





| | | |
|-----------|--------|----|
| 5 credits | 30.0 h | Q2 |
|-----------|--------|----|

| | |
|-----------------------------|---|
| Teacher(s) | Grevisse Benoît ;Philippot Jean-Paul ;Rosenblatt Stéphane ; |
| Language : | French |
| 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>1 At the end of this course, the student must have acquired: ' a knowledge of the mechanisms and stakes of the management of drafting; ' a capacity of analysis of those; ' a knowledge of the resources available to tackle these questions.</p> <p>-----</p> <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 | This course proposes, in the form of talks, the systematic course of the various facets of the management of drafting: ' editorial strategy; ' organization of the policy of selection of information; ' edition and presentation; ' management and animation of the journalistic personnel. This course is built on a logic of casus implying the participation of professionals. |
| 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 [120] in Journalism | EJL2M | 5 | |  |
| Master [120] in Information and Communication | COMU2M | 5 | |  |
| Master [120] in Communication | COMM2M | 5 | |  |