

## Faculty of Economic, Social and Political Sciences



### COMU2284 Workshop: Communicational writing

[10h+10h exercises] 3 credits

**Teacher(s):** Thierry Bouckaert (supplée Philippe Marion), Philippe Marion, Fabienne Thomas (supplée Philippe Marion)  
**Language:** French  
**Level:** Second cycle

#### Main themes

Introducing students to the practice of writing in the context of communication in institutions and organisations. Sensitising them to the specific features of different kinds of written expression, and different genres of textual messages designed to carry out a precise communicational function (e.g. informing, explaining sensitising, reassuring, drawing attention, arousing curiosity, and stimulating the imagination). Comparing with the needs of these kinds of functional texts, particularly, for example, the need for messages to be consistent and relevant, rhetorical economy, the appropriateness of desired outcomes, the recognition by a targeted population of the styles adopted, and the management of implicit information. Introducing students to the fundamental principles of graphics and the making up of pages.

#### Content and teaching methods

Definition and a critical presentation of the characteristics of a piece of 'communicational writing', as currently produced in the media, the press, advertisements and communication in institutions. A critical study of the main models. Hypotheses on various populations' processes of receiving and interpreting texts. An overview of various kinds of writing and various useful genres of writing in the framework of organisations and institutions, from reports to interviews, from press releases to publicity 'copywriting', and embracing in house information and the presentation of technical data. The application of these genres and types of communicational writing through a range of exercises. The workshop will have to be followed jointly with Part A of Course COMU2265 (Press graphics), the content of which is sensitisation to the organisational and technical factors involved in producing printed texts, and an introduction to computerised page make up and the graphic communication of written texts. Exercises in concrete products.

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

A pre requirement for following this course is Part A of Course COMU2265 (Press graphics) (10 hours).

Assessment will focus significantly on work completed during the year.

#### Programmes in which this activity is taught

COMU2M1 Master en information et communication

**Other credits in programs**

<b>COMU21/MS</b>	Première licence en information et communication (Médiation des savoirs) (3 credits)	
<b>COMU21/RP</b>	Première licence en information et communication (Relations publiques et communication d'organisation) (3 credits)	
<b>COMU22/AM</b>	Deuxième licence en information et communication (Analyse des médias) (3 credits)	
<b>COMU22/MS</b>	Deuxième licence en information et communication (Médiation des savoirs)	Mandatory
<b>COMU22/RP</b>	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	
<b>COMU2M1/MS</b>	Master en information et communication (option médiation des savoirs) (3 credits)	Mandatory
<b>COMU2M1/RP</b>	Master en information et communication (option relations publiques et communication d'organisation) (3 credits)	