


4.0 credits	22.5 h	2q
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Teacher(s) :	Catellani Andrea ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Philosophical and conceptual basis of communication ethics. Conceptual and critical approach to some central notions: persuasion, influence, power, responsibility. Social responsibility of organizational communication professionals, in the private, public and no-profit sectors. The relation between organizational communication, public opinion and democracy. The specificities of ethical aspects in the main sectors of organizational communication: among others, advertisement, media relations and globally public relations, corporate communication, internal communication, on-line communication. Codes and deontological charts in the sector of organizational communication.
Aims :	To be able to question organizational communication acts in ethical terms, and to reflect on them from the point of view of law and deontology. To know ethical aspects of different areas of organizational communication (among others, public relations, advertisement, on-line communication, internal communication), in the private, public and no-profit sectors. <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods :	Appraisal methods are presented at the beginning of the course.
Teaching methods :	Lecture, exercises. Possible invitation of specialists of organizational communication ethics.
Content :	The courses introduces to ethical decision-making in organizational communication, by connecting general notions and specific applications. A specific attention is given to the philosophical basis of communication ethics and on crucial notions. Different ethical traditions are presented. The course is aimed at allowing the student to know ethical references in the main areas of organizational communication: public relations, advertisement, internal communication, on-line communication. To do this, the courses presents some tools for the ethical analysis of situation and for judgment, and the main authorities and deontological and ethical existing codes.
Other infos :	Course materials are presented at the beginning and during the course.
Faculty or entity in charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Communication	CORP2M	4	-	
Master [60] in Information and Communication	COMU2M1	3	-	