

# The Craft of Corporate Journalism

Writing and Editing  
Creative Organizational Publications



Lionel L. Fisher

# Craft Of Corporate Journalism

**Rosie Findlay, Johannes Reponen**



## **Craft Of Corporate Journalism:**

*The Craft of Corporate Journalism* Lionel L. Fisher, 1992-08-18 *The Craft of Corporate Journalism* is a dynamic reference guide for business journalists corporate communicators and writers and editors of organizational publications It is an indispensable manual that will be used daily by beginners and seasoned corporate writers editors alike in the daily business of crafting creative organizational publications Lionel Fisher writes in a fresh down to earth style honed by his forty five years of experience as a corporate communicator newspaper correspondent columnist advertising public relations creative director copy chief and as a freelance writer specializing in business sales marketing organizational communications He provides essential hands on counsel instruction and advice on the esoteric challenges of corporate writing The seminal message Fisher conveys is that business related magazines newsletters ezines and other organizational publications need not be dull dry or merely informational Rather corporate journalists must earn and sustain the interest of their readers which can only be done with powerful writing His descriptive instruction and crisp counsel is packed with riveting examples of journalistic and business prose to illustrate critical points as he teaches organizational communicators how to write The author s engaging iconoclastic style instructs on the essentials of corporate and business writing How to craft powerful leads compose and edit articles with the proper structure pace and flow nurture creativity dissolve writer s block and interview effectively But organizational communicators must do more than just produce outstanding feature and news stories They are also responsible for organizing their material into attractive seductive packages They must target and involve readers present appetizing arrays of news and feature stories define and tailor their publications set stylistic guidelines motivate correspondents and much much more

*Understanding Corporate Communications* Dmytro Oltarzhevskiy, Yevgen Zagorulko, 2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company s behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book s main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

*Against the Corporate Media* Michael Walsh, 2024-09-10 The citizens of Western democracies have been relentlessly propagandized lied to and fed a steady diet of distortions and untruths by their media for decades Editor Michael Walsh brings together a stellar collection of critical thinkers and writers to explain how and why this is happening its negative effects on our democracies and what we can do to reverse it An informed electorate is a prerequisite for free and fair elections But rather than striving for accuracy and objectivity today s journalists

openly celebrate the death of objectivity arguing that they have a higher duty to reject the conservatism police speech and suppress news that contradicts the liberal narrative Now on the heels of his magisterial volume Against the Great Reset editor Michael Walsh presents Against the Corporate Media a collection of more than forty essays on the decline and fall of the American and international news media The book s list of distinguished contributors includes Lance Morrow Andrew Klavan John O Sullivan Elizabeth Nickson Monica Crowley Charlie Kirk Glenn Reynolds Steven F Hayward John Fund Armond White Michael Ramirez Walsh and others Readers around the world deserve to know how badly their media has been corrupted how eagerly they have embraced the role of official propagandists and what a threat to democracy they have become This book marks an important strike against the corporate media and its unholy alliance with the enemies of freedom everywhere

Writing for Visual Media Anthony Friedmann, 2012-11-12 Writing for Visual Media looks at the fundamental problems a writer faces in learning to create content for media that is to be seen rather than read It takes you from basic concepts to practice through a seven step method that helps you identify a communications problem think it through and find a resolution before beginning to write Through successive exercises Writing for Visual Media helps you acquire the basic skills and confidence you need to write effective films corporate and training videos documentaries web sites PSAs TV shows nonlinear media and other types of visual narratives You ll explore your visual imagination and try out your powers of invention The companion web site enriches the content of the printed book with video audio and sample scripts It includes scripts and the video produced from them visual demonstrations of concepts and an interactive illustrated glossary of terms and concepts Please visit [www.focalpress.com/cw/friedmann/9780240812359](http://www.focalpress.com/cw/friedmann/9780240812359) click on the Interactive Content tab and follow the registration instructions

