


5.00 credits

30.0 h

Q1

Teacher(s)	Catellani Andrea ;
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.
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ol style="list-style-type: none"> <li>1. Identify advertisements as a global phenomenon, and to understand them in their institutional, meaningful and communicational dimensions and in their various media crystallisations ;</li>   <li>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).</li> </ol>
Evaluation methods	<p>2 points: active course attendance (precise details will be communicated at the beginning of the course).                      18 points: production of a written report analyzing a website, done partly individually and partly in groups (the report produced by each group includes collective and individual parts). Part of the final mark is collective (4 points), another part is individual (14 points). Participation in group work is compulsory.</p> <p>Second session: if all students in a working group are required to retake the exam, they must redo the analysis work and submit a new analysis report (which counts for 18 points); if only one or more members have a failing grade, they must represent only their individual part of the analysis, and therefore only their individual part of the group report (which counts for 14 points), and in this case the part of the grade relating to the collective part is retained. Points for active course attendance are retained, if they have been obtained; if the student who has to retake the exam has not obtained the two points for course attendance, he or she must do additional individual work.</p>
Teaching methods	Lectures, reading of texts, accompanied exercises, individual and group practical work.
Content	<p>The course aims to provide students with effective theoretical, conceptual and methodological tools for the production of a semiotic-communicational analysis of communicative productions. In particular, this course aims to enable students to learn how to carry out a semiotic analysis of one or more websites in an autonomous way.</p> <p>To do so, the course presents :</p> <ul style="list-style-type: none"> <li>- the basic notions and concepts of semiotics, with a view to its application to the digital world;</li> <li>- a reflection on a series of important concepts and notions for understanding the digital world from a semiotic point of view (in particular, the screen as text, multimedia, and the distinction between text and paratext);</li> <li>- the components of a semiotic analysis grid for analysing websites.</li> </ul>

Bibliography	<p><b>Bibliographie indicative</b></p> <p><b>Supports sur l'analyse du web et des sites web</b></p> <p>"Sémiotique du récit", N. Everaert-Desmedt, Deboeck, 2007.</p> <p>"Le webdesign. Sociale expérience des interfaces web", N. Pignier, B. Drouillat, Hermès-Lavoisier, 2008.</p> <p>"Sémiotique mode d'emploi", J.-J. Boutaud et K. Berthelot-Guiet, Le bord de l'eau, 2014.</p> <p>"Introduction à l'analyse de l'image", M. Joly, Armand Colin, 3ème éd. 2015.</p> <p>"Le numérique comme écriture. Théories et méthodes d'analyse", Emmanuel Souchier, Etienne Candel, Valérie Jeanne-Perrier, Gustavo Gomez-Mejia, Armand Colin, 2019.</p> <p>"Site internet : audit et stratégie", Sébastien Rouquette (dir.), De Boeck supérieur, 2017.</p> <p><b>Autres références utiles sur l'analyse des productions communicationnelles (analyse du discours, sémiotique)</b></p> <ul style="list-style-type: none"> <li>• Amossy, Ruth. 2014. « L'éthos et ses doubles contemporains. Perspectives disciplinaires ». <i>Langage et société</i> n° 149 (3): 13#30. <a href="https://www.cairn.info/journal-langage-et-societe-2014-3-page-13.htm">https://www.cairn.info/journal-langage-et-societe-2014-3-page-13.htm</a></li> <li>• Barthes, Roland. 1964. « Rhétorique de l'image ». <i>Communications</i> 4 (1): 40#51. <a href="https://doi.org/10.3406/comm.1964.1027">https://doi.org/10.3406/comm.1964.1027</a>.</li> <li>• Berthelot-Guiet, Karine. 2015. <i>Analyser les discours publicitaires</i>. ICOM. Série Discours et communication. Paris: Armand Colin.</li> <li>• Bonhomme, Marc (éd.). <i>Les nouveaux discours publicitaires. Semen 36</i>, <a href="https://doi.org/10.4000/semen.9599">https://doi.org/10.4000/semen.9599</a></li> <li>• Cardon, Dominique. 2019. « La publicité en ligne ». In <i>Culture numérique</i>, 310#20. Paris: Presses de Sciences Po. <a href="https://www.cairn.info/culture-numerique--9782724623659-page-310.htm">https://www.cairn.info/culture-numerique--9782724623659-page-310.htm</a>.</li> <li>• Dano, Florence. 2005. « Du système de valeurs au produit: apports de la sémiotique au développement marketing des produits ». In <i>Les objets au quotidien</i>, édité par J. Fontanille et A. Zinna, 59#78. Nouveaux actes sémiotiques / dirigée par Jacques Fontanille. Limoges: Pulim. Everaert-Desmedt, Nicole. 2007. "Sémiotique du récit". Deboeck.</li> <li>• Floch, Jean-Marie. 1990. <i>Sémiotique, marketing et communication: sous les signes, les stratégies</i>. Formes sémiotiques. Paris: Presses Universitaires de France.</li> <li>• ———. 1995. <i>Identités visuelles</i>. Formes sémiotiques. Paris: PUF - Presses Universitaires de France.</li> <li>• Heilbrunn, Benoît. 2006 [2001]. <i>Le logo</i>. Que sais-je#? 3586. Paris: PUF - Presses Universitaires de France. Notamment : "Les différents types de logos", pp. 86-107.</li> <li>• Joly, Martine. 2016. <i>L'image et les signes</i>. 2e édition. Cinéma/arts visuels. Paris: Armand Colin.</li> <li>• Krieg-Planque, Alice. 2017. <i>Analyser les discours institutionnels</i>. Nouvelle présentation. ICOM. Discours et communication. Malakoff (Hauts-de-Seine): Armand Colin.</li> <li>• Lugrin, Gilles. 2006. <i>Généricité et intertextualité dans le discours publicitaire de presse écrite</i>. Peter Lang.</li> <li>• Montserrat, Diaz López. 2006. « L'hétérogénéité du discours publicitaire ». <i>Langage et société</i> n° 116 (2): 129#45.</li> <li>• Saemmer, Alexandra. 2015. <i>Rhétorique du texte numérique: figures de la lecture, anticipations de pratiques</i>. Lyon: Presses de l'Enssib. <a href="https://books.openedition.org/pressesenssib/3870">https://books.openedition.org/pressesenssib/3870</a></li> </ul> <p><b>Ressources audiovisuelles:</b></p> <ol style="list-style-type: none"> <li>1. Charaudeau, Patrick. 2014. "Qu'est-ce qu'une situation de communication?", <i>Canal U</i>. <a href="https://www.canal-u.tv/video/tele2sciences/qu_est_ce_qu_une_situation_de_communication.18459">https://www.canal-u.tv/video/tele2sciences/qu_est_ce_qu_une_situation_de_communication.18459</a></li> <li>2. <i>Id.</i>, 2014. "La rupture du contrat de communication", <i>Canal U</i>. <a href="https://www.canal-u.tv/video/tele2sciences/la_rupture_du_contrat_de_communication.18461">https://www.canal-u.tv/video/tele2sciences/la_rupture_du_contrat_de_communication.18461</a></li> </ol>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [120] in Translation	<a href="#">TRAD2M</a>	5		