

Information and Communication Bachelor's Degree

The majority of our courses are taught in French. We invite you to also have a look at the [list of courses offered in English at Rennes 2](#).

Objectives

This is a general degree aimed at:

- developing a reflexive approach towards social dynamics, communication practices and communication professions and increasing student involvement in communication projects,
- providing different keys (concepts, theories, etc.) to interpreting social worlds so as to enable students to formulate relevant analyses according to the domains analysed (organizational communications, cultural industries, communication and politics, etc.),
- providing access to a wide variety of occupations through a broadened focus beyond just the preparation for communication occupations (media, public relations, cultural mediation, communication of organizations and institutions, etc.),
- enabling students to acquire specific skills that are now required in the many professions that have been reconfigured through the deployment of digital information and communication technologies and the development of the information economy.

Skills

Students acquire general skills that are based on a high level of proficiency of Information and Communication Sciences tools and theories and which can be used in all communication professions. There are three types of skills:

- **analytical / reflexive:** students learn how to consider the social issues of information and communication processes, not only in terms of the media space but also in relation to the anthropological and sociological questions concerning technology and especially Digital Information and Communication Technologies;
- **methodology:** students attend a number of classes and workshops on qualitative and quantitative methodologies;
- **professional:** students begin by managing projects in groups and move on to developing their skills in different writing styles (journalistic, multimedia, etc.).

Course Content

At the beginning of the syllabus, “discovery” modules aim to equip students with the theoretical elements necessary to understand contemporary information and communication processes as well as valuable background knowledge for putting into context the development of media and information and communication technologies (communication theories, sociology of communication, introduction to language sciences, media history and theories, etc.). Students will also learn the practical skills needed for using documentary tools and information devices and for producing different professional styles of writing (journalistic, broadcasting and multimedia).

Halfway through the syllabus, “development” modules prepare students for entering the socio-economic world through knowledge acquisition in the social, political, cultural, legal and economic landscapes of information and communication. Students can specialize in other pathways of the Bachelor's or vocational degrees during the course of their studies (Documentary resources and databases, Journalism and digital media, Communication of associations and communities, Marketing and communication, Management of multimedia and broadcasting event production, etc.).

At the end of the degree, a set of “capacity-building” modules that are more professionally oriented deepen core areas in line with staff research areas: public, political and regional communication, communication and management, digital communication, and discourse, literature and image analysis.