





Teacher(s)	Bagdat Arlin ;Daxhelet Jean-Yves ;Van Dievoet Lara ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Each part of the course is assessed separately: each counts for 50% of the mark.</p> <p>1. Part given by Jean-Yves Daxhelet and Lara van Dievoet</p> <ul style="list-style-type: none"> • Writing press releases • Written exam <p>2. Part given by Arlin Bagdat</p> <p><u>First session:</u> Group work: drawing up a campaign roadmap. <u>Second session:</u> individual work</p> <p>The assessment criteria are :</p> <ol style="list-style-type: none"> 1. capacity for analysis, creativity and critical thinking 2. relevance of target groups, actions, tools and evaluation measures 3. quality of writing 4. fair distribution of contributions from each group member (first session only). <p>The final mark will be the sum of the points obtained in the two parts.</p> <p>If a student does not attend the examination or does not submit group work, he/she will be declared absent. They will then receive an "A" grade for all activities related to the course.</p> <p>Students who fail the course will have to re-sit each part for which their mark is insufficient (less than 5 out of 10).</p> <p>In the assessment of this teaching unit, the use of artificial intelligence is prohibited, whether as an exploration and ideation tool or as a writing tool.</p>
Teaching methods	<p>The course alternates between three successive but independent lecturers.</p> <p>Lara van Dievoet and Jean-Yves Daxhelet will use active teaching methods and encourage students to think critically about media relations. Students will hone their skills by writing press releases and analysing cases.</p> <p>Arlin Bagdat 's part of the course is based on empirical cases.</p>
Content	<p>This course should (1) enable students to understand the nature and place of communication in contemporary public and political action; (2) enable students to develop the analytical skills and know-how needed to better understand communication and media relations strategies.</p> <p>The course is structured in two independent parts , although they are necessarily linked by their respective subjects. Students are encouraged to discuss the elements seen in each part.</p> <p>MEDIA RELATIONS</p> <p>The part of the course taught by Jean-Yves Daxhelet and Lara van Dievoet focuses on the relationship between organisations and the general public through the media.</p> <p>It will introduce students to the interconnected roles of PR and journalism while developing an ethical reflection. What is at stake? What is the impact of an increasingly digital environment on press relations? What kind of strategies does this require? How can the impact of press relations be measured?</p> <ul style="list-style-type: none"> • Principles and ethics of relations with journalists • The Belgian media landscape • The role of press relations within an organisation • Introduction to the different ways of interacting with the press • Assessing the impact of press relations <p>PUBLIC COMMUNICATIONS</p> <p>The part of the course taught by Arlin Bagdat covers the following points:</p> <p>(1) Distinctive features of public communication: between freedoms and constraints(<i>Topics covered: from a practical point of view, the specific features of public communication compared with political or private sector communication, as well as a presentation of the latest trends in communication</i>) ;</p> <p>(2) Information and awareness-raising campaigns: presentation and critical analysis of federal campaigns, in particular the various campaigns carried out in the context of the COVID-19 crisis, with a particular focus on inclusive communication (<i>Topics covered: presentation and critical analysis of the COVID-19 campaigns and most federal communication campaigns in recent years (objectives, messages, target audiences, resources,</i></p>

	<p>evaluations, difficulties, etc.) as well as good and not-so-good practice in terms of gender and inclusive communication);</p> <p>(3) Belgium's image: country branding through the "La Belgique, autrement phénoménale" campaign(<i>Topics covered: planning, launching and day-to-day management of a country branding campaign (links with the political world, working with a communications agency, partnerships in the economic world and civil society, specific social network actions with influencers, planning actions in Belgium and abroad, budget management, evaluation, reporting, etc.);</i>);</p> <p>(4) Typologies and evolution of communication services and professions in public institutions. Illustrations through the organisation of events such as NATO summits or events with an international scope. (<i>Topics covered: the structure and evolution of both the organisational methods and the needs of communication services through the example of the Federal Government and the experience of the Prime Minister's Chancellery).</i></p>
<p>Inline resources</p>	<p>The slides shown during the course and the texts to be read will be posted on the course Moodle page.</p>
<p>Bibliography</p>	<p>Aldrin, P., Hubé, N., Ollivier-Yaniv, C., Utard, JM. (2014). Les mondes de la communication publique: légitimation et fabrique symbolique du politique. Presses Universitaires de Rennes</p>
<p>Faculty or entity in charge</p>	<p>COMU</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Public Administration	ADPU2M	5		
Master [120] in Journalism	EJL2M	5		
Master [120] in Communication [version 2020]	COMM2M	5		