




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

Q1

Teacher(s)	Mayeur Ingrid ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	The course will offer a critical description and presentation of the advertising industry, ranging from production areas through mediatisation campaigns and activities, to recipient populations. It will also present various analytical methods and methodological approaches to enable students to understand the many aspects of the discourse and of advertising strategies. There will be a special focus on a comparative study of the various parts of the media used by advertising.
Aims	<p>1. Identify advertisements as a global phenomenon, and to understand them in their institutional, meaningful and communicational dimensions and in their various media crystallisations ;</p> <p>----</p> <p>2.. Have acquired the conceptual and methodological means to conduct analyses in, and critical interpretations of, various media forms of advertising communication, in addition to a good knowledge of the pole of production (the world of advertising).</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>
Evaluation methods	Due to the COVID-19 crisis, the information in this section is particularly likely to change. Individual written work, for both sessions.
Teaching methods	Due to the COVID-19 crisis, the information in this section is particularly likely to change. Magisterial presentations, exercises, individual work.
Content	The course will provide a panorama of concepts and methods useful for the analysis of institutional discourses. Specific focus will be on the analysis of partisan communication and advertising. On the one hand, the knowledge of the modes of operation of the advertising institution leads to a necessary perspective of the messages it produces. On the other hand, the context of European societies based on participatory democracy makes timely the critical approach to the issues of partisan communication. The course aims to provide the student with efficient theoretical, conceptual and methodological tools to analyze messages and communication, both partisan and advertising. The main media and vectors of advertising communication will also be reviewed: traditional media such as the poster, the press, radio, television; contemporary media with online advertising and its developments on the Internet.
Bibliography	Alice Krieg-Planque, <i>Analyser les discours institutionnels</i> , Paris, Armand Colin, 2012. Karine Berthelot-Guiet, <i>Analyser les discours publicitaires</i> , Armand Colin, 2015.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Translation	TRAD2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	5		