

Theories and references on communication



SCHOOL

Faculty of Languages,
Humanities and Social
Sciences (LLSH)



CAMPUS

Belle-Beille



LEVEL

2nd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** Literature
- > **Teaching unit:** UED 2.5 Edicom course
- > **Course language:** French
- > **Duration (hours):** 12
- > **ECTS:** 2
- > **Teacher(s):** Florian Blondy

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 12 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

This course will present the main theories of communication and the main research topics in the area. Students will work with personal, professional and cultural issues of communication. Institutional communication, internal communication, external communication, and crisis communication.

OBJECTIVES

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PREREQUISITES

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SELECTIVE BIBLIOGRAPHY

BRETON, Philippe, PROULX, Serge, L'explosion de la communication. Introduction aux théories et aux pratiques de la communication, Paris, La Découverte, 2006.
MALAVAL, Philippe, DÉCAUDIN, Jean-Marc, Pentacom, Paris, Pearson, 2009.
MYERS, Gail E., Les bases de la communication humaine. Une approche théorique et pratique, Montréal, McGraw-Hill, 1990.