









5.00 credits

30.0 h

Q1

Teacher(s)	Collard Anne-Sophie ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>The aim of this course is to explain the key theoretical concepts related to the three semiotic approaches presented. It also aims to construct an analytical approach from the concepts developed, in order to understand the meaning process of communication systems.</p>
Evaluation methods	<p>Students are evaluated through an individual oral examination. This is focused on mastery of the theoretical part (10/20) and on the ability to analyze the communication tool produced by the students (5/20), on the basis of the analysis grids provided.</p> <p>In addition, the quality of the communication tool produced by the small groups and its presentation to the jury is evaluated as a group work (5/20). Students' participation in the three workshops and the jury are taken into account in the evaluation. In case of absence, justification is required.</p> <p>In case of unjustified absence (workshops, jury and/or oral examination), the result will be 0A/20 for the course evaluation in the first session.</p> <p>A consultation of the evaluation is scheduled for the week following the release of the results. Students must make an appointment by email with the teacher. The consultation will take place online via Teams. The use of tools such as generative artificial intelligence is authorized only to help create the communication tool of the project.</p> <p>The second-session assessment is an individual oral exam: a theoretical section (10/20) and a section analyzing a given communication device (10/20).</p>
Teaching methods	<p>The structure of the course includes sessions on theoretical content, workshop sessions in small groups, independent work by students and coaching in small groups. It consists of a theoretical part and a practical part.</p> <p>Theoretical part: the content is presented (theory and analysis of examples) and discussed during collective sessions.</p> <p>Practical part: students work in small groups during three workshops in order to design a communication tool for an external client.</p> <p>Participation in the three workshop sessions and the group works presentation session (jury) is compulsory. Students are also advised to work on their project collaboratively outside the workshops, using the digital tools available to them.</p> <p>Students have access to the syllabus (slides) and reference books. Texts are also available.</p> <p>The use of tools such as generative artificial intelligence is authorized only to help create the communication tool of the project.</p>
Content	<p>The theoretical content covers three main semiotics approaches: structural, pragmatic and cognitive. In order to anchor the theoretical concepts in concrete situations, the course proposes to work on a project. In articulation with the "Communication d'entreprise" course, students will respond to a request from a real client, and design and analyze a communication tool using the theoretical concepts.</p>
Bibliography	<ul style="list-style-type: none"> - Verhaegen Philippe, Signe et communication, Bruxelles, De Boeck, 2010 - Meunier Jean-Pierre & Peraya Daniel, Introduction aux théories de la communication, Bruxelles, De Boeck, 3ème édition, 2010 - Lakoff George & Johnson Mark, Les métaphores dans la vie quotidienne, Paris, Les Editions de Minuit, (traduit de l'américain par M. de Fornel), 1985 - Fauconnier Gilles & Turner Mark, The way we think. Conceptual blending and the mind's hidden complexities., Basic Books, 2002
Other infos	<p>Students have access to course materials (slides) produced by the teacher from Moodle. They also find various texts that allow them to deepen certain theoretical points.</p> <p>The theoretical part is largely based on the work of Philippe Verhaegen, Signe et communication (Brussels, De Boeck, 2010). Its reading is therefore highly recommended.</p>

Faculty or entity in charge	ESPB
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Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMB1BA	5	BPOLS1110	
Bachelor in Information and Communication (French-English)	COAB1BA	5	BPOLS1114	
Bachelor in Information and Communication (French-Dutch-English)	COTB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology	SOCB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology (French-English)	SOAB1BA	5	BPOLS1114	
Bachelor in Sociology and Anthropology (French-Dutch-English)	SOTB1BA	5	BPOLS1110	
Bachelor in Political Sciences	SPOB1BA	5	BPOLS1110	
Bachelor in Political Sciences (French-English)	SPAB1BA	5	BPOLS1114	
Bachelor in Translation and Interpreting [Filière en communication interculturelle]	TIMB1BA	5		