





In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q2
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Teacher(s)	Antoine Frédéric ;
Language :	French
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	<ol style="list-style-type: none"> 1. Understand logics which govern the organization of the programming of the chains of radio-television ; ---- 2. Apply these concepts to the Belgian and Western-European context ; ---- 3. Control the elements constituting the principal kinds of programs diffused out of radio and television ; ---- 4. Analyze these elements ; ---- 5. Have seized the social models of representations generated by these programs ; ---- 6. 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 ; ---- 7. Carry out a sociological analysis of the audiences of the radio and television. ---- <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>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>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.</p>
Content	<ul style="list-style-type: none"> • 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.
Bibliography	Des documents pédagogiques sont mis à disposition sur iCampus.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	COMM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		
Master [60] in Information and Communication	COMU2M1	5		