1. House Journal • A house journal is a medium of communication projects the image of a company or an organization or outside, with the purpose of : Improving employee morale and Promoting1. goodwill. • An organization wants to tell their own story in their own manner and express own opinions forcefully to the target publics, where a house journal fits the bill.2. • When a company publishes its own journal to carry its own versions of their own readers, for building goodwill amongst customers or reinforcing the employee loyalty, the3. house journal serves as a means of achieving such aims & objectives. • In other words, the house journal is a newspaper or a magazine published by an organization, monthly without any cover price, and its distributed to selected target4. publics.
2. [3.](https://image.slidesharecdn.com/kashishpptonhousejournal-120428000554-phpapp01/95/house-journalppt-3-728.jpg?cb=1368019368)1. Showcase the company’s philosphy & valuesystem as reflected in the various activities .2 Inculcate the corporate culture amongstemployees & other publics directlyassociated3. Build the confidence of thedealers, suppliers and shareholders in theprofessional management of the companyfor the success of the enterprise.
3. [4.](https://image.slidesharecdn.com/kashishpptonhousejournal-120428000554-phpapp01/95/house-journalppt-4-728.jpg?cb=1368019368)1. Internal House Journal Types 2. External of house House Journal Journa 3. lInternal-ExternalCombined House
4. [5.](https://image.slidesharecdn.com/kashishpptonhousejournal-120428000554-phpapp01/95/house-journalppt-5-728.jpg?cb=1368019368)Title Distribu Masthead decision tion design Binding/ Material cutting design Pencil Printing rough A House Journal GalleryPlate making Process Flow Chart proof Proof Processing reading Final Paste up approval Proof Page making Page making proof