

5.0 credits

30.0 h

Teacher(s) :	Lambotte François ; Catellani Andrea ;
Language :	Français
Place of the course	Louvain-la-Neuve
Inline resources:	Belgian association of Internal Communication: www.abci.org French association of Internal Communication: www.afci.asso.fr 3C (Corporate Communications Community): www.3c.be
Prerequisites :	Basic notions on the most important theories of information and communication are required. A course on organizational strategic communications can be a good preliminary preparation, in order to have notions about strategic thinking in communication.
Main themes :	This course will show the principal stakes of the communication interns, by focusing its aiming on the various parameters influencing the culture of the organizations, the organisational image and their identity.
Aims :	At the end of this course, the student will be able: - to include/understand the role and the place of the communication within the organizations; - to discern phenomena and practical of internal communication; - to identify the principal tools and techniques of internal communication and to include/understand their logic; - to discern the various methods of analysis from the internal communication; - to understand the ethical aspects related to the internal communication. - to develop a change communication strategy <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>
Evaluation methods :	written or oral exam (specific methods will be communicated at the beginning of the course).
Teaching methods :	The course will be articulated in different parts: presentation of themes and categories, exposition of concrete examples, participations of professionals. The course will be coordinated with the seminar of internal communication's analysis.
Content :	The course will introduce the principals themes of contemporary internal communication. It will present the legal and deontological fundamental aspects of this communication form, and the crucial steps of its historical development (for instance, the passage from business journalism to integrated communication). It will help the students in understanding politics of internal communication, by introducing, with the help of concrete examples: - the objectives of internal communication; - its different organised circuits; - the different media involved (written, oral, and linked to the new technologies of information and communication); - analysis and audit methods of internal communication. The course will deal with the theme of tensions existing inside organisations between their internal partners (staff, direction, unions, etc.), and with the theme of the relation between internal communication, organisational culture and cultural change. A series of scientific categories (in particular, semiotic and anthropologic) will be introduced, as useful tools for the analysis of the stakes and politics of internal communication.
Bibliography :	notes by the lecturers, and other supports communicated at the beginning of the course.
Cycle and year of study :	> Master [60] in Information and Communication > Master [120] in Information and Communication > Master [120] in Information and Communication > Master [120] in Multilingual Communication
Faculty or entity in charge:	COMU