

# Histoire de la communication de masse

## Lecturer

Irene DI JORIO (Coordinator)

## Course mnemonic

COMM-B400

## ECTS credits

5 credits

## Language(s) of instruction

French

## Course period

First term

## Course content

Through the use of thematic sessions, this course traces the history of mass communication since the nineteenth century including: the study of the historical and media context which, since the advent of the mass society, have fuelled the development of different forms of communication; the analysis of negotiations - between technology and society - which led to the creation of frameworks for the use of the media; the investigation of representations and collective interests on the basis of which the social relevance of the media has been progressively defined since the late nineteenth century, with a particular focus on the theoretical reflection surrounding the power of propaganda.

## Objectives (and/or specific learning outcomes)

To give students an awareness of the historical forms of communication, with particular attention to the practices of political, military and commercial communication. To provide an analytical framework to help them identify the relationship between communication forms, media, political and social changes.

## Teaching method and learning activities

Lectures ex cathedra and directed readings

## References, bibliography and recommended reading

The bibliography and course materials will be made available on the Virtual University website.

## Other information

### Contact(s)

idijorio@ulb.ac.be

### Evaluation method(s)

written examination

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

Written Exam

## Programmes

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

MA-COMU | **Master in communication** | finalité Political communication and lobbying/unit 2, MA-JOUR | **Master in journalism** | finalité Narrative journalism and investigative journalism/unit 1, finalité Journalism, politics, and society in Belgium/unit 1 and finalité Research/unit 1, MA-LGERM | **Master in Modern Languages and Letters : German, Dutch and English** | finalité Teaching/unit 2, finalité Third language/unit 2, finalité European Central European languages and cultures/unit 2 and finalité North American Studies/unit 2, MA-LLANG | **Master in Modern Languages and Letters : General** | finalité Teaching/unit 2, finalité Third language/unit 2, finalité North American Studies/unit 2 and finalité Languages in Contact/unit 2, MA-LORIE | **Master in Modern Languages and Letters : Oriental Languages** | finalité Chinese (further studies)/unit 2 and MA-LSLAV | **Master in Modern Languages and Letters : Slavic Languages** | finalité Advanced slavic language/unit 2, finalité Russian/unit 2 and finalité European Central European languages and cultures/unit 2

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

MA-HHIST | **Master in History** | finalité Teaching/unit 1, finalité Teaching/unit 2, finalité History and governments/unit 1, finalité History and governments/unit 2, finalité Archiving/unit 1 and finalité Archiving/unit 2 and MA-PETHI | **Master in Ethics** | finalité Professional/unit 2

### Programmes proposing this course at the faculty of Psychology, Educational Sciences and Speech and Language therapy

MA-PSYC | **Master in Psychology** | finalité Occupational psychology, business psychology and organisations/unit 1 and finalité Occupational psychology, business psychology and organisations/unit 2