

4 credits

7.5 h + 10.0 h

Q1 and Q2

Teacher(s)	Descampe Antonin ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Continuous evaluation based on works to be submitted, related to the seminar sessions and the visits, and tests on the news follow-up (via Multiple Choice Questions and/or Short Answer Open-ended Questions).</p> <p>The second session will include the same type of evaluation as during the year: test on news follow-up and work to be submitted (similar to the sum of work submitted during the year), on a topic defined by the teacher, related to the visits and conferences given during the year.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>The seminar includes presentations by guests from the media world and/or by the teacher, and visits on site (examples from previous years: newsroom visit, TV show attendance).</p> <p>Covid-19:</p> <ul style="list-style-type: none"> - All seminar sessions are given face to face. - Depending on the evolution of health measures (yellow or orange codes), on the capacity of the auditorium and on the number of registered students, seminar sessions could switch to co-modality: presence of the majority of students, and the possibility of remote attendance via Teams. If the auditorium does not allow broadcasting via Teams or if red code applies, these courses will go into full remote mode. Visits could also be postponed or transformed into an additional conference by a media professional. These adaptations will be communicated to students via Moodle.
Content	<p>Reserved to students having chosen the "journalism" option of the Bachelor in Information and Communication program, this seminar addresses the following topics:</p> <ul style="list-style-type: none"> - the practical discovery of the media companies ecosystem, mainly in Belgium - the discovery of the world of information - the discovery of news related to the media <p>The topics above will be addressed with particular emphasis on technological issues and digital innovation in the media world. What innovation strategy for a media company? How to evolve / reinvent yourself in the age of digital technologies? These questions will guide the interviews with media professionals as well as the field visits.</p>
Inline resources	Presentation materials, useful links, work instructions and other external resources will be made available to students on the Moodle platform of the course .
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMU1BA	4	LCOMU1331	