple Rewriting	Simple rewriting refers to the substitution of words in the source text with synonyms in order to increase formal textual uniqueness for search engines. This approach is primarily used to ensure that the generated text is recognized as original by automated systems. However, such content can hardly be considered professional, as the source text remains easily identifiable. Consequently, reputable platforms and content owners generally avoid this type of rewriting.
Complex Rewriting	Complex (in-depth) rewriting, by contrast, involves the transformation of an existing text while preserving its core ideas and conceptual structure. In some cases, textual originality is enhanced through the use of multiple source materials rather than a single reference. This form of rewriting closely resembles copywriting; however, the key distinction lies in the absence of the author's personal opinions or interpretations.

Ethical Issues of Rewriting in the Media Environment

Many marketing agencies and online stores in Kazakhstan rewrite and republish each other's product descriptions, advertising slogans, and service descriptions. On platforms such as OLX, Kolesa.kz, and Krisha.kz, product and service descriptions are sometimes repeated verbatim or in slightly modified, rewritten versions. In some marketing agencies (including SMM service sales and targeted advertising landing pages), the use of "similar" versions of texts taken from other agencies' websites is frequently observed.

This practice contradicts fair competition, as the work of the original author is not properly recognized.

Use of rewritten texts from competing brands

For example:

a) The beauty and cosmetics industry. Online cosmetic stores in Kazakhstan often take the official description provided by a manufacturer and rewrite it in their style; for instance, "moisturizes, nourishes, refreshes" → "deeply nourishes the skin and retains moisture for a long time."

Although this practice may not appear to violate copyright, it can mislead consumers, as unofficial and potentially inaccurate information is presented.

b) Competing SMM agencies. A claim published on one agency's website, such as:

"We increase sales threefold in 30 days."

may be rewritten by another agency as:

"We significantly increase sales within one month."

This constitutes misleading claims and represents an ethically sensitive issue.

Rewriting on marketplace platforms (Kaspi.kz / Wildberries / Lamoda)

Sellers on marketplace platforms often rewrite and reuse:

• the official text provided by the manufacturer;

• descriptions created by other sellers;

• texts taken from foreign websites.

As a result, false or distorted information about a single product may circulate, leading to the spread of misinformation and violations of copyright.

False "expert" advertising

A common situation in Kazakhstan involves one website publishing advertising-article texts such as "10 methods..." or "The best product...," while another website rewrites and republishes the same content.

Examples include:

• advertisementsbyfinancialadvisors;

• weightlossproducts;

• cosmeticprocedures;

• onlinecourses.

Risks include:

• dissemination of information without scientific evidence;

• multiplication of fake reviews through rewriting;

• advertising based on non-authentic or misleading expert evaluations.

AI-generated rewriting (AI-generated advertisements)

Between 2023 and 2025, business owners in Kazakhstan increasingly began using ChatGPT to rewrite or generate advertising texts.

Resulting issues include:
• unclear origin of the source information;
• multiple companies using texts with an identical stylistic pattern;
• lackofcopyrightcompliance;
• absenceoffact-checking;
• violation of ethical standards of competition.

Several articles addressing this issue have been published in Kazakhstani media, including: "How Has Artificial Intelligence Changed Advertising?", "Artificial Intelligence and New Journalism," "How Artificial Intelligence Is Transforming Education," "Let Us Beware of Appropriating Human Labor...," and Copied Free Birds: Plagiarism Allegations Hit Kazakhstan's Government Again. These publications contain analytical materials and expert opinions (KazGazeta, Ana Tili, Turkistan, Analitika.kz, The Diplomat.com, etc.).

The analyzed cases demonstrate that rewriting practices in digital media often extend beyond technical text adaptation and become instruments of ethical manipulation. Rewritten advertising claims, modified product descriptions, replicated marketplace content, and AI-generated texts reveal a systematic tendency toward semantic distortion while formally preserving textual uniqueness. Such practices blur the distinction between legitimate content adaptation and misleading communication [7]. The findings indicate that the ethical risks of rewriting are most pronounced in advertising-driven environments, where competitive pressure incentivizes exaggerated promises and content duplication. The absence of transparent authorship, reliable fact-checking, and clear source attribution undermines trust in digital media and challenges principles of fair competition. Moreover, the increasing use of artificial intelligence amplifies these risks by obscuring responsibility for content accuracy and originality.

