

## Faculty of Economic, Social and Political Sciences



### COMU2202 Anthroposociology of information and audience reception

[30h] 4 credits

This course is not taught in 2006-2007

**Teacher(s):** Gérard Derèze, Benoît Grevisse  
**Language:** French  
**Level:** Second cycle

#### Aims

By the end of the seminar, students will be able to carry out empirical work in the field of media reception and, on the basis of theoretical and methodological elements, they will be able to make an interpretative analysis of the processes studied and a critical analysis of the approach.

#### Main themes

The seminar is conceptually and methodologically based on ethnological and anthroposociological research focusing on an analysis of journalistic products, and on a study of the situations and processes of audience reception. Students will be expected to involve themselves in an empirical approach focusing on media practices and their socio cultural involvement. Journalism students will have to undertake a reflection on the divergences and similarities between journalistic and ethnological approaches.

#### Content and teaching methods

##### Content

The seminar will focus specifically on a study of the relationships between journalistic facts, discourses and information narrative and the practices, interactions and cultural representations of 'media users'.

The seminar will focus particularly on a study of the relationships between the journalistic facts, discourses and narratives of information on the one hand, and the cultural practices, interactions and representations of 'media users' on the other.

Using concrete studies (conducted by seminar participants in direct contact with media-based information-providing productions and special groups of social actors) as a basis, the seminar will seek to demonstrate the construction of relationships of meaning, and the processes of involvement of 'media users', in a social field characterised by media-based information-providing productions.

##### Methodology

Concrete analysis of media-based information-providing productions.

Qualitative approach 'in the field'.

Joint comparative interpretation.

Critical reflection and conceptualisation.

The seminar will include an empirical section for field observation. It may be residential.

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

**Assessment:** Three elements will be taken into consideration: students' involvement in the seminar and its work, work completed in small groups, and individual work.

**Support:** Course notes (on the theoretical basis, methodological aspects, and the development of empirical research), will be produced and made available as the course proceeds.

Supervision from an Assistant.

Second semester.

**Other credits in programs**

<b>ANTR3DS</b>	Diplôme d'études spécialisées en anthropologie		Mandatory
<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>COMU22/AM</b>	Deuxième licence en information et communication (Analyse des médias)	(4 credits)	
<b>COMU22/J</b>	Deuxième licence en information et communication (Journalisme)	(4 credits)	
<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)	
<b>SOC2M1/AN</b>	Master en sociologie et anthropologie (option anthropologie)	(4 credits)	Mandatory