

1. Record Nr.	UNINA9910465324003321
Autore	Suttles Gerald D
Titolo	Front page economics [[electronic resource] /] / Gerald D. Suttles ; with Mark D. Jacobs
Pubbl/distr/stampa	Chicago, : University of Chicago Press, c2010
ISBN	1-283-07849-X 9786613078490 0-226-78201-8
Descrizione fisica	1 online resource (272 p.)
Altri autori (Persone)	JacobsMark D. <1947->
Disciplina	070.449330973 330.973 574/.012
Soggetti	Financial crises - Press coverage Business cycles - Press coverage Economics - Public opinion Economics - Sociological aspects Mass media and public opinion Stock Market Crash, 1987 - Press coverage Stock Market Crash, 1929 - Press coverage Global Financial Crisis, 2008-2009 - Press coverage Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Foreword -- Acknowledgments -- Chapter 1. The Daily Press and Our Collective Conscience -- Chapter 2. The Grounding of the Economy -- Chapter 3. The News as Figurative Narratives -- Chapter 4. Personae and Their Purposes -- Chapter 5. Wordscapes and Toonland -- Chapter 6. The Annual Business Cycle and Its Promoters -- Chapter 7. The Voice of the People -- Chapter 8. Congress and the Courts Have Their Say -- Chapter 9. Normalizing the Economy: Popular Ideology and Social Regulation -- Methodological Appendix -- Notes -- Works Cited -- Index
Sommario/riassunto	In an age when pundits constantly decry overt political bias in the

media, we have naturally become skeptical of the news. But the bluntness of such critiques masks the highly sophisticated ways in which the media frame important stories. In *Front Page Economics*, Gerald Suttles delves deep into the archives to examine coverage of two major economic crashes-in 1929 and 1987-in order to systematically break down the way newspapers normalize crises. Poring over the articles generated by the crashes-as well as the people in them, the writers who wrote them, and the cartoons that ran alongside them-Suttles uncovers dramatic changes between the ways the first and second crashes were reported. In the intervening half-century, an entire new economic language had arisen and the practice of business journalism had been completely altered. Both of these transformations, Suttles demonstrates, allowed journalists to describe the 1987 crash in a vocabulary that was normal and familiar to readers, rendering it routine. A subtle and probing look at how ideologies are packaged and transmitted to the casual newspaper reader, *Front Page Economics* brims with important insights that shed light on our own economically tumultuous times.

2. Record Nr.	UNINA9910810320903321
Autore	Clippinger Dorinda A.
Titolo	Planning and organizing business reports : written, oral, and research-based / / Dorinda Clippinger
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-414-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (x, 136 pages)
Collana	Corporate communication collection, , 2156-8170
Disciplina	808.06665
Soggetti	Business report writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 129-132) and index.
Nota di contenuto	1. Report characteristics -- 2. Planning and organizing business reports -- 3. Planning research -- Notes -- References -- Index.
Sommario/riassunto	Emphasizes the importance of planning reports to ensure they do what

you, as the writer or presenter, want them to do. This book is for you if you are: A business manager or other professional who must convey objective, organized information to others, in and outside your organization; An MBA candidate or an upper-level student in any professional field. The following list suggests some of the book's content: Describes and shows attributes that make reports effective. Gives pointers for writing to people who read English as a second (or third) language. Provides the steps in planning both a written report and an oral report (presentation) by individuals and teams. Examines models for ethical reporting. Highlights both ineffective and effective examples of writing and presenting. Gives special information about presentation slides and handouts. Includes tips for preparing online presentations (webinars). Offers ways to structure and outline report information. Shows the steps in planning business research and preparing a research proposal. Refers to numerous websites for finding even more information on specific topics.

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