Channels of Corporate Writing

- Individuals
- Mass Media
- Specialised Media

Readability Index

Gunning Fog Index
The Fog Index is a proven method of analyzing written material to see how easy it is to read and understand.

Steps to calculate 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 words with three or more syllables (complex words based on root word), not including proper nouns (for example, Malaysia), compound words, or common suffixes such as -es, -ed, or -ing as a syllable.
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
If your target audience is looking for self-improvement information online, this is one membership site you just have to be part of. There is a section full of products that come with master resale rights and giveaway rights. Members also get access to 10 self-improvement related articles with private label rights every month. Self Improvement Millionaires provides everything you need so you can set up your sales pages and begin selling the products in minutes. One of the first things that struck many about the Self Improvement Millionaires site was the professional touch - the excellent quality of the products, sales materials and graphics. (106 words)

Example 2

Ethics in Corporate Writing

- There are two main guidelines towards of ethics in corporate writing:
  - Be sensitive to the feelings and needs of others. Treat others as how you want to be treated.
  - Be sensitive to the changes in society – rules, policy etc.