

5.0 credits	30.0 h	2q
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Teacher(s) :	Zayan René ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Analysis of the channels of communication for political messages on television; respective roles of verbal information (spoken messages, written texts) and non-verbal information (vocal and visual, facial and/or gestural signals). Analysis of the cultural differences in political communication which can lead to national preferences (ethnocentrism). Explanation of political mass appeal through psychophysiological processes of emotional contagion.
Aims :	To demonstrate the contribution of experimental psychology in the social perception of contemporary politicians. To analyse the verbal and non-verbal communication signals which define political charisma and its influence on the electorate. <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 :	Analysis of the channels of communication for political messages on television; respective roles of verbal information (spoken messages, written texts) and non-verbal information (vocal and visual, facial and/or gestural signals). Analysis of the cultural differences in political communication which can lead to national preferences (ethnocentrism). Explanation of political mass appeal through psychophysiological processes of emotional contagion.
Other infos :	Lectures with interactive periods Support : reading folder (summaries of experimental research, political psychology texts). Assessment : assignment on a topic selected by students requiring individual documentary research.
Cycle and year of study :	<ul style="list-style-type: none"> > Bachelor in Psychology and Education: General > Bachelor in Ancient and Modern Languages and Literatures > Bachelor in Information and Communication > Bachelor in Philosophy > Bachelor in Law > Bachelor in Engineering : Architecture > Bachelor in Ancient languages and Literatures : Classics > Bachelor in Modern Languages and Literatures: German, Dutch and English > Bachelor in Computer Science > Bachelor in French and Romance Languages and Literatures : General > Bachelor in Economics and Management > Bachelor in Motor skills : General > Bachelor in Modern Languages and Literatures : General > Bachelor in History of Art and Archaeology : General > Bachelor in Ancient Languages and Literatures: Oriental Studies > Bachelor in Mathematics > Bachelor in History > Bachelor in Biomedicine > Bachelor in Engineering > Bachelor in Pharmacy > Bachelor in Religious Studies > Bachelor in Human and Social Sciences > Bachelor in Sociology and Anthropology > Bachelor in Political Sciences: General
Faculty or entity in charge:	PSP