

5.0 credits

20.0 h + 10.0 h

Teacher(s) :	Marion Philippe ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Introducing students to the practice of writing in the context of communication in institutions and organisations. Making them aware of the specific features of different kinds of written expression, and different genres of textual messages designed to carry out a precise communicational function (e.g. informing, explaining sensitising, reassuring, drawing attention, arousing curiosity, and stimulating the imagination). Comparing with the needs of these kinds of functional texts # particularly, for example, the need for messages to be consistent and relevant - rhetorical economy, the appropriateness of desired outcomes, the recognition by a targeted population of the styles adopted, and the management of implicit information. Introducing students to the fundamental principles of graphics and the making up of pages.
Aims :	At the end of the workshop, the student will know: - to identify the differences enter the writings circulating the professional field (édito, newspaper of company, writing Web, communiqué, interview,) and to carry out this type of productions - to be inspired adequately by these kinds while developing an informative and accrocheuse personal writing - will be able to write and format these documents in a neat presentation adapted to the kind <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>
Content :	Definition and a critical presentation of the characteristics of a piece of #communicational writing -, as currently produced in the media, the press, advertisements and communication in institutions. A critical study of the main models. Hypotheses on various populations - processes of receiving and interpreting texts. An overview of various kinds of writing and various useful genres of writing in the framework of organisations and institutions, from reports to interviews, and from press releases to publicity #copywriting -, and embracing in-house information and the presentation of technical data. The application of these genres and types of communicational writing through a range of exercises. The workshop will have to be followed jointly with Part A of Course COMU2265 (Graphics in the press): this provides an introduction to the organisational and technical factors involved in producing printed texts, and to computerised page make-up and the graphic communication of written texts. Exercises in concrete products
Other infos :	Course requirement: Completion of Part D of Course COMU2400 (Graphics in the press) . Assessment will focus significantly on work completed during the year.
Cycle and year of study :	> Master [60] in Information and Communication > Master [120] in Information and Communication
Faculty or entity in charge:	COMU