UCL Université catholique de Louvain

LOPES2236

2015-2016

Communication and information

5.0 credits	30.0 h + 6.0 h	1q

Teacher(s) :	Catellani Andrea ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Basic theoretical element on communication; strategic organizational communication.
Aims :	Learning basic notions about communication theories; learning to think in a critical way about communication and medias. *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 :	Appraisal modalities are presented at the beginning of the course.
Teaching methods :	The course includes the presentation of concepts, theories and analytical examples by the teacher and other invited speakers (with moments of exchange on the subjects), and it can include also individual and group work.
Content :	The course is divided into two parts. 1) The first part concerns some basic models and concepts of communication. The reference is the opposition between 'transmission' and 'systemic' paradigms of communication. 2) The second part introduces specific themes concerning communication, and in particular strategic communication of organizations. The following subjects can be treated: -- distinction between spontaneous and strategic communication. -- different areas of strategic communication. -- semiotics as a method for the analysis of communication materials. -- public relations: history, basic concepts (relay, reputation, image, notoriety, publics/'targets', etc.). -- the press and public opinion. -- communication of non-profit organizations. -- political communication.
Other infos :	Course materials are communicated and distributed at the beginning and during the course.
Faculty or entity in charge:	OPES

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Economic and Social Policy (shift schedule)	OPES2M	5	-	