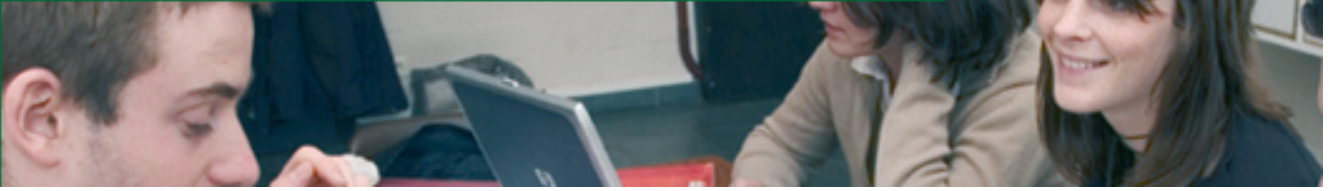


## Faculty of Economic, Social and Political Sciences



### COMU2M1 Master en information et communication (Master of Information and Communication)



#### Programme management

COMU Département de communication

#### Study objectives

The Master of Information and Communication (60 credits) comprises four different options based on the orientations of the graduate (or bachelor) degrees in : "Journalism", "Analysis of the Media and Theories of Communication", "Mediation of Knowledge" and "Public Relations and Communication with Organisations".

The Master of Information and Communication "**Journalism**" option (60 credits) offers the students theoretical, empirical and practical training in written, spoken, televised and multimedia forms of journalism. The tuition (lectures, seminars and workshops) combines foundation studies in communication and journalism, studies on journalistic practices and critical analysis and their implications on the professional field (for example, by means of an apprenticeship thesis), within a project of integrated training. Thanks to a strong and constant dynamic collaboration between the lecturers and professional journalists, the programme enables the students to construct clear, systematic approaches, reflect objectively and take into account the social and concrete dimensions of the practices of the profession. In an effort to offer the students a solid and open university education, the lecturers are especially attentive to the indispensable consideration to be given to the multiple components of the contexts around which the professional practice revolves.

The Master of Information and Communication option "**Analysis of the Media and Theories of Communication**" (60 credits) has a two-fold approach. First of all, it presents the principal disciplines which make up the studies in communication to ensure mastery of the related theories and the methods of analysis. It then provides a series of lectures and seminars destined to provide detailed knowledge on media systems. Its objective is to train not future journalists, but rather media observers and analysts equipped to intervene in the sectors of education, ongoing training, critical analysis, publicity...

The Master of Information and Communication "**Mediation of Knowledge**" option (60 credits) is aligned with the current evolution towards a society of knowledge and sharing of know-how. It comprises :

1. Detailed studies on communication theories, both on a general level and in accordance with the different semiotic and media forms (verbal interaction, written texts, fixed and moving images, etc.).
2. An analytical approach to the cultural practices and different devices of the media specifically consacrated to the mediation of knowledge (scientific popularization, public communication, educational television, new education technologies, museums and exhibitions, etc.).
3. Practical training in the evaluation and conception of such devices.

The Master of Information and Communication "**Public Relations and Communication with Organisations**" option (60 credits) trains the students in the phenomena of communication proper to organisations. It also covers the strategies of institutional communication from the perspective of analysis indispensable to professional practice, expertise and research in this domain. The organisations examined may be of a commercial nature (profit-making organisations) or non-commercial (non-profit making organisations : "ONG", culture, politics, health, etc.). The kinds of interventions studied are as much along the lines of the confection of large-scale communication campaigns as on those of more targeted actions, or yet again of operations under cultural patronage, lobbying or mediation such as crisis or conflict management. The course takes into account the different theoretical aspects based on multi-disciplinary approaches and includes a good number of practical applications or case studies during the lectures, practical exercises and work experience alike.

#### Admission conditions

The conditions and regular admission procedures are described under the "General Information" section on the WEB page : <http://www.ucl.ac.be/etudes/programme.html>

This programme is accessible to all university graduates, with the exception of graduates in Information and Communication from UCL.

For the "**Analysis of the Media and Theories of Communication**" option, admission for students holding a diploma from a long cycle of studies at an Institute of Further Education, now government approved, will be granted on the basis of analysis of

their individual case by the Academic Secretary of the Department.

For the " **Journalism** " option, a language test on the student's knowledge of French is organized. Prior to enrolment, any candidate whose native language is not French will be tested on his practical knowledge of both written and oral current French. This language test will give the student an indication of his ability to follow the master's programme. The test will be organised by the Department during the first week following the start of the academic year.

### Admission procedures

Prior to enrolling at the University, all students not holding a university degree are requested to introduce their application for admission via the secretary's office of the Department of Communication.

### General structure of the programme

The Master's programme of Information and Communication (60 credits) comprises :

- a core syllabus ( 30 credits) composed of :

- four courses (12 credits)
- a thesis or apprenticeship thesis (18 credits)

- four options of 30 credits (the student will select one of the four options).

