


5.00 credits

22.5 h + 30.0 h

Q1

Teacher(s)	Rihoux Romain ;Servais Antoine ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	Assessment will focus significantly on work completed during the year. As part of the evaluation of this teaching unit, the use of artificial intelligence is prohibited, whether as a linguistic assistant, an exploration and ideation tool or as a writing tool.
Teaching methods	The student is required to produce and format textual documents of various genres. The courses will alternate during the semester between lectures, where the tools and theories to be applied when writing and formatting the work will be presented, and practical sessions during which the layout tools and concepts will be seen.
Content	Definition and critical presentation of the characteristics of a piece of "communicational writing", as currently produced in the media, the press, advertisements and communication of institutions. Critical study of the main models. Hypotheses on various processes of receiving and interpreting texts. Overview of various kinds of writing and various useful genres of writing in the framework of organisations and institutions, from reports to interviews, and from press releases to publicity ,copywriting, and the presentation of technical data. Application of these types of communicational writing through a range of exercises. Press layout: awareness of the organizational and technical mechanisms for producing printed texts. Introduction to computerized layout and graphic communication of written texts. Concrete achievement exercises.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		
Master [120] in Information and Communication Science and Technology	STIC2M	5		