



This learning unit is not being organized during this academic year.



This learning unit is not open to incoming exchange students!

Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Basic theoretical element on communication; strategic organizational communication.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>1 Learning basic notions about communication theories; learning to think in a critical way about communication and medias.</p>
Evaluation methods	Evaluation procedures are included in the pedagogical contract approved within the framework of the local pedagogical team.
Teaching methods	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.
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.
Bibliography	<p>Catellani Andrea, Sauvajol Caroline, <i>Les relations publiques</i>, Paris, Dunod, 2015 (non obligatoire).</p> <p>Autres références:</p> <p>Adary Assael, Mas Céline, <i>Communicator</i>, Paris, Dunod, 2020 (9ème édition).</p> <p>Benedetti Arnaud, Rivière Priscille, <i>La communication</i>, Paris, Economica, 2017.</p> <p>Bourdieu Pierre, <i>Sur la télévision, suivi de l'emprise du journalisme</i>, Paris, Liber, 1996.</p> <p>Breton Philippe, Proulx Serge, <i>L'explosion de la communication</i>, Paris, La Découverte, 2012 (4ème éd.).</p> <p>Catellani Andrea, Donjean Christine, Cobut Eric, <i>Vers d'avantage d'éthique en communication</i>, Liège, Edipro, 2017.</p> <p>De Smedt Everaert, <i>Sémiotique du récit</i>, De boeck, 2007.</p> <p>Donjean Christine et Cobut Eric, <i>La communication interne</i>, Liège, Edipro, 2015.</p> <p>Grosjean Sylvie, Bonneville Luc, <i>La communication organisationnelle</i>, Montréal, Chenelière Education, 2011.</p> <p>Libaert Thierry, <i>Communication. L'ouvrage de toutes les communications</i>, Paris, Vuibert, 2018.</p> <p>Lohisse Jean, <i>La communication. De la transmission à la relation</i>, Bruxelles, De Boeck, 2009 (4ème édition, et suivantes).</p> <p>Maigret Eric, <i>Sociologie de la communication et des médias</i>, Paris, A. Colin, 2015.</p> <p>Meunier Jean-Pierre, Peraya Daniel, <i>Introduction aux théories de la communication</i>, Bruxelles, De Boeck, 2010.</p> <p>Ollivier Bruno, <i>Les sciences de la communication</i>, Paris, Armand Colin, 2007.</p> <p>Wolton Dominique, <i>Sauver la communication</i>, Flammarion, 2005.</p>
Other infos	Course materials are communicated and distributed at the beginning and during the course.

Faculty or entity in charge	OPES
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Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Economic and Social Policy (shift schedule)	OPES2M	5		