

5.0 credits	30.0 h	2q
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Teacher(s) :	Grevisse Benoît ; Rosenblatt Stéphane ; Hamann Didier ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Talk criticizes contemporary stakes of the management of drafting. Analyze casus on the basis of experiments specific to draftings registered in various segments of the media market. Accompaniment of work of étudiants on the basis of these casus.
Aims :	<p>At the end of this course, the student must have acquired:</p> <ul style="list-style-type: none"> <li>&gt; a knowledge of the mechanisms and stakes of the management of drafting;</li> <li>&gt; a capacity of analysis of those;</li> <li>&gt; a knowledge of the resources available to tackle these questions.</li> </ul> <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>This course proposes, in the form of talks, the systematic course of the various facets of the management of drafting:</p> <ul style="list-style-type: none"> <li>&gt; editorial strategy;</li> <li>&gt; organization of the policy of selection of information;</li> <li>&gt; edition and presentation;</li> <li>&gt; management and animation of the journalistic personnel.</li> </ul> <p>This course is built on a logic of casus implying the participation of professionals.</p>
Other infos :	<p>This course forms part of the integrated program of the School of journalism of Leuven. It cannot be followed separately, so much the concepts approached concern a specific logic.</p> <p>The student will have to be the proof of his assets through an individual work, which will be the defense object.</p> <p>A written support (fundamental principles, analytical description of the mechanisms, wallet of reading) will be proposed to the students.</p>
Cycle and year of study :	<p>&gt; <a href="#">Master [120] in Information and Communication</a></p> <p>&gt; <a href="#">Master [120] in Information and Communication</a></p>
Faculty or entity in charge:	COMU