The " Journalism " option comprises an ensemble of compulsory courses, whilst the three other options comprise a block of compulsory courses and a block of options.

The work placement thesis is compulsory for the students doing the "Journalism" option and optional for the three other options.

### Programme content

#### Core syllabus : 30 credits including the thesis

<u>COMU2134</u>	Socio economic structures of the media[30h] (3 credits) (in French)	Frédéric Antoine
<u>COMU2137</u>	Deontology and critical analysis of journalism[30h] (3 credits) (in French)	Jean-François Dumont, Benoît Grevisse
<u>COMU2131</u>	Semiology of analogue communications[30h] (3 credits) (in French)	Jean-Pierre Meunier
<u>COMU2139</u>	Communication and organisation[30h] (3 credits) (in French)	Pierre de Saint-Georges

Thesis or apprenticeship thesis (18 credits)

#### "Analysis of the Media and Theories of Communication" option : 30 credits

##### Compulsory courses (4 credits)

<u>COMU2132</u>	Narrative and society[30h] (3 credits) (in French)	Marc Lits
<u>COMU2271</u>	Analysis of media content and discourse[30h] (4 credits) (in French)	Marc Lits
<u>COMU2242</u>	Semio pragmatic analysis of audio scripto visual communications[20h+10h] (4 credits) (in French)	Jean-Pierre Meunier
<u>COMU2266</u>	Media-based narratology[30h] (3 credits) (in French)	Philippe Marion

##### Options (16 credits)

<u>COMU2135</u>	Radio and television programmes and listeners/viewers[30h] (3 credits) (in French)	Frédéric Antoine
<u>COMU2241</u>	Cinematographic language: theory and analysis[30h] (3 credits) (in French)	Jacques Polet
<u>COMU2264</u>	Analysis of media fiction[30h] (4 credits) (in French)	Marc Lits
<u>COMU2104</u>	Systemic theory of communications[30h] (3 credits) (in French)	Jean-Pierre Meunier
<u>COMU2287</u>	Philosophy and ethics of communication[30h] (3 credits) (in French)	Emmanuel Tourpe
<u>COMU2113</u>	The press, journalism and society[30h] (3 credits) (in French)	Gabriel Ringlet
<u>COMU2268</u>	Interactive multi media resources[20h+10h] (4 credits) (in French)	Philippe Verhaegen
<u>COMU2202</u>	ANTHROPOSOCIOLOGY OF INFORMATION AND AUDIENCE RECEPTION[30h] (4 credits) (in French)	Gérard Derèze, Benoît Grevisse
<u>COMU2203</u>	ANTHROPOSOCIOLOGY OF PLEACES OF MEDIATION[30h] (4 credits) (in French)	Alain Reyniers
<u>COMU2269</u>	Media education[30h] (4 credits) (in French)	Thierry De Smedt

