




5.00 credits

30.0 h

Q2

Teacher(s)	Gersdorff Frédéric ;
Language :	French > English-friendly
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	The student will be awarded one mark out of twenty following assessment of two group assignments: 10 points for the analysis work and 10 points for the production work. Participation in the course, in discussions with invited guests and in the presentation of the various group works may also influence the overall mark.
Teaching methods	Presentation of theoretical concepts supported by examples (one theme, different types of participants and positions). Invitation of communication professionals working on issues of general interest (public bodies, economic players, media, etc.). Collaborative group work based on multidisciplinary approaches (ideally involving students from different specialisms) on a subject of common general interest. Presentation and discussion of projects.
Content	The health crisis, the ecological transition, energy security, the fight against bullying, heritage enhancement... All these issues have one thing in common: they reach a wide audience and are at the heart of societal change. They are of general interest. Every day, and often at the same time, different players in the public debate take up these issues. Each with their own positioning and objectives. In this course, we will use theoretical insights and communication sequences to gain a better understanding of the strategies of the various players involved in public interest communication. The participation of guest speakers and the creation of public interest communication content, using different approaches, will enable this multidisciplinary approach to be explored in greater depth and put into practice.
Other infos	The course will be led by Frédéric Gersdorff.
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [120] in Information and Communication Science and Technology	<a href="#">STIC2M</a>	5		
Master [60] in Information and Communication	<a href="#">COMU2M1</a>	3		
Master [120] in Journalism	<a href="#">EJL2M</a>	5		