

5.0 credits

30.0 h

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| Teacher(s) : | Antoine Frédéric ; |
| Language : | Français |
| Place of the course | Louvain-la-Neuve |
| Main themes : | The course aims to study the programming policies of radio-television chains, the sociological structures of listeners/viewers, and interactions between them and the programmes made for them. |
| Aims : | <p>The student must have understood logics which govern the organization of the programming of the chains of radio-television, and being able to apply these concepts to the Belgian and Western-European context. He must control the elements constituting the principal kinds of programs diffused out of radio and television, and to be able to analyze them. He must have seized the social models of representations generated by these programs. The student must in addition have a knowledge of methodologies of measurement of the audience, to be able to control them and to apply them to the Belgian and Western-European media context. Therefore, it must be able to carry out a sociological analysis of the audiences of the radio and television.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p> |
| Content : | <p>Content</p> <ul style="list-style-type: none"> - Critical study of the programming policies of Belgian and foreign, public and private, radio-television organisations, and of the models that derive from them. - Analysis of the various factors that influence programming strategies. - Evaluation of audience measurement systems, and of different kinds of interaction between listeners/viewers and broadcasting bodies. - Sociological analysis of listeners/viewers. - Study and evaluation of the social impact that various kinds of radio/television programme have on listeners/viewers. <p>Methodology Illustrated lectures.</p> |
| Other infos : | <p>The evaluation rests at the same time on a personal work writing whose base is the analysis of a program or programming and on interrogation testing knowledge that the student has course. The audio-visual documents shown with the course belong to the matter.</p> <p>The course is accompanied by a detailed plan and returns the student to teaching documents which are used at the same time of syllabus and basic tool for the work of the examination</p> |
| Cycle and year of study : | <p>> Master [120] in Multilingual Communication > Master [60] in Information and Communication > Master [120] in Information and Communication</p> |
| Faculty or entity in charge: | COMU |