

Creative communications: writing for business and finance

Start date Friday 16 April 2021 **Time** 10:00 – 16:45

Venue Madingley Hall
Madingley
Cambridge

Tutor Josie Cox **Course code** 2021NDX231

Director of Academic Centres Dr Corinne Boz

For further information on this course, please contact The Creative Writing Team
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To book See: www.ice.cam.ac.uk or telephone 01223 746 262

Tutor biography

Josie is a journalist, editor, columnist and broadcaster. She started her career at Reuters in Germany where she reported on stock markets and corporate finance before she joined *The Wall Street Journal* as a European correspondent. Between January 2017 and January 2019 she was the Business Editor of *The Independent*. She still writes for *The Independent* and is a regular contributor to other publications, including *The Guardian*, the *New Statesman* and *Huffington Post*. She is a frequent guest on the BBC's paper review and has also appeared on Sky News, ITV, CNN, Channel 5, Al Jazeera and Fox News. She holds a BA (Hons) in Politics and Modern Languages from the University of Bath.

Course programme

09:30	Terrace bar open for pre-course tea/coffee
10:00 – 11:15	Creative Language in Business Journalism
11:15	Coffee
11:45 – 13:00	The Human Face of Financial Reporting
13:00	Lunch
14:00 – 15:15	Financial Markets as a Mirror of Our Emotion
15:15	Tea
15:30 – 16:45	The Future of Business Journalism
16:45	Day-school ends

Course syllabus

Aims:

- *Educate students about the creative writing techniques that can be applied to business journalism and financial reporting to bring it to life*
- *Encourage them to appreciate the human side of business journalism, that anecdotes and profiles of people can be used to tell a story, and that financial market reporting is often just an analysis of the effect of human emotions on money*

Content:

The first session will examine how writing can be informative as well as creative, and that creative writing does not necessarily have to be value-laden or opinionated.

The second session will demonstrate how anecdotes and individuals can be used to construct compelling business reporting, especially features and profiles. We'll take an in-depth look at the tale of Tom Hayes, who was sent to prison for rigging the Libor rate, and how his personal story came to symbolise a whole genre of financial crime.

The third session will encourage students to consider financial markets to be a mirror of collective human emotion. We'll look at how reporting techniques can bring journalism to life, referencing case studies from the Wall Street Crash of 1929, the collapse of Lehman Brothers and other pivotal events in financial history.

The final session will examine the future of journalism. We'll consider how the media landscape is changing and what impact that is having on the format, quality and tone of journalism. How is the rise of so-called click-bait journalism affecting media professionals' opportunity to be creative? What role is social media playing and what role do you expect it to play in future? What about citizen journalism? Are there certain types of journalism that are more equipped to face the challenges of the future?

Presentation of the course:

The course will be highly interactive. Students will be encouraged to participate in discussions and debate. They will be asked to complete writing exercises both in groups and alone, which we will then workshop.

As a result of the course, within the constraints of the time available, students should be able to:

- *Have a greater appreciation and understanding of the complexities of business and financial journalism and how creativity is required to produce engaging copy*
- *Be more aware of the variety of formats, styles and tones of business journalism*
- *Be conscious of the challenges facing the industry and how journalism is evolving*

Reading and resources list

Listed below are texts that might be of interest should you wish to supplement your learning on the course. Any essential reading is marked with an asterisk *

Author	Title	Publisher and date
Various	<i>Lunch with the FT: 52 Classic Interviews</i>	Penguin, 2015
Carreyrou, John	<i>Bad Blood: Secrets and Lies in a Silicon Valley Start up</i>	Picador, 2019

Website addresses

<https://www.vanityfair.com/news/2015/12/martin-shkreli-pharmaceuticals-ceo-interview>

Additional information

Venue

Details of how to find Madingley Hall can be found on our website:
<http://www.ice.cam.ac.uk/who-we-are/how-to-find-the-institute>

Refreshments

Tea and coffee and lunch will be provided. If you have any specific dietary requirements or allergies and have not already advised us, please inform our Admissions Team on ice.admissions@ice.cam.ac.uk or +44 (0)1223 746262.

Note Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

Information correct as of: 21 November 2019