

Faculty of Economic, Social and Political Sciences



COMU1321 Socio-economic structures in the Media

[30h] 3 credits

Teacher(s): Frédéric Antoine
Language: French
Level: First cycle

Aims

By the end of this course, students should be able to identify the economic and social processes governing the workings of the principal mass media operating in the modern world and to dissect them using analytical, critical and forecasting techniques. They should have understood the macro- and micro- socio-economic underpinnings of these media and be able to distinguish the principal actors involved and evaluate the strategies. They should be aware of the differences between the public and private media and the constraints, freedoms and controls with which they are faced. Finally, they should be able to appreciate the way in which the sector influences how society works.

Main themes

The course can be broken down into a number of components, involving:

- analysing the socio-economic factors at work in the media world,
- examining them from a historical viewpoint and analysing how they are likely to affect the media in the future
- studying the external socio-economic structures of the media (ownership structures, conflicts of interest, concentration and internationalisation issues)
- analysing the key actors (global groups, European and Belgian actors)
- studying the internal socio-economic structures of the media (economic processes of cost and revenue, public aid, demand evaluation)
- putting the media's development strategies into perspective.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Evaluation: Students will be evaluated on the basis of their critical knowledge of the subject matter of the course, illuminated by knowledge of recent developments in the sector. This evaluation can be supplemented with other personal project work.
Course materials: A number of works dealing with the themes of the course and supplementary course notes.

Other credits in programs

COMU13BA	Troisième année de bachelier en information et communication (3 credits)	Mandatory
COMU1PM	Année d'études préparatoires au master en information et communication (60 et 120) (3 credits)	Mandatory
COMU21/AM	Première licence en information et communication (Analyse des médias) (3 credits)	Mandatory
COMU21/J	Première licence en information et communication (Journalisme) (3 credits)	
COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation) (3 credits)	
COMU22/AM	Deuxième licence en information et communication (Analyse des médias) (3 credits)	
COMU22/J	Deuxième licence en information et communication (Journalisme) (3 credits)	Mandatory
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation) (3 credits)	
COMU2M1/AM	Master en information et communication (option analyse des médias et théories de la communication) (3 credits)	Mandatory
COMU2M1/J	Master en information et communication (option journalisme) (3 credits)	Mandatory
COMU2M1/MS	Master en information et communication (option médiation des savoirs) (3 credits)	Mandatory
COMU2M1/RP	Master en information et communication (option relations publiques et communication d'organisation) (3 credits)	Mandatory