

Chapter 3

Corporate communication in contemporary organization

Early twentieth century

- **'Muckrakers'**
 - Investigative journalists who exposed scandals associated with power, capitalism and government corruption
 - Raised public awareness of unethical and harmful practices
 - **Response:** Large organizations hired writers and former journalists as spokespeople, in pursuit of public approval
- **Markets stabilized or declined at this time**
 - **Response:** organizations hired advertising agents to promote products

1920–1930

- Economic reform in the US and UK
 - Intensified public scepticism towards big business
 - Writers, publicists and advertising agents needed on

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G Orfield



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