


5 credits

30.0 h + 10.0 h

Q2

Teacher(s)	Antoine Frédéric ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Main themes	<p>The course will: - analyze the socioeconomic, sociopolitical and sociocultural logics in action in the media sphere, - register them in a transhistorique, analytical and forward-looking perspective - centre the media in their sociopolitical environment - study the external socioeconomic structures of the media (structures of properties, crossed interests, concentration phenomena and internationalization) - analyze the main actors (world, regional groups, European and Belgian actors) - study the socioeconomic internal structures of the media (economic logics of costs and revenues, public aids, evaluation of the demand ) - put in perspective the strategies of development of the media. - to show the students the concrete reality of medias existing in Belgium - give the students the necessary general knowledge which will allow them to understand and interpret the events of news arising in world media. The course bases itself at the same time on lectures and on sessions of exercises during which the students will be introduced to the concrete reality of world media in Belgium as well as to the follow-up of the current news concerning the media and in the sociopolitical, socioeconomic and sociocultural understanding of this news.</p>
Aims	<p>The student must be able to discern the economic, social, political and media logics that are dominant in mass media acting in the current world. He must also be able to criticize them in a analytical, critical, historic and forward-looking. At the end of the course, the student must have understood the socioeconomic, sociopolitical and sociocultural ways of action of these medias, so much macro point of view as a micro point of view. Which implies that the student shows knowledge of the concepts, the tools and the data allowing him to realize this approach. In this frame, the student must be able to discern the main actors in presence in the media sphere and estimate their strategies. He must perceived the specificities of the public and private media, the constraints, the liberties and the ways of control with which they are confronted.</p> <p>-----</p> <p><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></p>
Content	<p>- Introduction: the media in their socioeconomic, sociopolitical and sociocultural environment Part 1. External socioeconomic structures of medias 1. State of the socioeconomic development of medias 2. External socioeconomic structures of worldwide media groups, European and Belgian 3. Growth and control of media Part 2. Socio economy and position of medias in the contemporary society 1. The written press 2. Audiovisual media Part 3. Internal socioeconomic structures of medias 1. Internal socioeconomic of the written press 2. Internal socioeconomic of audiovisual medias</p>
Other infos	<p>Assessment: For the theoretical part the assessment consist in a complete and critical knowledge of the matter content taught. The assessment can be completed by the student's personal approach as a work based on readings and can be presented at the time of the exam. For the part " exercises ", the assessment rests on verifications, under year, of the knowledge acqui-his as well as on reports of research for which will be asked the students, only or in group. Support: The course is accompanied with works approaching the treated themes, as well as of complementary notes. The part "exercises" will be the subject of a regular follow-up assured by the scientific staff.</p>
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	5	LCOPS1115K	
Minor in Information and Communication	LCOMU100I	5		