

Faculty of Economic, Social and Political Sciences



COMU2135 Radio and television programmes and listeners/viewers

[30h] 3 credits

Teacher(s): Frédéric Antoine
Language: French
Level: Second cycle

Main themes

The course aims to study the programming policies of radio television chains, the Sociological structures of the listeners/viewers, and interactions between these people and the programmes made for them.

Content and teaching methods

Content

Critical study of the programming policies of Belgian and foreign, public and private, radio-television organisations, and of the models that derive from them.

Analysis of the various factors that influence programming strategies

Evaluation of audience measurement systems, and of different kinds of interaction between listeners/viewers and broadcasting bodies.

Sociological analysis of listeners/viewers.

Study and evaluation of the social impact that various kinds of radio/television programme have on listeners/viewers.

Methodology

Illustrated lectures.

Programmes in which this activity is taught

COMU2M1 Master en information et communication

Other credits in programs

COMU21/AM Première licence en information et communication (Analyse des médias) (3 credits)

COMU21/J Première licence en information et communication (Journalisme) (3 credits)

COMU22/AM Deuxième licence en information et communication (Analyse des médias)

COMU22/J Deuxième licence en information et communication (Journalisme)

COMU22/RP Deuxième licence en information et communication (Relations publiques et communication d'organisation)

COMU2M1/AM Master en information et communication (option analyse des médias et théories de la communication) (3 credits)

COMU2M1/J Master en information et communication (option journalisme) (3 credits)