Journalism as Practice Sandra Borden, 2013-10-28 Technological innovation and conglomeration in communication industries has been accelerating the commodification of the news into just another product The emphasis on the bottom line has resulted in newsroom budget cuts and other business strategies that seriously endanger good journalism Meanwhile the growing influence of the Internet and partisan commentary has led even journalists themselves to question their role In Journalism as Practice Sandra L Borden shows that applying philosopher Alasdair MacIntyre s ideas of a practice to journalism can help us to understand what is at stake for society and for those in the newsrooms who have made journalism their vocation She argues that developing and promoting the kind of robust group identity implied by the idea of a practice can help journalism better withstand the moral challenges posed by commodification Throughout the book examines key U S journalism ethics cases since 2000 Some of these cases such as Dan Rather s Memogate scandal are explored in detail in Practically Speaking sections that discuss relevant cases at length This book is essential reading for students and practicing journalists interested in preserving the ethical role of journalism in promoting the public good

The Routledge Companion to Business Journalism Joseph Weber, Richard S. Dunham, 2024-01-10 The Routledge Companion to Business Journalism provides a complete and critical survey of the field of

business and economic journalism Beginning by exploring crucial questions of the moment the volume goes on to address such topics as the history of the field differentiation among business journalism outlets issues and forces that shape news coverage globalism personal finance issues and professional concerns for practicing business journalists Critical perspectives are introduced including gender and diversity matters on the business news desk and in business news coverage the quality of coverage and its ideological impact and framework the effect of the internet on coverage differences in approaches around the world ethical issues and education among journalists Contributions are drawn from around the world and include work by leading names in the industry as well as accomplished and rising star academics This book is an essential companion to advanced scholars and researchers of business and financial journalism as well as those with overlapping interests in communications economics and sociology

**Fundamentals of Corporate Communications** Richard Dolphin, David Reed, 2009-11-03 The Fundamentals of Corporate Communications gives professionals and students in marketing a comprehensive and incisive overview of what modern corporate communications is and what it can achieve The author has drawn on extensive business experience in the area and wide ranging research in major corporations to produce an authoritative account of best practice backed by numerous cases and examples The book demonstrates how corporate communications affects today's marketing mix and explains how it can support wider marketing objectives The key elements are covered in depth Who are the key audiences in the present business climate The role of Corporate Image and Identity in the communications process How communications informs and affects corporate strategy development What are the tools of modern communications from lobbying to brand building Using communications in a crisis Who should be communicator and why The book is both highly practical it is grounded in real business issues and rigorous in covering the concepts accessibly It will be an essential text and reference for practitioners and students of marketing

*Corporate Media Production* Ray DiZazzo, 2012-12-06 With the advent of affordable equipment there are more opportunities than ever in the field of corporate media production This book examines all aspects of this creative field from concept development to the final stages of postproduction The book also clarifies the roles of the writer producer director and client while focusing on the dynamics among these key players This in depth book captures all the technical and creative elements used in the creation of media in the corporate world The new edition has been updated to reflect the most current media production editing delivery formats and processes with an emphasis on DV There is material on the new digital video cameras and non linear editing systems as well as an expanded discussion of audio sweetening A new chapter on evaluation demystifies this critical process and there is a new discussion of multimedia

**The Globalization of Corporate Media Hegemony** Lee Artz, Yahya R. Kamalipour, 2012-02-01 When commercial media practices are insinuated into local cultures existing cultural and media practices are often displaced and social inequalities are exacerbated sometimes with the consent of consumers but frequently confronting organized proponents The Globalization of Corporate Media Hegemony provides case studies from five

continents from government promoted telecommunications programs and technologies in Canada and Britain MTV Asia's call in request lines and the pan Latin ideology of a Mexican television variety show to Islamic pop radio in Turkey commercial radio in Africa a Millionaire game show in India and Hollywood's muted influence on Korean cinema among others Each case offers new insight into the particulars of an expanding corporate hegemony and together they invite the conversation on media globalization to consider the dynamics of class conflict and negotiation as an analytical perspective having prescriptive potential

Literary Journalism Jean Chance, William McKeen, 2001 This first edition reader introduces students to 26 of our greatest literary journalists from Ernie Pyle to Hunter S Thompson It is the most current and complete anthology of the best of literary journalism

