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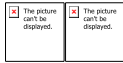
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CORPORATE DEFINE THE TERM ‘CORPORATION’



JOURNALISM WHAT IS JOURNALISM?



DEFINITION OF CORPORATE JOURNALISM ¶ ¶ Corporate Journalism is the management, through communication of perceptions and strategic relationships between an organisation and its internal and external stakeholders. It refers to application of journalistic skills such as writing, interviewing, research in building and sustaining mutual relationships through understanding between an organisation and its public.



DEFINITION CONTI.... ¶ ¶ ¶ It’s a management function that establishes and maintain mutual beneficial relationship through communication between an organisation and its public. It is also defined as a “Journalistic principles and practices applied within an organisation”. All these mean the use of journalism in corporations or big organisations.



COMMUNICATIVE NATURE OF CORPORATE JOURNALISM ¶ ¶ ¶ The public is better informed than ever before with the development of ICT, and globalisation phenomenon keeps people better informed. Communication has remained critical in the successful functioning of any organisation and its relationships with various public audiences. Communication has

become a fully fledged science & this necessitates the need for well trained and experienced corporate journalists.



COMMUNICATIVE NATURE OF CORPORATE JOURNALISM conti... ∞ ∞ Corporate communication is aimed at obtaining and retaining understanding, goodwill, acceptance and support for an organisation. Like a person, an organisation has a “personality”, unless that personality is seen in a favourable light and enjoy the trust of the public; it will lack support and experience difficulty in caring out its business functions.



COMMUNICATIVE NATURE OF CORPORATE JOURNALISM conti... ∞ ∞ Though organisation’s products and services maybe satisfactory, it may not necessarily enjoy support unless the public is aware of such services. It has become essential that an organisation should communicate the fact of its existence and its activities to the public if it must survive in the modern world.



COMMUNICATIVE NATURE OF CORPORATE JOURNALISM conti... ∞ ∞ ∞ This is done through the activities of professional communication of which the corporate journalism is one. An organisation need to create trust and support and also project an image of itself as reliable, progressive and even a patriotic organisation. This is the task of the Corporate communication practitioner of which Corporate Journalist is one.



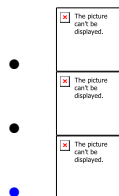
CORPORATE ORGANISATION’S PUBLIC ∞ ∞ Internal public – groups of individuals who are members of an organisation (employees, stakeholders, board of director). They work for the organisation. The organisation



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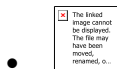
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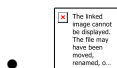
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I cannot even describe how much Course Hero helped me this summer. It's truly become something I can always rely on and help me. In the end, I was not only able to survive summer classes, but I was able to thrive thanks to Course Hero.



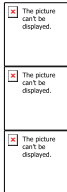
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