Overall, the examined cases confirm that rewriting should be evaluated not only through technical originality metrics but also through ethical criteria, including transparency, accountability, and respect for intellectual property [8]. Without these standards, rewriting practices may contribute to the erosion of information credibility in digital communication.

When a client provides clear technical requirements (TT) for a text and explains in detail the desired style of presentation, the work process becomes more efficient. Search engine indexing rules specify that a text should contain at least three thousand characters; the title must include a keyword; and the first paragraph should contain the keyword and not exceed 250 characters [9].

Copywriting and Rewriting: Conceptual Distinctions and Professional Practices

The classical definition of copywriting refers to the creation of an original authorial text based on personal knowledge, professional expertise, and life experience. Copywriting requires an individual authorial voice and entails strategic decision-making concerning audience engagement, persuasion, and communicative intent. As a result, copywriting is traditionally associated with creativity, originality, and responsibility for the final communicative effect of the text. Rewriting, by contrast, is defined as the process of reproducing any text–based on one or more information sources–using alternative linguistic forms while preserving its semantic content. Rewriting has become very popular among website owners and digital content creators because it is easier to get and cheaper than other services [10]. The widespread use of rewriting is largely driven by the need to ensure textual uniqueness for search engines while maintaining informational relevance. A fundamental distinction between rewriters and copywriters lies in income level, text quality expectations, and professional experience. Due to the lower entry

threshold, beginners often start their careers in rewriting, performing tasks such as synonym substitution, sentence reordering, and surface-level textual modification. However, specialists emphasize that rewriting should not be regarded as an inferior form of content production. On the contrary, professional rewriting requires advanced linguistic competence and analytical skills and may be valued no less highly than original authorial writing [11]. In practice, the primary objective of rewriting is to enhance readability and comprehension, particularly when complex or technical information must be presented in accessible language. This task becomes especially challenging when the target audience lacks relevant background knowledge, thereby placing significant responsibility on the rewriter. Experienced professionals are capable of transforming a source text to such an extent that its rewritten version is not recognizable even to the original author. For this reason, qualified rewriters are highly valued in the digital content market. Professional copywriters argue that the key difference between copywriting and rewriting lies not in the quality of output but "solely in the method of article creation" [12].

Another essential distinction is that rewriting involves producing a new, unique text based on an existing article. Depending on the thematic focus and source material, the rewritten text may differ substantially from the original version. In most cases, clients provide the source text themselves, which simplifies the technical aspect of the task. However, clients may also request professional rewriting, which implies a more profound transformation of the text rather than mere synonym substitution. In such cases, the rewriter is expected to preserve meaning while fundamentally restructuring the content. Professional rewriting typically relies on working with multiple sources simultaneously. Articles synthesized from three or four texts tend to be more informative and demonstrate a higher level of originality. As researchers note, "although rewriting may appear to be an effortless task, without a rich command of language it yields no meaningful results" [11]. From a methodological perspective, rewriting employs three core techniques. The first is shallow rewriting, also referred to as synonymization, which involves replacing lexical units with their synonyms. This method is the least expensive and often results in minimal transformation. The second technique involves reordering words, sentences, and paragraphs, allowing for the creation of more engaging and structurally distinct texts. The third and most advanced method is paraphrasing while preserving the core idea of the article. This method necessitates meticulous examination of the source material, judicious exclusion or inclusion of information, and the conversion of direct speech into indirect speech, culminating in the creation of a novel text.

The rewriting process itself must comply with several quality requirements. High-quality rewritten content should demonstrate a high degree of originality, avoid unsupported assumptions and excessive "water" (content without semantic value), and contain no factual inaccuracies. For improved readability, texts should have a clear structure, divided into subheadings and organized through numbering or bullet points. Only by mastering these professional competencies can a rewriter produce content that meets both technical and qualitative standards. When restructuring an article, it is essential to conduct a thorough analysis of the source material to determine which elements can be modified. This may include merging similar or overly brief subheadings, eliminating repetitive information, and reorganizing the internal structure of the text. Prior to making such changes, the client's preferences should be clearly established. In many cases, particularly for SEO, high-frequency keywords are retained in titles and subheadings, as preserving original keyword placement contributes to search engine visibility.

