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Organisation

The LASCO is the research centre of the Communication department at the University of Louvain. Created in 1998 and chaired by Thierry Libaert, it includes sixteen members (professors, lecturers, PhD students) as well as three correspondents from foreign universities.

Editorial

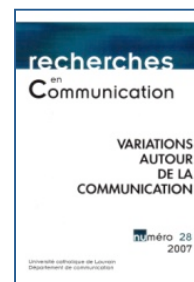
You herewith discover the first issue of the LASCO's new newsletter. The LASCO is the Laboratory for the Analysis of Communication Systems in Organisations of the University of Louvain. This electronic newsletter called Passerelle (*gateway*) will be sent out each trimester to subscribers, free of charge, in a three-page format. If the central purpose of our research is to question communication practices, another aim is to provide a clear and concrete overview of progresses in this research field. As a result, this publication stands for a bridge between research and communication practices. This issue is sent to you on an exceptional basis. If you wish to receive future issues, please register at:



<https://listes-2.sipr.ucl.ac.be/sympa/info/passerelle-lasco>

The Journal

The 28th issue of *Recherches en Communication* was released by the Communication department on Monday, 21 September 2009. It brings together under one issue, a varied set of contributions around communication. In his article *French Politics at the Digital Age*, **Nicolas Baygert** provides a detailed study on the role of social media during the 2007 French presidential campaign. According to this political communication specialist, both left and right have made use of 'e-Marketing' as a powerful promotional tool. Candidates engaged in a groundbreaking virtual fight to win over votes, with a participatory model for Ségolène Royal and a more hierarchical model for Nicolas Sarkozy. We also recall that the journal published an issue last on "Legitimacy and Communication". Orders are to be sent to recherches-en-communication@uclouvain.be



Numbers of the Trimester

369 is the number of Master students enrolled in different academic branches linked with communication, in Louvain, on 23rd September 2009.

Members' News

Jean-Marie Pierlot and **Thierry Libaert** have put out *Communication des associations*, published by Dunod, in June 2009. J-M Pierlot will present the book at the Tropismes library, located in the Galerie des Princes in Brussels, on Tuesday the 20th of October 2009 from 1 to 2PM.

The thesis of **Alexandra Lenay** on a comparative study of the communication of NGOs in Cuba and Costa Rica has just been published by the Presses Universitaires de Louvain.

Karine Johannes has signed a contract with the publisher Dunod for her book on

Corporate Communication which will appear in the « Les Topos » collection. Our PhD Student currently lives in Burundi where she devotes herself fully to her thesis of the 2.0 Internet.

Pierre de Saint-Georges will also travel to Africa to establish a Master programme in Journalism at the National University of Burundi

Marie-Elisabeth Volckrick visited Quebec from 7 to 9 September to present her research on *Diversity and the potentialities of the practice of Ombudsmen and Mediators in French-speaking countries*, in collaboration with professors Lalonde and Regis of the University of Sherbrooke.

Emeritus

A seminar on the subject of *contradicting the industry: organised protest challenging public relations* will be organised this 23rd October 2009. To mark the departure of Professor Axel Gryspeerdt, granted emeritus status, the university invites representatives of academia and business leaders at its premises. Currently, one of the major trends is the systematic criticism of institutions and the challenge of various communication practices. Fifteen speakers from Europe and North Africa will share their experiences in this regard. The detailed program is available at:



<http://www.uclouvain.be/280664.html>

For over 30 years, Axel Gryspeerdt has waked the corridors of the communication department. In 1967 he was the first graduate in Social Communication at the UCL. Ten years later he became Chairman of the Communication department, where he has been teaching until this day. Throughout his career, he has contributed to numerous books and magazines, on topics as varied as rumours, propaganda, corporate communication or professions in the communication field. Both in his role of professor and in the research field, he contributed immeasurably to the development of our department.

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Zoom on...

Andrea Catellani

We are very pleased to welcome **Andrea Catellani** as a new member of the LASCO. He studied at the University of Bologna where he defended a thesis in the field of cultural studies before becoming a postdoctoral researcher at UCL for two years. His research in semiotics led him to work under the direction of Umberto Eco. Now lecturing at the UCL's Communication department, he will particularly teach the course of Public Relations, more than 50 years after its onset at the University, in 1958. It focuses, among other things, on advertising, internal communication and communication on sustainable development.



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An update on...

Sustainable development has become the second most utilised theme in the corporate communication sector. Since the mid-90s, one of the major concerns of companies has been to promote an image of "corporate citizenship" by focusing in their communication on messages with a budding "green touch". Websites, speeches, reports of activities and advertisement campaigns are full of eco/bio references. Misleading arguments or accurate portraying of reality, this ongoing "greenwashing" does not protect companies from criticism regarding their commercial practices. In fact, on Tuesday 15 September, the Professional Regulatory Authority for Advertisement has presented stricter regulations to the French Ministry of Environment on advertisement in the field of sustainable development. This genuine European framework procedure came into force this 1st of October. Companies will from now on be required to self-regulate so as not to jeopardize their reputation. However, according to a recent survey conducted in France by the consultancy *Limelight Consulting* and targeting communications officers, marketing and sustainable development representatives, 90% of respondents said their company has a CSR strategy. From these 90%, 82% said that steps have been taken since 2008 to strengthen this strategy. In addition, 80% certify that their company has developed new services and products incorporating sustainable development issues over the last year. The survey results are thus reassuring. They reflect real efforts made by companies trying to reach, one day, the status of "perfect nature protectors".

In anticipation

Thierry Libaert will present his latest book *Communicator*, this 15th of October at 6PM at the University bookstore (DUC) in Louvain-la-Neuve. It is published by Dunod.

The ABCI is organising a workshop this 22nd October 2009 in Brussels from 1 to 3PM on: *Communication dans la Tourmente*. T. Libaert will present the major changes which transformed the landscape of communication since the 90s.

These 18, 19 et 20 November, **Olivier Le Saëc** will intervene in a seminar organised by EUTIC taking place in Bordeaux, on the following topic: *Enjeux et Usages des TIC. Stratégies du changement dans les systèmes et les territoires*. A publication is foreseen based on the seminar's proceedings.

Professor **Carlos Scolari**, from the Vic University in Barcelona will visit the LASCO this 9 December in Louvain-la-Neuve.

Semiotician and specialist in the analysis of new media and digital communication, he will present his research on "online branding, analysing different cases of the development of a brand on the Internet. The conference is open to everyone. For more information, contact:

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Partnerships: The purpose of LASCO is to be a place for exchanges between researchers and communication professionals. Every form of collaborative arrangements shall be examined. If within your organisation, you wish benefit from our expertise, thereby making use of conducted research in communication sciences, in the field of corporate communications, crisis communication, for the development of a communication plan, for an impact assessment of your actions, for the implementation of CSR targets in your communication efforts, or for any other related activities, feel free to contact us.