

# Craft of Corporate Journalism: Writing and Editing Creative Organizational Publications

Fisher

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# Craft Of Corporate Journalism

**Neil Thomson**



## **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

**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

*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

**Communication Catalog 2005** Neil Thomson, 2004-09

**Integrating Corporate Communications** James L. Horton, 1995-09-30 Seldom does a work on corporate communications take such a radical economic approach to the topic Horton integrates corporate communications cost effectively into all business activity and presents a new way to look at corporate communications as a force behind all business disciplines He describes and reviews external and internal communication examines human behavior in communicating reviews corporate communication structure and analyzes messages and media and shows how to get started toward cost effective corporate communication In 11 chapters the book presents a look at corporate communications based on economic principles Separate chapters examine the business environment and communication corporate communication and strategy and reputation corporate communication and the individual corporate communication and messages corporate

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A major resource for senior managers strategists and other communications specialists Online Journalism Richard  
Craig,2005 Learn to report write and edit for online media with ONLINE JOURNALISM with InfoTrac Created specifically  
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Yahya R. Kamalipour,2001 In addition to being comprehensive in its coverage this edited text brings together some of the

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**This is PR** Doug Newsom, 2004 *Creative Editing* Dorothy A. Bowles, Diane L. Borden, 2004 CREATIVE EDITING has been consistently praised by reviewers for its comprehensive coverage excellent organization and currency of issues relevant to editing copy The Fourth Edition continues to live up to this reputation through consistent reinforcement and practical application of editing concepts The book covers all aspects of editing for print and online media and provides ample practice exercises for students to demonstrate that they know how to apply principles from the text This book does not assume that students understand grammar fundamentals It starts with basic language skills and leads students through every phase of a professional copy editor's job The book's textbook/workbook approach allows students to practice their skills as they learn This edition covers editing as it relates to public relations digital editing for Web sources and magazine editing In addition it includes separate chapters on communications law and ethics along with exercises designed to help students understand practical applications of legal and ethical principles *American Journalism Review*, 2006 Corporate Communications Handbook Wesley S. Walton, Charles P. Brissman, 1994 The complete sourcebook for the preparation issuance and legal consequences of press releases and other disclosures by public companies **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 **JQ. Journalism Quarterly**, 2000 Includes section Book reviews and other bibliographical material **The Interplay of Influence** Kathleen Hall Jamieson, Karlyn Kohrs Campbell, 2001 Focusing on the persuasive strategies of journalists advertisers and politicians this text examines the power of the mass media to influence the perceptions and actions of the public It also reveals how the public exerts its own influence on the mass media in turn After an introductory chapter on the nature and use of the mass media the authors examine in turn journalism and advertising with separate chapters on definition persuasive strategies and interactive influence In the final two chapters they turn to the world of politics noting how politicians use both news and advertising to get their points across to the public This edition includes updated coverage throughout including the Internet's role in media politics and advertising **The Cumulative Book Index**, 1992 A world list of books in the English language

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