

## 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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**RS Peters**



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