

Number of ECTS credits : 3

Course language : English

Course leader : POHARDY Olivier

Faculty : ALOUCHE Sue

≡ COURSE DESCRIPTION

After an introduction to the major theories of communication developed in Europe and in particular in France, this course will address the particularisms of doing communication in France, in different environments: corporate communication, brand communication and media.

≡ COURSE OBJECTIVES

The study of the specific practices of the communication media functions in France or more largely in Europe, will allow students to understand and appreciate how local cultures may influence the way communication is done over Europe.

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Intercultural communication, organisation theory in communication and media, comparative analysis.

≡ LEARNING METHODS

The course puts a strong emphasis on practical applications in real world business and professional situations in France. This practical dimension will be enhanced through exercises, cases, and meetings with communication professionals and visits to communication agencies.

≡ ASSIGNMENTS

Students will prepare a presentation of a comparative study of the communication function and discuss its outcomes. Class participation, reading of required documents/articles.

≡ BIBLIOGRAPHY

David Thomas and Kerr Inkson (2009), Cultural Intelligence: Living and Working Globally, Berrett- Koehler Publishers

Duane Stanford and Mathew Boyle, (October 25, 2010) Yogurt Culture Wars, Bloomberg Business Week

Hatch M.J., Cunliffe A.L. (2006). Organization Theory. Modern, Symbolic and Postmodern Perspectives. New York: Oxford University Press, Second ed.

≡ EVALUATION METHODS