

## Faculty of Economic, Social and Political Sciences



### COMU2271 Analysis of media content and discourse

[30h] 4 credits

**Teacher(s):** Marc Lits  
**Language:** French  
**Level:** Second cycle

#### Aims

To present and use methodologies for content and discourse analysis with a view to studying the main press narratives.  
 To address the major economic, social and political issues of the period through their media presentation.

#### Main themes

The seminar will first check students' theoretical and methodological understanding of the main theories of discourse analysis and of narratives. These models will be used to analyse some current topical media narratives in the press, and in audio-visual and multi media fields. Case studies will mainly be drawn from economic, social and political issues in collaboration with the 'Foundations of an understanding of current affairs' course.

The roles of political figures, spoken interventions and key issues will be analysed for their content and narrative.

#### Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

**Pre-requirement:** An understanding of content analysis (as covered in the 'Method' courses) and a knowledge of the main narratological theories.

**Assessment:** Assessment will focus mainly on the analytical capacity of the case studies completed during the course and at the end of the semester.

The seminar will be led by a Professor and an Assistant in order to ensure that the normal analytical work is monitored.

#### Programmes in which this activity is taught

**COMU2M1** Master en information et communication  
**LING2MA** Master en linguistique, à finalité approfondie en linguistique générale et appliquée

**Other credits in programs**

<b>COMU21/AM</b>	Première licence en information et communication (Analyse des médias)	(4 credits)	
<b>COMU21/J</b>	Première licence en information et communication (Journalisme)	(4 credits)	
<b>COMU21/MS</b>	Première licence en information et communication (Médiation des savoirs)	(4 credits)	
<b>COMU22/AM</b>	Deuxième licence en information et communication (Analyse des médias)	(4 credits)	Mandatory
<b>COMU22/J</b>	Deuxième licence en information et communication (Journalisme)	(4 credits)	Mandatory
<b>COMU22/MS</b>	Deuxième licence en information et communication (Médiation des savoirs)	(4 credits)	
<b>COMU22/RP</b>	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)	
<b>COMU2M1/AM</b>	Master en information et communication (option analyse des médias et théories de la communication)	(4 credits)	Mandatory
<b>LING2MA</b>	Master en linguistique, à finalité approfondie en linguistique générale et appliquée	(4 credits)	