Online journalism Gabriele Hooffacker, 2022-05-11 The handbook provides tips and practical guidance on copywriting for the Internet and intranet moving images and podcasts social networks and communities forms and formats of the medium and content management processes How does one become an online journalist Where do online journalists work What do they need to know journalistic craft Internet skills online law How do you write teasers How do you integrate user activities What role do audio and video play in the cross media web offering How do you ensure that your content is found search engine optimization This book is a translation of an original German 5th edition Online Journalismus by Gabriele Hooffacker published by Springer VS imprint of Springer Fachmedien Wiesbaden GmbH part of Springer Nature in 2020 The translation was done with the help of artificial intelligence machine translation by the service DeepL.com A subsequent human revision was done primarily in terms of content so that the book will read stylistically differently from a conventional translation Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors

*Show Me the Money!*, 2002

Managing Corporate Communications in the Age of Restructuring, Crisis and Litigation David Silver, 2013-12-01 Corporate executives lawyers and board of directors suffer from groupthink when confronted with a crisis restructuring or litigation which results in a communications meltdown that hurts a company's number one asset its reputation This failure to understand how to communicate in distressed situations results in lost credibility and trust on a global basis in front of many target audiences customers employees vendors business partners the media analysts covering the company lenders bankers regulatory agencies and elected officials This book gives examples of corporations who failed to communicate in a crisis litigation or restructuring in this era of financial meltdowns By analyzing real life examples Lehman Brothers BP Toyota MGA Mattel etc it offers innovative solutions and communications strategies for decision makers to help avoid groupthink and keep good reputations intact If you are a CEO CFO general counsel board of director or part of the C suite understanding how to communicate in a distressed situation is crucial A public relations nightmare might be just around the corner Be prepared

Congressional Record United States. Congress, 1995

Insights on Fashion Journalism Rosie Findlay, Johannes Reponen, 2022-07-18 This collection surveys the key debates and issues that currently face fashion journalism going beyond

traditional print media to consider its multiple contexts and iterations in an ever evolving post digital media environment Bringing together a diverse range of contributors Insights on Fashion Journalism explores the characteristics complexities shifts and specificities of the field The book is organized into three sections mapping fashion journalism s established and emerging practices and exploring its parameters from mainstream to marginal Section One focuses on the complex relationships between those who practice fashion journalism the fashion industry and the media context in which they operate Section Two considers the ways in which fashion journalism responds to the socio political and cultural contexts in which it is created as well as the impact these contexts have on tone content and style and Section Three investigates how language is employed in different media Approaching fashion journalism through a critically diverse lens this collection is an asset for academics and students in the fields of fashion studies journalism communication cultural studies and digital media

**Communication Catalog 2005** Neil Thomson,2004-09 Corporate Communication Strategies in Responsible Business Dinesh Bhargava,2025-02-20 Corporate Communication Strategies in Responsible Business delves into the essential facet of a peaceful and efficient life communication This book comprehensively explains corporate communication including its definitions and methodologies We explore everything about business communication its definition characteristics and features Additionally we examine the benefits of an efficient communication system within an organization Our focus extends to various aspects of teamwork the efficiency of meetings types of meetings and the outcomes of effective meetings We also delve into the relationships between managers and employees as well as between supervisors and their teams The book addresses the challenges of corporate communication and provides methods to navigate them accurately Offering a wonderful insight into the world of communication this book serves as a valuable resource for understanding and mastering corporate communication in a responsible business environment Corporate Communications Joep Cornelissen,2004 Corporate Communications provides the most up to date treatment of the subject including the criticality of the function strategies and activities involved and how it can be organized and managed properly Off the Page Daniel Bernardi,Julian Hoxter,2017-09-12 Introduction screenwriting off the page Millennial manic crisis and change in the business of screenwriting Atop the tentpole hollywood screenwriting today Running the room screenwriting in expanded television New markets and microbudgets independent storytellers Screenwriter 2 0 the legitimation of writing for video games Conclusion scripting boundaries *International Communication* Kwadwo Anokwa,Carolyn A. Lin,Michael Brian Salwen,2003 This edited volume of 16 readings is a collection of works from the foremost scholars of international communication Divided into seven parts the text is comprehensive in its coverage including perspectives on issues and topics such as press freedom propaganda gatekeeping colonialism and mass media development globalization cultural concerns and diffusion

Uncover the mysteries within Explore with is enigmatic creation, Discover the Intrigue in **Craft Of Corporate Journalism** . This downloadable ebook, shrouded in suspense, is available in a PDF format ( Download in PDF: \*). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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