

5.00 credits


30.0 h + 6.0 h

Q1


**This learning unit is not open to incoming exchange students!**

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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.   |
| Learning outcomes   | <p><b>At the end of this learning unit, the student is able to :</b></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    | <p>The course is divided into two parts.</p> <p>1) The first part briefly addresses some basic models and concepts of communication. The basic reference will be the opposition between the "transmissive" and "systemic" paradigms of communication.</p> <p>2) The second part presents a semiotic and rhetorical analytical approach, which will be applied to specific themes linked to contemporary forms of communication.</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"> <li>• distinction between spontaneous and strategic communication.</li> <li>• different areas of strategic communication.</li> <li>• semiotics as a method for the analysis of communication materials.</li> <li>• public relations: history, basic concepts (relay, reputation, image, notoriety, publics, etc.).</li> <li>• the press and public opinion.</li> <li>• communication of non-profit organizations.</li> <li>• political communication.</li> <li>• environmental communication.</li> </ul>   |
| Bibliography        | <p>Catellani Andrea, Sauvajol Caroline, François Allard Huver, <i>Les relations publiques</i>, Paris, Dunod, 2022.</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> |
| Other infos         | Course materials are communicated and distributed at the beginning and during the course.   |

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| Faculty or entity in charge | OPES |
|-----------------------------|------|

| <b>Programmes containing this learning unit (UE)</b>        |         |         |              |   |
|---|---------|---------|--------------|---|
| Program title   | Acronym | Credits | Prerequisite | Learning outcomes   |
| Master [120] in Economic and Social Policy (shift schedule) | OPES2M  | 5       |              |  |