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Copywriting in social media has several distinctive features. In particular, an effective message encourages a potential client to perform specific goal-oriented actions. In other words, an entrepreneur may not necessarily need to create a corporate website or an online store: a well-promoted account on Instagram (or any other popular platform) can successfully convert its audience into buyers of products or services. An experienced author works not only with text input but also with graphic editors, settings, and metrics used to monitor user engagement. The services of versatile copywriters are naturally more expensive than those of basic content writers; however, these costs are justified by the high-quality results delivered by professional content marketers. The effectiveness of advertising campaigns on social media largely depends on selecting the appropriate social media platform. A competent copywriter-marketer or rewriter, being familiar with the specific characteristics of each major social network or messenger, is able not only to produce text but also to adapt it to a particular channel. Such work is always oriented toward a clearly defined target audience. Entrepreneurs who choose to develop their business through social media should understand that copywriting and SMM, despite their similarities, are not identical concepts.

Social media copywriting represents only one tool within a broader marketing strategy. Its effective use largely depends on the involvement of qualified and experienced SMM specialists. Copywriting activity is particularly intensive within Facebook communities. In these spaces, significant engagement can be achieved not through visual content but by expressing a concise opinion on a socially relevant issue, which encourages comments and sharing. James Caan, whose current income exceeds 100 million dollars, attributes his success to his father's advice: "Observe what the majority is doing and act in the opposite way" [2]. This strategy aims to provoke discussion. According to Sarah Sal, who has collaborated with Agorapulse, AdEspresso, AdWeek, Blitzmetrics, Copyhackers, and John Loomer, promoted companies such as Strategyzers, ClickFunnels, AdEspresso, and Hootsuite, and participated in Perry Marshall's Facebook advertising webinars, Facebook advertising copy should be extremely concise. If a copywriter is able to reduce a prepared text by an additional 10–50 percent, they can be considered a truly professional copywriter.

An ideal business development platform for the SMM Facebook copywriter. Unlike Instagram, there is an expanded list of features here. Facebook and Instagram posts. If short texts are better suited for Instagram, you can create long messages on Facebook. Surveys, sweepstakes, promotions, and other events work well.

«Every time when says, «my campaign (a business campaign that targets Facebook) has become less effective, Facebook must have changed its algorithms!» I say, «If I had even 1 dollar, I would be rich, drinking Teguanyin tea every day! Although this type of Chinese oolong tea sells for $3,000 per kilogram!»- says Sarah Sal, a Facebook advertising expert, professional copywriter, and targetologist [12]. The idea here is that even if Facebook or another platform changes its algorithm, a professional copywriter can post their ads. For information, in a campaign that sends targeted ads to Facebook, you must pay at least $1 per 1 day for each ad. Hence, the fact that Sarah Sal says, «If I have 1 dollar».

Facebook's algorithm imposes restrictions on copywriters in numerous instances. A copywriter does not become targeted, even if it is written in accordance with the requirements (hidden advertising text), or collects fewer comments if it is written as a simple post (opinion is central to a copywriter's Facebook text). In this situation, Facebook has an alternative text recording feature. In this alternative, with a neatly made tool, everyone, even visually impaired people, has the opportunity to share notes. So, what is an alternative text? This is a hidden

description of the image that readers on the screen can read. This description helps blind or visually impaired people understand the text of the image. By adding alternative text, a copywriter can make their content more accessible to a wider audience, as well as provide a great experience, demonstrating that the brand is responsible for a social issue.

The practice of rewriting advertising texts is widespread in Kazakhstan's digital market and raises significant concerns regarding media ethics and information reliability. Repetitive content across platforms, the reuse of manufacturers' texts without modification, or identical advertising claims by competing websites may mislead audiences and increase the risk of consumer rights violations. In such cases, the legal responsibility of advertisers and agencies becomes increasingly relevant, as the unauthorized use of authorial texts may violate intellectual property norms. Misleading or manipulative advertising undermines public trust in information and hinders the development of high-quality content production. Therefore, ethical rewriting–based on transparency and legal compliance–constitutes a fundamental condition for the fair and responsible development of advertising communication. The professional activities of copywriters and rewriters have emerged as a result of contemporary demands for sales-oriented textual content. The operation of various content exchanges has not only accelerated the development of this field but has also created a competitive professional environment. This, in turn, has contributed to the enhancement of qualifications among copywriting and rewriting specialists and has opened up broader professional opportunities.

