


3.00 credits

22.5 h

Q2

Teacher(s)	Brabant Francois ;Grevisse Benoît ;Maquet Helene (compensates Grevisse Benoît) ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Content	<p>A review and understanding of subjective journalistic genres: editorial, column, review, post, echo, mood, atmosphere. Presentation of the constitutive characteristics and critical analysis of the approaches that these genres imply.</p> <p>In a more structural way, we will differentiate between argumentative, narrative, aesthetic, stylistic and affective forms of journalistic subjectivity. We will also analyze the reasoned exercise of subjectivity through the text-image-sound relationship.</p> <p>Critical approach to the construction and enhancement of a signature ("brand journalism"), including through social networks.</p> <p>Multi- and trans-media exercises and applications of the exposed approaches, in the context of journalistic production exercises with subjective content and visibility.</p>
Bibliography	Un ouvrage spécifique tient lieu de support pédagogique pour ce cours. De nombreux documents pédagogiques sont mis à disposition sur Moodle.
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Journalism	<a href="#">EJL2M</a>	3		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	3		