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5.00 credits

30.0 h

Q1

Teacher(s)	d'Arripe Agnès ;
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> <ul style="list-style-type: none"> - Study and understand the main types of organizational communication - Master a theoretical framework - Underline the corporate social structure of (collective capacities, complex relations, power relations) - Develop capacity for observation, analysis, understanding - Understanding the complexity of communication within organizations (not only instrumental) - Apply these reasoning to the organization's social issues : problems of culture, identity, participation, crisis management, decision making and change
Evaluation methods	<ul style="list-style-type: none"> - Written examination (70%) <ul style="list-style-type: none"> o Factual knowledge of the course; o The ability of the student to produce value added based on course content - Three questions on the articles (30%)
Teaching methods	<p>Lecture</p> <ul style="list-style-type: none"> • Intervention of a communication professional • Reading six texts at home <p>The course is based on six texts (scientific articles) that students must read at home. During the course, periods will be devoted to question / answer session on each of the texts. These sessions will be scheduled in advance depending on the link between the text and the course. Questions on each of the texts will be given to the students in order to help them prepare for the examination (on Moodle).</p>
Content	<p>The course begins with a more theoretical part where a link is made between the different ways of doing or approaching communication in organizations and theories of communication or sociology of organizations. We proceed with some specific theoretical approaches to the phenomena of communication. Finally, we apply these theories to very concrete and contemporary problems by analyzing practical cases.</p> <ol style="list-style-type: none"> 1. Introduction 2. When organization and communication meet each other <ol style="list-style-type: none"> 2.A. <i>Informal communication</i> 2.B. <i>Organized communication</i> <ol style="list-style-type: none"> 2.B.1. <u>Create buzz</u> 2.B.2. <u>Internal communication</u> 2.B.3. <u>External communication</u> 2.B.4. <u>Global communication</u> 3. Some ways to approach organizational communication <ol style="list-style-type: none"> 3.A. Systemic perspective 3.B. Narrative perspective 3.C. The communicative constitution of <i>organizations</i> (CCO) perspective 4. Application to some contemporary problems <ol style="list-style-type: none"> 4.A. Change management 4.B. Confrontation of cultures in organization 4.C. Crisis communication 4.D. The participation 5. Conclusion

<p>Bibliography</p>	<p>Sur l'introduction :</p> <p>Vidéo : « Qu'est-ce que la communication organisationnelle ? » https://www.youtube.com/watch?v=eGixhdEqUvo</p> <ul style="list-style-type: none"> • VACHER Béatrice, « Articulation entre communication, information et organisation en SIC », in Les Enjeux de l'information et de la communication, 2009/1, p.119-143 • OLLIVIER Bruno, Les sciences de la communication : Théories et acquis, Paris, Armand Colin, 2007 <p>Sur la communication informelle :</p> <p>VAN DE WINKEL A., Quand la légende urbaine touche l'organisation, in LONEUX, Catherine, PARENT, Bertrand (dir.), Communication des organisations : recherches récentes, Paris, L'Harmattan, Tome 2, 2010, p. 140-153.</p> <p>Sur la communication interne :</p> <ul style="list-style-type: none"> • DUTERME, C., La communication interne en entreprise ; l'approche de Palo Alto et l'analyse des organisations, Bruxelles, De Boeck, 2002 • GIROUX N., « La communication interne : une définition en évolution », Communication et Organisation, n°5, 1994, pp. 17-47 <p>Sur la communication externe :</p> <ul style="list-style-type: none"> • GRYSPEERDT, A., « Relations Publiques et recherche en communication », in Hermès, 38, Paris, 2004, p.148-154 <p>Sur la communication globale :</p> <ul style="list-style-type: none"> • BOUILLON J-L., BOURDIN S., LONEUX C., « De la communication organisationnelle aux « approches communicationnelles » des organisations : glissement paradigmatique et migrations conceptuelles », in Communication et organisation, 31, Bordeaux, 2007, p.7-25 • BOUZON, Arlette et alii, 2006, La communication organisationnelle en débat : Champs, concepts, perspectives Paris, L'Harmattan. • BUCK, L., Dépasser le clivage entre la communication interne et externe. Le cas de l'image institutionnelle de Keolis, in Kaciaf N., Legarve J-B (dir.) Communication interne et changement, L'Harmattan, 2011 <p>Sur l'approche systémique :</p> <ul style="list-style-type: none"> • BENOIT D., PEREZ-BENOIT F., « L'Intervention Systémique Brève » Pour une application, hors champ thérapeutique, du modèle de résolution de problèmes développé en Thérapie Brève in Revue internationale de Psychosociologie, 2006/26 Vol. XII, p. 97-141. <p>Sur l'approche narrative :</p> <ul style="list-style-type: none"> • FELIX P-L., PAJON P., « La construction de l'identité d'un laboratoire d'innovation : une perspective narrative », Revue française de gestion, vol. no 159, no. 6, 2005, pp. 303-325 <p>Sur la problématique du changement en entreprise</p> <ul style="list-style-type: none"> • Bernoux Philippe, Sociologie du changement dans les entreprises et les organisations, Paris, Seuil, 2010 • Colletette Pierre , « Comment communiquer le changement? » , Gestion, 2009/4 Vol. 34, p. 39-47. <p>Sur la confrontation des cultures en organisation</p> <ul style="list-style-type: none"> • d'Arripe A., Entre permanence et changement : Quand chercheurs et professionnels de la santé écrivent ensemble la partition de leurs interactions, Presses Universitaires de Louvain, 2011 • HALL Edward T., La dimension cachée, Paris, Seuil, 1971 • HOFSTEDE Geert, Vivre dans un monde interculturel, Paris, Editions de l'organisation, 1994 • Pierre P., « Le difficile croisement des cultures en entreprise », Communication et organisation, 22, 2002 • TROMPENAARS Fons, HAMPDEN-TURNER Charles, L'entreprise multiculturelle, Paris, Maxima Laurent du Mesnil Editeur, 2004 <p>Sur la communication de crise</p> <ul style="list-style-type: none"> • Marc D. David, Marie-Eve Carignan, (2017) "Crisis communication adaptation strategies in the MM&A train explosion in Lac-Mégantic downtown: Going back to field communication", Corporate Communications: An International Journal, Vol. 22 Issue: 3, pp.369-382 • Libaert T.(2010), La communication de crise, Paris, Dunod <p>Cas et analyses : http://www.reputatiolab.com/</p> <p>Sur la participation en entreprise</p> <ul style="list-style-type: none"> • Castagnoli Sandrine (2005), « L'organisation apprenante: une approche bidimensionnelle », Cahiers de recherche CERMAT-IAE de Tours, Vol 18, n°120-126 • Donzelot J., Epstein R., Mothé D., Marian M. (2006) Forces et faiblesses de la participation, Esprit, n°326 • Shah Bin Mohd Yusoff Malek (2005/3) , « Le service public : une organisation apprenante. L'expérience malaisienne », Revue Internationale des Sciences Administratives, Vol. 71, p. 497-510.
<p>Faculty or entity in charge</p>	<p>ESPB</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMB1BA	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	