

A stylized illustration of a cityscape with various buildings in shades of blue, red, and yellow. A magnifying glass with a black handle is positioned over the buildings, focusing on a tall skyscraper with a grid of windows. The background is a gradient of blue and yellow.

Investigating Companies,  
Challenging Corporate Power

**Summer School**

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# Writing-up tips

Think about the audience you want to reach. Decide what the main purpose of your case study is.

1. How to get this message out most effectively
2. The opening
3. The hook
4. The core message
5. The punchline (not necessarily at the end)

## Remember:

- include or indicate sources for the most important claims/points you are making
- think about 'actions' - are there things you want to engage your audience with e.g. links, other campaigns, or events you want to publicise



# Finding an audience

- Where?
  - Self-publish
  - Commercial media
  - Activist/NGO media
- How?
  - Pass to journalist
  - For activist group
  - Research report
  - Public meeting
  - Blog
  - Vlog/podcast/interactive
- If you are approaching a media outlet:
  - Try to find a named person and even better a phone number
  - Write a 'pitch' (a couple of sentences summarising the piece, the opening para(s) and a deadline)
  - Timing: make your article 'news relevant'



# Profiling a Company

- Be aware of your writing style (imagine yourself as you your audience).
- Write out a skeleton structure first (with a clear progression and/or narrative).
  1. Begin by setting out the aim or purpose.
  2. Introduce the reader to the company/problem before getting detailed or technical (general interest)
  3. Get to the point of the case study as early as you can (specific interest)
  4. Only include detail/narrative that helps the reader understand and/or reinforces the core message.
  5. Don't leave the argument 'hanging'.