

4.00 credits

7.5 h + 10.0 h

Q2

Teacher(s)	Descampe Antonin ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Continuous evaluation based on works to be submitted, related to the seminar sessions and the visits, tests on the news follow-up (via Multiple Choice Questions and/or Short Answer Open-ended Questions), and active participation in the various sessions and activities.</p> <p>The second session includes a 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> <p>In case of absence during conferences and visits during the academic year, substantial fieldwork (interview of several media professionals, survey) will be requested in order to feed the final report.</p> <p>As the course spreads over 2 semesters, the evaluation takes place as follows:</p> <ul style="list-style-type: none"> • Continuous assessment throughout the year based on work to be submitted linked to seminar sessions and visits, tests on the news follow-up (via Multiple Choice Questions and/or Short Answer Open-ended Questions), and active participation in the various sessions and activities. On this last point, attendance at sessions and activities is mandatory and will be taken into consideration in the final evaluation. Late submission of work results in a reduction in the associated grade (2 points per 24 hours started, with a maximum of 48 hours beyond which the work is considered not submitted). • Oral evaluation during the June session, in the form of a presentation of a work. <p>There are no exams during the January session. The -indicative- grade provided for the January session will be based on the continuous evaluation at that date and will be incorporated into the overall grade in June. The practical and detailed modalities for the continuous assessment and the end-of-year presentation will be presented at the start of the term and available on Moodle.</p> <p>The September session will include a tests on the news follow-up and a work to be submitted and presented during an oral exam. This work to be presented will be of a similar scale to the sum of work submitted during the year, on a topic defined by the teacher, related to the sessions and activities done during the year. In the event of unjustified absence from sessions and activities during the academic year, substantial field work (interviews with several media professionals, survey) will be requested in order to feed the final report and presentation.</p>
Teaching methods	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).
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	Learning outcomes
Bachelor in Information and Communication	COMU1BA	4		