

5.0 credits

30.0 h

Teacher(s) :	Catellani Andrea ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	basic notions on the most important theories of information and communication. A course on organizational strategic communications can be a good preliminary preparation, in order to have notions about strategic thinking in communication. A course on internal communication is strongly recommended.
Main themes :	This seminar is built on connection with the course of internal communication. This seminar wants to identify the most important phenomena, actors and supports of the practice of internal communication, thanks to the analysis of concrete cases of internal communication. This activity is aimed at letting the students develop analytical and strategic competences.
Aims :	At the end of the seminar, the student will be able to make a deep analysis of organizational internal communication, and he will be able to take into consideration the cultural and contextual aspects of the situation. <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 :	oral or written assessment (to be fixed at the beginning of the seminar).
Teaching methods :	the seminar is based on case studies.
Content :	In this extension of specialist study, the seminar is mainly based on case studies. It will seek to analyse internal communications processes and the development of organisation culture in its temporal (i.e. historical) and pragmatic (i.e. interactions and modes of communication) dimension. - The seminar will start off with a presentation of analytical models: phenomena of identity in the organisation (Sainsaulieu), and culture as an organisational regulator (strategic analysis approaches overlapping with the pragmatics of communication). - Students will be divided into sub-groups, and invited to analyse a clearly defined case of an organisation; this will be done on the basis of models introduced at the beginning of the seminar. - An agenda will be agreed with each sub-group to determine dates for presenting work in an open session. On the day of the presentation, each sub-group will introduce a few pages of text setting out the main data of the case study, and highlighting the communication processes and observable characteristics of the enterprise culture. - A summary presented by the tenured lecturer at the end of the seminar will aim to highlight certain internal communications issues for communications professionals.
Bibliography :	Notes and other documents given by the teacher.
Cycle and year of study :	<a href="#">&gt; Master [120] in Information and Communication</a> <a href="#">&gt; Master [120] in Information and Communication</a>
Faculty or entity in charge:	COMU