


3.00 credits

22.5 h

Q2

Teacher(s)	Brabant Francois ;Damas Geneviève (compensates Grevisse Benoît) ;Grevisse Benoît ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Content	<p>A review and understanding of subjective journalistic genres: editorial, column, review, post, echo, mood, atmosphere. Presentation of the constitutive characteristics and critical analysis of the approaches that these genres imply.</p> <p>In a more structural way, we will differentiate between argumentative, narrative, aesthetic, stylistic and affective forms of journalistic subjectivity. We will also analyze the reasoned exercise of subjectivity through the text-image-sound relationship.</p> <p>Critical approach to the construction and enhancement of a signature ("brand journalism"), including through social networks.</p> <p>Multi- and trans-media exercises and applications of the exposed approaches, in the context of journalistic production exercises with subjective content and visibility.</p>
Bibliography	Un ouvrage spécifique tient lieu de support pédagogique pour ce cours. De nombreux documents pédagogiques sont mis à disposition sur Moodle.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Information and Communication	COMU2M1	3		
Master [120] in Journalism	EJL2M	3		