

Number of ECTS credits : 3

Course language : French , English

Course leader : POHARDY Olivier

Faculty : ZEHENNE Camille

☰ COURSE DESCRIPTION

This cours provides the theoretical basis of the discipline of communication sciences.

☰ COURSE OBJECTIVES

Understanding the complexity and interdisciplinary dimension of communication studies. Acquire the major concepts that supply the discipline to be able to use later and in a professionnal context. Developing a critical posture towards communication and the media in the public sphere. Acquire a cultural background that goes beyond the academic framework of theoretical learning.

☰ LEARNING GOALS

☰ TACKLED CONCEPTS

Microsociology, communication and epistemologu, semiotics, rhétoric, storytelling, mythology,interactionnism, transmédia, mediation, cultural studies

☰ LEARNING METHODS

Theory and discussion.

☰ ASSIGNMENTS

Oral discussion

≡ BIBLIOGRAPHY

Bougnoux, 1995, *La communication contre l'information*, Paris, Hachette

Breton, Proulx, 1993, *L'explosion de la communication*, Paris, La découverte

Breton Philippe, La parole manipulée

Cicéron Quintus, Petit manuel de campagne électorale

De Certeau Michel, L'invention du quotidien

Doueihi Milad, La grande conversion numérique

Jeanneret Yves, Critique de la trivialité. Les médiations de la communication, enjeu de pouvoir

Floch Jean-Marie, Sémiotique, marketing et communication : Sous les signes les stratégies

Mattelart, 2001, *Histoire de la société d'information*, Paris, La découverte

Mattelart, 1995, Histoire des théories de la communication, Paris, La découverte

Shopenhauer Arthur, L'art d'avoir toujours raison

Wolton Dominique, Penser la communication

Les essentiels d'Hermès : la communication politique

Les essentiels d'Hermès : le marketing politique

≡ EVALUATION METHODS

≡ SESSIONS

1

LECTURE : 03h00

Introduction. Presentation of the field.

2

LECTURE : 03h00

Interactionnal and intercultural communication

3

LECTURE : 03h00

Semiotic and rhetoric

4

LECTURE : 03h00

Public space theories

5

LECTURE : 03h00

Media : from mass communication to transmedia

6

LECTURE : 03h00

Mediations
