

## Faculty of Economic, Social and Political Sciences



### COMU3113 Séminaire de recherche en communication d'organisation

[30h]

**Teacher(s):** Axel Gryspeerdt, Philippe Marion  
**Language:** French  
**Level:** Third cycle

#### Main themes

This seminar is organised as an extension to research by the LASCO (Laboratoire d'analyse des systèmes de communication d'organisation, or Laboratory for analysing systems of organisational communication). It will focus mainly on the following objectives:

1. a study of the internal communications of organisations, and of associated phenomena;
2. a study of the (internal and external) communication strategies of organisations, and of associated phenomena;
3. a study of theoretical frameworks and of methods and techniques of work used in these various fields.

#### Content and teaching methods

Within the framework of these theoretical orientations, the seminar will deepen certain substantive organisational issues such as:

- notions of culture, environment and system in respect of organisational interaction;
- systems of membership, legitimation and protest in organisations;
- processes of creating symbols in organisations;
- discursive strategies for integrating organisational actors;
- processes for propagating the organisation's internal and external interactional models;
- processes for drawing up, and disseminating, metaphorical representations of the organisation and of organisational communication;
- processes of change;
- the drawing up of observation and analysis methodology based on the organisation's symbolic and cultural dimensions, and on the behaviour of actors in the organisation.

#### Methodology

Every year, the seminar will focus on one of the theoretical orientations and organisational issues referred to. Students will also have a substantial amount of reading to do.

#### Programmes in which this activity is taught

COMU3DA Diplôme d'études approfondies en communication

#### Other credits in programs

COMU3DA Diplôme d'études approfondies en communication (10 credits)