





Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits

30.0 h

Q1

Teacher(s)	Jacques Jerry ; Verniers Patrick ;
Language :	French
Place of the course	Louvain-la-Neuve
Aims	<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>
Bibliography	<p>Cleeremans, Axel (1997). Principles for Implicit Learning. In D. Berry (Ed.), How implicit is implicit learning? (pp. 196-234), Oxford: Oxford University Press</p> <p>Dacheux, É. (2001). Étudier le marketing à la lumière de la communication. L'Année sociologique, Vol.51(2), 411. <a href="https://doi.org/10.3917/anso.012.0412">https://doi.org/10.3917/anso.012.0412</a></p> <p>JODELET D., "Les représentations sociales", Presses Universitaire de France, Paris, 2012</p> <p>Girandola, F., &amp; Fointiat, V. (2016). Attitudes et comportements': comprendre et changer. Presses Universitaires de Grenoble.</p> <p>Meunier, J.-P. (1992). Qu'est-ce qu'un film éducatif'? In P. van Meerbeeck &amp; C. Nobels, Quand on n'a que l'amour (p. 284). Bruxelles: De Boeck-Wesmael.</p> <p>Meunier, J.-P. (1995). Deux modèles de la communication des savoirs. Recherches en communication, 4(4b). Consulté à l'adresse <a href="http://sites.uclouvain.be/rec/index.php/rec/article/viewArticle/3511">http://sites.uclouvain.be/rec/index.php/rec/article/viewArticle/3511</a></p> <p>Moliner, P., &amp; Guimelli, C. (2015). Les représentations sociales. Presses Universitaires de Grenoble.</p> <p>Meunier, J.-P. (2015). Des images et des mots': Cognition et réflexivité dans la communication. Louvain-La-Neuve: Editions Academia.</p>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	<a href="#">COMM2M</a>	5		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	5		
Master [120] in Information and Communication Science and Technology	<a href="#">STIC2M</a>	5		
Master [120] in Journalism	<a href="#">EJL2M</a>	5		
Master [120] in Communication	<a href="#">CORP2M</a>	5		