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 public of any important information about an organisation.
- Most of the information is about financial status and performance.

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
- Flyers
- Newsletters
- MOU/ MOA document
- Translation
- Advertisements, etc.

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: 86.4 metres
- Height of Pinnacle: 73.5 metres
- Vertical transportation: 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 strengths up to Grade 80): 160,000 cubic metres in the superstructures
- Steel: 36,010 tonnes of beams, trusses and reinforcements
- Foundation: 4.5 metres (15 feet) thick raft foundation containing 15,200 cubic metres of grade 80 reinforced concrete, weighing approximately 30,550 tonnes under each tower, supported by 104 barrel piles varying from 60-115 metres in length.

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

- Must be knowledgeable about the publics (internal and external), channels of communication and organisation.
- Must be possessed broad knowledge of the business.
- Must be able to conduct research to know what is important and what is not important to the organisation and the publics.

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- Must know all the current issues related to organizational operations.
- Must be alert to the changes in attitude and behaviour of the society.
- Must be an expert in communication.
- Must posses good writing skills.
- Must be 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.

Corporate Writing vs Financial Comm.

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.
Flesch/Flesch–Kincaid readability tests are designed to indicate comprehension difficulty when reading a passage of contemporary academic English. There are two tests, the Flesch Reading Ease, and the Flesch–Kincaid Grade Level. Although they use the same core measures (word length and sentence length), they have different weighting factors, so the results of the two tests correlate approximately inversely: a text with a comparatively high score on the Reading Ease test should have a lower score on the Grade Level test. Both systems were devised by Rudolf Flesch.

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 indicates the level of education in years required to understand the passage.

Example 1
The term songket comes from the Malay/Indonesian word sungkit, which means "to hook". It has something to do with the method of songket making: to hook and pick a group of threads, and then slip the gold threads in it. Some says that the word songket was derived from songka, a Palembang cap in which gold threads was first woven. The word menyongket means 'to embroider with gold or silver threads'. Songket is a luxury product traditionally worn during ceremonial occasions as sarong, shoulder cloths or head ties. Traditionally Muslim women and adolescent girls wore songket, "some boys and men are also weaving today". (104 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)