


5 credits

22.5 h + 30.0 h

Q1

Teacher(s)	Marion Philippe ;Rihoux Romain (compensates Marion Philippe) ;
Language :	French
Place of the course	Louvain-la-Neuve
Aims	<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	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 containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	5		