

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 + 6.0 h	Q1
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Teacher(s)	Catellani Andrea ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Basic theoretical element on communication; strategic organizational communication.
Aims	<p>1 Learning basic notions about communication theories; learning to think in a critical way about communication and medias.</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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Evaluation procedures are included in the pedagogical contract approved within the framework of the local pedagogical team.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>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.</p>
Content	<p>The course is divided into two parts.</p> <p>1) The first part concerns some basic models and concepts of communication. The reference is the opposition between "transmission" and "systemic" paradigms of communication.</p> <p>2) The second part introduces specific themes concerning communication, and in particular strategic communication of organizations. The following subjects can be treated:</p> <ul style="list-style-type: none"> • 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, etc.). • the press and public opinion. • communication of non-profit organizations. • political communication. • environmental communication.

<p>Bibliography</p>	<p>Catellani Andrea, Sauvajol Caroline, Les relations publiques, Paris, Dunod, 2015 (non obligatoire). Autres références: Adary Assael, Mas Céline, Communicator, Paris, Dunod, 2018 (8ème édition). Benedetti Arnaud, Rivière Priscille, La communication, Paris, Economica, 2017. Bourdieu Pierre, Sur la télévision, suivi de l'emprise du journalisme, Paris, Liber, 1996. Breton Philippe, Proulx Serge, L'explosion de la communication, Paris, La Découverte, 2012 (4ème éd.). Catellani Andrea, Donjean Christine, Cobut Eric, Vers d'avantage d'éthique en communication, Liège, Edipro, 2017. Charpentier Jean-Marie, Brulois Vincent, Refonder la communication en entreprise : de l'image au social, Fyp, 2013. De Saint-Georges Pierre, notes partielles de cours information et communication, FOPES. De Smedt Everaert, Sémiotique du récit, De boeck, 2007. Donjean Christine et Cobut Eric, La communication interne, Liège, Edipro, 2015. Grosjean Sylvie, Bonneville Luc, La communication organisationnelle, Montréal, Chenelière Education, 2011. Libaert Thierry, Communication. L'ouvrage de toutes les communications, Paris, Vuibert, 2018. Lohisse Jean, La communication. De la transmission à la relation, Bruxelles, De Boeck, 2009 (4ème édition, et suivantes). Maigret Eric, Sociologie de la communication et des médias, Paris, A. Colin, 2015. Ollivier Bruno, Les sciences de la communication, Paris, Armand Colin, 2007. Wolton Dominique, Sauver la communication, Flammarion, 2005.</p>
<p>Other infos</p>	<p>Course materials are communicated and distributed at the beginning and during the course.</p>
<p>Faculty or entity in charge</p>	<p>OPES</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Economic and Social Policy (shift schedule)	OPES2M	5		