Conclusion

The analysis demonstrates that copywriting and rewriting occupy different yet complementary positions within the digital content production ecosystem. Copywriting is primarily oriented toward originality, persuasion, and strategic audience engagement, relying on the author's expertise, creativity, and responsibility for communicative outcomes. Rewriting, in contrast, focuses on semantic transformation, accessibility, and technical adaptation of existing texts, often serving the needs of search engine optimization and content scalability. Despite its perception as a less complex activity, rewriting requires high levels of linguistic proficiency, analytical thinking, and ethical awareness, particularly when multiple sources are involved. Professional rewriting extends far beyond superficial text modification and may involve deep structural transformation while preserving original meaning. Because of this, rewriting should be seen as a professional skill rather than just a technical task. The study also shows that the common use of rewriting in social media, marketplaces, and advertising settings raises serious moral issues. Content duplication, misleading claims, and AI-generated rewriting practices challenge principles of authorship, transparency, and fair competition. These issues highlight the growing need for regulatory awareness and ethical responsibility among content producers, agencies, and digital platforms. In general, the results show that it is important to make a clear distinction between copywriting and rewriting in both academic research and professional practice. Strengthening ethical standards, enhancing professional competencies, and critically assessing the role of artificial intelligence are essential conditions for the sustainable development of digital communication and content production in contemporary media environments.

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Amangeldieva G.S. – article writing, in-depth analysis of the research, comparative study with scientific sources, and supplements.

Abdikeeva N.M. – data collection, sociological research, results analysis, and data visualization.
Yertassova G.K. – critical review of the article, bibliographic analysis, and adaptation to technical requirements.

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Цифрлық медиадағы копирайтинг пен рерайтинг: кәсіби айырмашылықтар және этикалық мәселелер

Аңдатпа. Бұл мақалада цифрлық медиа кеңістігіндегі копирайтинг пен рерайтинг кәсіби тәжі- рибелер ретінде қарастырылып, олардың функционалдық айырмашылықтары, әдіснамалық ерекшеліктері және этикалық мәселелері талданады. Зерттеуде копирайтингтің тарихи қа-

лыптасуы, әлеуметтік желілер мен цифрлық платформалар жағдайындағы мәтін өндірісінің трансформациясы, сондай-ақ қазіргі контент нарығындағы рерайтингтің рөлі сарапталады. Зерттеу барысында сапалық талдау, салыстырмалы әдіс және нормативтік бағалау тәсілдері қолданылды. Нәтижелер копирайтингтің стратегиялық әрі креативті ықпал ету құралы екенін, ал рерайтингтің негізінен мәтінді бейімдеу мен техникалық оңтайландыру функцияларын атқаратынын көрсетеді. Сонымен қатар кәсіби рерайтинг жоғары тілдік құзыреттілікті талап ететінін және оны механикалық мәтін өңдеумен шектеуге болмайтынын дәлелдейді. Мақалада рерайтингке қатысты авторлық құқық, контенттің қайталануы, жалған жарнама және жасанды интеллект арқылы мәтін генерациялау мәселелері секілді этикалық тәуекелдерге ерекше назар аударылады. Зерттеу нәтижелері цифрлық коммуникация саласында копирайтинг пен рерайтингтің кәсіби шекараларын айқындауға және этикалық стандарттардың маңызын күшейтуге бағытталған.

Түйін сөздер: копирайтинг, рерайтинг, цифрлық медиа, әлеуметтік желілер, этика, кәсіби тәжірибе

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Копирайтинг и рерайтинг в цифровых медиа: профессиональные различия и этические проблемы

Аннотация. В статье рассматриваются копирайтинг и рерайтинг как профессиональные практики в цифровоммедиапространстве, анализируются их функциональные различия, методологические особенности и этические аспекты. Исследование охватывает историческое развитие копирайтинга, трансформацию производства текстового контента в условиях социальных сетей и цифровых платформ, а также роль рерайтинга на современном рынке контента.В ходе исследования применялись методы качественного анализа, сравнительного подхода и нормативной оценки. Полученные результаты показывают, что копирайтинг функционирует как стратегический и креативный инструмент persuasive-коммуникации, тогда как рерайтинг в основном выполняет адаптивные и технические функции, связанные с доступностью и оптимизацией контента. Вместе с тем профессиональныйрерайтинг требует высокого уровня языковой компетентности и не может сводиться к механической переработке текста.Особое внимание уделяется этическим проблемам, связанным с практиками рерайтинга, включая вопросы авторства, дублирования контента, вводящей в заблуждение рекламы и использования технологий искусственного интеллекта при генерации текстов. Результаты исследования способствуют уточнению профессиональных границ между копирайтингом и рерайтингом и подчеркивают значимость соблюдения этических стандартов в цифровой коммуникации.

Ключевые слова: копирайтинг, рерайтинг, цифровые медиа, социальные сети, этика, профессиональная практика

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