UCL Université catholique de Louvain

LCOMU2340

2015-2016

Workshop on Communicational 1

3.0 credits	15.0 h	1q

Teacher(s) :	Groetaers Lionel ; Bouckaert Thierry ; Marion Philippe (coordinator) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Aims :	*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 :	Assessment will focus significantly on work completed during the year.
Content :	Definition and a critical presentation of the characteristics of a piece of 'communicational writing', as currently produced in the media, the press, advertisements and communication in institutions. A critical study of the main models. Hypotheses on various populations' processes of receiving and interpreting texts. An overview of various kinds of writing and various useful genres of writing in the framework of organisations and institutions, from reports to interviews, and from press releases to publicity 'copywriting', and embracing in-house information and the presentation of technical data. The application of these genres and types of communicational writing through a range of exercises. The workshop will have to be followed jointly with Part A of Course COMU2265 (Graphics in the press): this provides an introduction to the organisational and technical factors involved in producing printed texts, and to computerised page make-up and the graphic communication of written texts. Exercises in concrete products
Faculty or entity in charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [60] in Information and Communication	COMU2M1	3	-	
Master [120] in Communication	CORP2M	3	-	
Master [120] in Translation	TRAD2M	5	-	