

Roles of a corporate communication practitioner and advantages of working with the media and provide real-life case study examples.

Communications officers are responsible for engaging with diverse target markets, including consumers, media, advertisers, vendors and the government. They counsel other staff and managers on contact assignments and use written and verbal skills to develop a wide variety of product and organizational communication materials.

The first roles of a corporate communication practitioner is to **be customer and public relations**. Building partnerships with clients and responding to media inquiries are part of the public relations role of corporate communications. The duties in this field include the development of newsletters, brochures, and other written materials for the general public. Corporate communicators also maintain the organization's website and social media activity, which involves tracking what consumers and clients think about the company on social networking platforms and reacting to false messages or requests for details. Communication professionals can respond directly to calls and emails from people and customers asking questions about the company's plans or activities. They shall arrange for speakers from the company to make presentations to local community organizations and can encourage group tours of the company's operations.

The second roles of a corporate communication practitioner is to be **media relations and communications**. Media relations, along with many of the tasks and functions set out in the two tables, are an intermediate mode of contact. What this means is that in order to hit your intended audience with your post, you have to work with a go-between or an intermediary. For example, if you give an interview to a writer, she or he can quote you, correct or otherwise, so how they perceive the message will be their choice. Subsequently, sub-editors and editors will review the copy and determine whether or not and how the story should be run prominently. A quick search of various media reinforces the general meanings of any one news story. This may be the position that corporate relations managers are better known for. Public relations work entails drafting and circulating press reports and reacting to media inquiries. Corporate communicators handle all preparations for press conferences, including choosing the event venue, coordinating posters and other graphics to be presented at the event, assembling knowledge packages to be sent to the public, and preparing executives to appear at news conferences. Media partnerships often include coordinating the presence of spokespersons on local television and radio shows. Corporate communicators track journals, tv news shows, and other sources and see what the public thinks regarding the business, and formulate tactics to combat disinformation.

The advantages of working with the media are you **will become a witness to history**. Consider events that have changed the way news is covered by the media. Every American has experienced great events such as the Kennedy assassination and the Persian Gulf War, but people in the media have had the opportunity to investigate, ask questions, and share the information they find. Media professionals are more than just historians. They became part of the event. For example, a journalist for war will experience seconds during the war as well. They are the ones who record and record those historical points. Another example is where the journalist who recorded the announcement of independence, the journalist became part of history. This, the journalist is not only a writer but also a historian who records and becomes part of the important things that happen in this world.

The second advantage of working with the media is **you'll meet important people**. Ask someone who works in the media about any of the stars they have interviewed, and maybe you will get an interesting overview of actors and newsmakers. This is not just about writers or radio broadcasters who conduct interviews and publish profiles. And support members have the opportunity to brush their elbows with prominent individuals. They will chat with friends and family about who jumped into the office. People who work with the media will meet a wide variety of people from detainees to prominent people. For example, if a journalist gets a job in parliament he will meet with national figures and important people the Prime Minister, other Ministers, and many more.

The third advantage of working with the media it's a **career full of surprises**. You will never understand what to bring every day. Just like any other attack, it started in the early morning of September 11, 2001, until an oppressive attack based on fear began. In the US, no one will feel that this is a good day, yet this is a true picture of how media calls can bring sudden results. The attack changed the level of information participation dramatically. Like police and fire fighters, individuals in the media tend not to grow up because they have no foggiest idea of what happens when they go to work. Surprise after surprise will come if you work with the media. You will never know what you will face one day. Either faced with good news or a situation or bad things. Unexpectedly what will happen in our daily lives while working with the media.

The fourth advantage of working with the media is **you'll see the world**. In any event, you will see a greater amount of the world than you may have. Voyaging is a significant piece of this work, yet how much it relies upon whether you are working in a country, a major city, or a neighbourhood stage. In the case of nothing else, you will invest some energy in the

controlling wheel. The individuals who like to be all over the place and are continually searching for the following experience will locate their optimal convenience here. For instance, global journalists, will travel to another country or go to the nation to get new news. They will comprehend the mysteries of the world, regardless of whether it is a political world or any world.

The last advantages of working with media are **to build community support and mobilize public opinion and Use a variety of media depending on your message**. By working with the media we can represent the voice of the people to convey all desires through the media used such as newspapers, articles are written. Ordinary people find it difficult to voice their opinions due to the limitations of communication especially those who are in the interior and it is the duty of people working in the media to convey their wishes. We can take the example of SPM students who are in Sarawak who have internet limitations. This can be seen in the presence of people who work as journalists to voice all their complaints and to realize their desires.