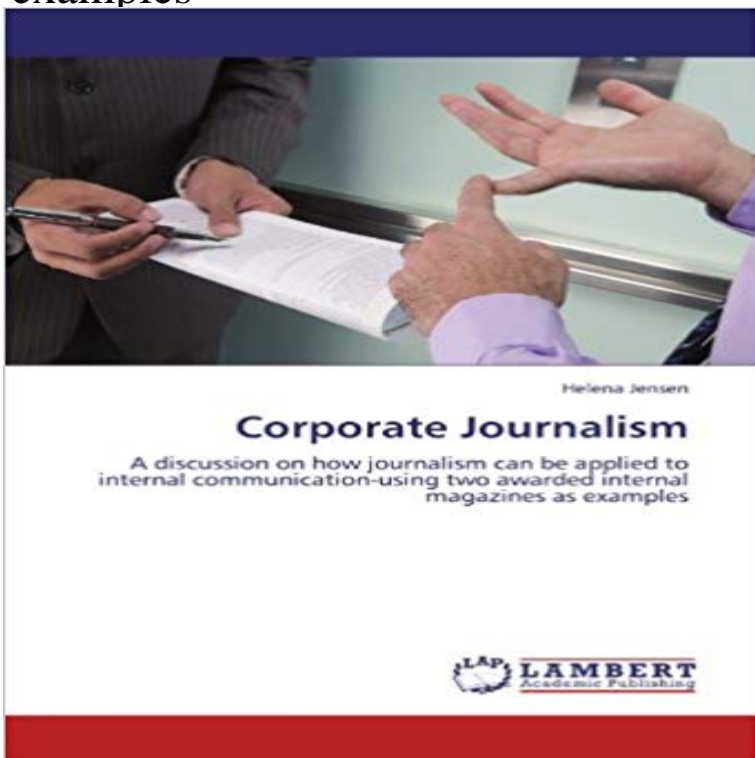


# Corporate Journalism: A discussion on how journalism can be applied to internal communication-using two awarded internal magazines as examples



Business communicators are showing an increasing interest in journalistic principles and practices, and how these may support internal communication in performing its role and functions. This strategic application of journalism to internal communication is commonly referred to as Corporate Journalism and was seemingly introduced in the 1999 book *Beyond Spin*. Since the publication of this book, the research into this field has nonetheless been very limited, leaving business communicators in doubt about how to apply journalistic principles and practices to an internal context. In light of the interest in corporate journalism, and the lack of research conducted in the field, the purpose of this book has been to discuss and answer to what extent, and in what ways, journalistic principles and practices can be applied to internal communication in a contributing manner. This has been conducted on the basis of 1) a theory-based comparison between journalism and internal communication in terms of their respective functions and weighing of journalistic known principles and not least 2) an analysis of two awarded internal magazines from international companies DONG Energy and JYSK.

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