UCL Université catholique de Louvain

LCOMU2230

2015-2016

Programmes and Targets of Radio-TV

5.0 credits	30.0 h	2q

Teacher(s) :	Antoine Frédéric ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The course aims to study the programming policies of radio-television chains, the sociological structures of listeners/viewers, and interactions between them and the programmes made for them.
Aims :	The student must have understanded logics which govern the organization of the programming of the chains of radio-television, and being able to apply these concepts to the Belgian and Western-European context. He must control the elements constituting the principal kinds of programs diffused out of radio and television, and to be able to analyze them. He must have seized the social models of representations generated by these programs. The student must in addition have a knowledge of methodologies of measurement of the audience, to be able to control them and to apply them to the Belgian and Western-European media context. Therefore, it must be able to carry out a sociological analysis of the audiences of the radio and television. *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".*
Evaluation methods :	The evaluation rests at the same time on a personal work writing whose base is the analysis of a program or programming and on interrogation testing knowledge that the student has course.
Content :	-- Critical study of the programming policies of Belgian and foreign, public and private, radio-television organisations, and of the models that derive from them. -- Analysis of the various factors that influence programming strategies. -- Evaluation of audience measurement systems, and of different kinds of interaction between listeners/viewers and broadcasting bodies. -- Sociological analysis of listeners/viewers. -- Study and evaluation of the social impact that various kinds of radio/television programme have on listeners/viewers.
Faculty or entity in charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Multilingual Communication	MULT2M	5	-	
Master [120] in Journalism	EJL2M	5	-	
Master [60] in Information and Communication	COMU2M1	5	-	
Master [120] in Communication	CORP2M	5	-	
Master [120] in Information and Communication	COMU2M	5	-	
Master [120] in Communication	COMM2M	5	-	