

Communication politique

Lecturer

François HEINDERYCKX (Coordinator)

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