

3.00 credits

15.0 h

Q1

Teacher(s)	De Meeûs d'Argenteuil Dorian ;Philippot Jean-Paul ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Talk criticizes contemporary stakes of the management of drafting. Analyze casus on the basis of experiments specific to draftings registered in various segments of the media market. Accompaniment of work of étudiants on the basis of these casus.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1. have acquired a knowledge of the mechanisms and stakes of the management of drafting ; 2. have acquired a capacity of analysis of those ; 3. have acquired a knowledge of the resources available to tackle these questions.
Content	This course proposes, in the form of talks, the systematic course of the various facets of the management of drafting: editorial strategy ; organization of the policy of selection of information ; edition and presentation ; management and animation of the journalistic personnel. This course is built on a logic of casus implying the participation of professionals.
Faculty or entity in charge	COMU

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