#### "Mediation of Knowledge" option : 30 credits

##### Compulsory courses (19 credits)

<u>COMU2242</u>	Semio pragmatic analysis of audio scripto visual communications[20h+10h] (4 credits) (in French)	Jean-Pierre Meunier
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<u>COMU2138</u>	Scientific popularisation: theory and case study[30h] (3 credits) (in French)	Philippe Verhaegen
<u>COMU2104</u>	Systemic theory of communications[30h] (3 credits) (in French)	Jean-Pierre Meunier
<u>COMU2286</u>	Workshop on the design and evaluation of the education media[10h+20h] (4 credits) (in French)	Thierry De Smedt
<u>COMU2265A</u>	Graphisme de presse. Partie A[10h] (2 credits) (in French)	N.
<u>COMU2284</u>	Workshop: Communicational writing[10h+10h] (3 credits) (in French)	Thierry Bouckaert (supplée Philippe Marion), Philippe Marion, Fabienne Thomas (supplée Philippe Marion)
<b>Options (11 credits)</b>		
<u>COMU2203</u>	ANTHROPOSOCIOLOGY OF PLEACES OF MEDIATION[30h] (4 credits) (in French)	Alain Reyniers
<u>COMU2269</u>	Media education[30h] (4 credits) (in French)	Thierry De Smedt
<u>COMU2143</u>	Psycho sociological practices: relationships in groups[30h] (4 credits) (in French)	Marie-Elisabeth Volckrick
<u>COMU2227</u>	Public relations: theories and analyses of practices[30h] (3 credits) (in French)	Axel Gryspeerdt
<u>COMU2241</u>	Cinematographic language: theory and analysis[30h] (3 credits) (in French)	Jacques Polet
<u>COMU2267</u>	Media systems of distance learning[30h] (4 credits) (in French)	Daniel Peraya
<u>COMU2268</u>	Interactive multi media resources[20h+10h] (4 credits) (in French)	Philippe Verhaegen
<u>COMU2273</u>	Seminar on socio educational communications research[30h] (4 credits) (in French)	Jean-Pierre Meunier, Daniel Peraya
<b>"Journalism " option : 30 credits</b>		
<b>Compulsory courses (30 credits)</b>		
<u>COMU2204</u>	Foundations of an understanding of current affairs 1[30h] (4 credits) (in French)	G�rard Der�ze, Marc Lits
<u>COMU2113</u>	The press, journalism and society[30h] (3 credits) (in French)	Gabriel Ringlet
<u>COMU2272</u>	Seminar: Analysis of writing for the press[30h] (4 credits) (in French)	Fr�d�ric Antoine, Fran�ois Ryckmans
<u>COMU2282</u>	Workshop on writing for the press[30h] (4 credits) (in French)	Fr�d�ric Antoine, Michel De Muelenaere, Beno�t Grevisse, Jean-Pierre Stroobants, Laurence Van Ruymbeke (suppl�e Beno�t Grevisse)
<u>COMU2276</u>	Radio news journalism workshop[30h] (4 credits) (in French)	Kathryn Brahy, Dominique Delhalle, Fran�ois Ryckmans
<u>COMU2277</u>	Television news journalism workshop[30h] (4 credits) (in French)	Anne Delvaux, Yves Thiran
<u>COMU2274</u>	Journalistic and multi media practices[20h+10h] (4 credits) (in French)	Arnaud Gr�goire (suppl�e Beno�t Grevisse), Beno�t Grevisse
<u>COMU2265</u>	Graphics in the press[10h+20h] (4 credits) (in French)	G�rard Der�ze, Beno�t Grevisse
<b>"Public Relations and Communication with organisations" option : 30 credits</b>		
<b>Compulsory courses (21 credits)</b>		
<u>COMU2116</u>	The strategic communications of organisations[30h] (3 credits) (in French)	Axel Gryspeerdt
<u>COMU2280</u>	Seminar: Analysis of institutional communication[30h] (4 credits) (in French)	Joseph Pirson
<u>COMU2227</u>	Public relations: theories and analyses of practices[30h] (3 credits) (in French)	Axel Gryspeerdt
<u>COMU2242</u>	Semio pragmatic analysis of audio scripto visual communications[20h+10h] (4 credits) (in French)	Jean-Pierre Meunier
<u>COMU2252</u>	Public relations and enterprise communications seminar[30h] (4 credits) (in French)	Thierry Libaert, Jean-Marie Pierlot
<u>COMU2117</u>	Mediation: theory and practice in the field of organisations[30h] (3 credits) (in French)	Marie-Elisabeth Volckrick
<b>Options (9 credits)</b>		
<u>COMU2281</u>	Organisation of image management workshop[30h] (4 credits) (in French)	Axel Gryspeerdt

<u>COMU2104</u>	Systemic theory of communications[30h] (3 credits) (in French)	Jean-Pierre Meunier
<u>COMU2203</u>	ANTHROPOSOCIOLOGY OF PLACES OF MEDIATION[30h] (4 credits) (in French)	Alain Reyniers
<u>COMU2141</u>	Communication in advertising[30h] (3 credits) (in French)	Didier De Jaeger, Philippe Marion
<u>COMU2143</u>	Psycho sociological practices: relationships in groups[30h] (4 credits) (in French)	Marie-Elisabeth Volckrick
<u>COMU2138</u>	Scientific popularisation: theory and case study[30h] (3 credits) (in French)	Philippe Verhaegen
<u>COMU2287</u>	Philosophy and ethics of communication[30h] (3 credits) (in French)	Emmanuel Tourpe
<u>COMU2268</u>	Interactive multi media resources[20h+10h] (4 credits) (in French)	Philippe Verhaegen
<u>COMU2265A</u>	Graphisme de presse. Partie A[10h] (2 credits) (in French)	N.
<u>COMU2284</u>	Workshop: Communicational writing[10h+10h] (3 credits) (in French)	Thierry Bouckaert (supplée Philippe Marion), Philippe Marion, Fabienne Thomas (supplée Philippe Marion)

### **Positioning of the degree within the University cursus**

Two degrees of the 3rd cycle (master) in communication are organised within the Department of Communication :

- The Master's degree in specialised studies in multi-media communication (DES), of one year's duration, is accessible to those students possessing a graduate (or bachelor's) degree in Information and Communication (60 credits). Graduates from other disciplines from a university or from equivalent institutes may be admitted, subject to certain conditions and upon justified presentation of their motivation.
- The Master's degree in further studies in Communication (DEA), of one year's duration, is accessible to students who have obtained a graduate (or bachelor's) degree with distinction or a Master of 60 credits in Information and Communication.