

# Communication politique

## Lecturers

François HEINDERYCKX (Coordinator) and Nicolas BAYGERT

## Course mnemonic

POLI-D313

## ECTS credits

5 credits

## Language(s) of instruction

French

## Course period

First term

## Course content

The course broaches mainly the tools to apprehend public opinion (opinion polls) and the use of media as a tool to influence public opinion (political marketing).

## Objectives (and/or specific learning outcomes)

Encourage students to reflect on public opinion and its possible interactions with the media. Starting from concrete examples, the course intends to develop a critical attitude regarding common phenomena such as, for example, electoral campaigns or the publication of opinion poll results.

## Teaching method and learning activities

Lectures with audiovisual supporting material

## Other information

### Contact(s)

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### Evaluation method(s)

written examination

### Evaluation method(s) (additional information)

Written test

## Programmes

### Programmes proposing this course at the faculty of Philosophy and Social Sciences

MA-POLI | **Master in Political Sciences : General** | finalité Political Communication/unit 1

### Programmes proposing this course at the faculty of Letters, Translation and Communication

MA-BABL | **Master in Multilingual Communication** | finalité Multiculturality/unit 2 and MA-COMU | **Master in communication** | finalité Corporate communication and marketing/unit 1, finalité Political communication and lobbying/unit 1 and finalité Research/unit 1