

4.00 credits

7.5 h + 10.0 h

Q2

Teacher(s)	Baur Monica ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p><u>Group work</u>: The students, divided into groups, will have to carry out an analysis of a media device chosen from a given list. On the basis of this analysis, each group will have to construct an evaluation protocol applied to this device. Several methodological approaches will be used, in order to encourage collaboration and the debate of ideas within each group and between the different groups. This group work will give rise to both a written report and an oral presentation, which will be assessed.</p> <p><u>Assessment in the second session</u>: the student will have to choose a media device from the list given, complete the assessment protocol and written report on his/her own and give an oral presentation to the teacher.</p>
Teaching methods	Sessions will be devoted to presenting the specific features of media systems and the methodological approaches used to evaluate them. The aim is to apply these approaches to case studies. The media device to be analysed in groups will be presented. The sessions will then be devoted to group work and the case study chosen by the students.
Content	<p>Theoretical and methodological approaches to the evaluation of media devices will be presented in the first sessions, along with case studies. Students will then be confronted with the media devices they have chosen, and will be led to discuss the different approaches enabling them to construct an evaluation protocol. They will be led to explore different points of view on a given object, and to discuss and compare these points of view in groups.</p> <p>The use of artificial intelligence in the assessment tests for this course is governed by the rules set out in the faculty memorandum on the subject, which is available on the faculty intranet site in the information for students section. A charter and an AI tool referencing guide will be presented during the course and made available.</p>
Inline resources	Moodle
Bibliography	PowerPoint des cours présentés, références bibliographiques, ressources utiles sur la plateforme Moodle
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMU1BA	4		