What is Corporate Writing?

✓ The act of writing to promote or boost the image and identity of an organisation.

✓ The act of writing to inform the publics of any important information of an organisation.

✓ Written materials produced by organisations.
Types of Corporate/PR Writing

- Press releases
- Speeches
- Feature articles
- Brochure/pamphlet
- Annual report
- Prospectus
- TV, video & radio scripts
- Magazine articles
- Information booklets
- Business fact sheets
- Concept paper

- Business booklets
- Business proposal
- Business catalogues
- Corporate histories
- Corporate periodicals
- Business letter
- Corporate profile
- Fliers
- Newsletters
- MOU/MOA document
- Translation
- Advertorial, etc
Functions/Purpose of CC Writing

- To boost the image and identity of the organisation among the publics.
- To promote the activity or products of the organisation or company to the publics.
- To publicise the organisation to the publics.
- To foster good relationship between the organisation and the publics.
Competencies required by CC Writer

- Knowledge about the publics (internal and external), channels of communication and organisation.
- Possessed broad knowledge of the business.
- Able to conduct research to know what is important and what is not important to the organisation and the publics.
Cont’d

• Know current issues related to organizational operations.
• Alert to the changes in attitude and behaviour of the society.
• Expert in communication.
• Possess good writing skills.
• Able to analyse and predict situations.
Writing Ethics

Issues related to writing ethics;

1. Plagiarism → Using another person’s work or ideas without giving credit.
2. Copyright issue → Information is access-free due to cyber situation.
3. “Common knowledge” and “expert knowledge” status.
What to attribute;

1. Another person’s idea, opinion, or theory.
2. Any piece of information that isn’t common knowledge, including facts, statistics, graphs, and drawings.
3. Quotations of another person’s spoken or written words.
4. A paraphrase of another person’s spoken or written words.
Guidelines for avoiding Plagiarizing another’s work

1. Using your own words and ideas.
2. Paraphrasing by reading over the whole material, and then writing out your idea without looking at the text.
3. Always adding quotation marks when quoting word for word.
4. Citing the source and page number when taking notes.
5. Avoiding cutting and pasting information from the Web directly into documents in progress without noting the source.
READABILITY FORMULA

Measures textual difficulty and indicates the level of text readability.
1.  Gunning Fog Index
2.  Flesch Reading Ease
3.  Flesch–Kincaid Grade Level

Gunning Fog Index (Non Technical)
The Fog Index is a method of analyzing written material to see how easy it is to read and understand.
Steps you can use to calculate the Gunning Fog Index

1. Take a full passage that is around 100 words (do not omit any sentences).
2. Find the average sentence length (divide the number of words by the number of sentences).
3. Count the % of complex words (words with three or more syllables - root words), not including proper nouns.
4. Add the average sentence length and the percentage of complex words.
5. Multiply the result by 0.4.
6. The score indicate the level of education in years required to understand the passage.
Example 1

A professional is a member of a profession. The term also describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform the role of that profession. In addition, most professionals are subject to strict codes of conduct enshrining rigorous ethical and moral obligations. Professional standards of practice and ethics for a particular field are typically agreed upon and maintained through widely recognized professional associations. Some definitions of "professional" limit this term to those professions that serve some important aspect of public interest and the general good of society.

(100 words)
Example 2

Since abstract writing is hard to visualize, it often seems as though it makes no sense and all the words are excessive. Writers in academic fields that concern themselves mostly with the abstract, such as philosophy and especially Post-modernism, often fail to include extensive concrete examples of their ideas, and so a superficial examination of their work might lead one to believe that it is all nonsense. The widespread expectation that scholarly works in these fields will look at first glance like nonsense is the source of humor that pokes fun at these fields by comparing actual nonsense with real academic writing. (101 words)
KLCC Twin Towers Fact Sheet

- Number of Storeys: 88
- Overall height: 452 metres above street level
- Location of Skybridge: Level 41 and 42
- Height of Skybridge: 170 metres above street level
- Length of Skybridge: 58.4 metres
- Height of Pinnacle: 73.5 meters
- Vertical transportations: 29 double-deck high speed lifts in each tower
- Number of escalators: 10 in each tower
- Stainless steel cladding: 65,000 sq metres
- Vision glass: 77,000 sq metres
- Concrete: (various strength up to Grade 80) 160,000 cubic metres in the superstructures
- Steel: 36,910 tonnes of beams trusses and reinforcements
- Foundation: 4.5 metres (15 feet) thick raft foundation containing 13,200 cubic metres of grade 60 reinforced concrete, weighing approximately 32,550 tonnes under each tower, supported by 104 barret piles varying from 60-115 metres in length.
Financial communication entails all of the strategies, tactics, and tools used to share financial data and recommendations with investors and other interested parties. Around the world, companies need strong, proactive financial communication competencies to successfully help shape the evolution of capital markets for themselves and their industries. In return, companies likely will see the benefits in stock price and operating performance.
Aspects of Corporate Writing Related to Financial Communication

1. Annual report
2. Prospectus
3. Financial Statement/Report
4. Investor Relations Documents
Financial Statement

1. **Statement of Financial Position:** also referred to as a balance sheet, reports on a company's assets, liabilities, and ownership equity at a given point in time.

2. **Statement of Comprehensive Income:** also referred to as Profit and Loss statement (or a "P&L"), reports on a company's income, expenses, and profits over a period of time. A Profit & Loss statement provides information on the operation of the enterprise. These include sale and the various expenses incurred during the processing state.

3. **Statement of Changes in Equity:** explains the changes of the company's equity throughout the reporting period.

4. **Statement of cash flows:** reports on a company's cash flow activities, particularly its operating, investing and financing activities.