




3.00 credits

15.0 h

Q2

Teacher(s)	Grosjean Gaspard (compensates Standaert Olivier) ;Standaert Olivier ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	The course is assessed on an ongoing basis, through group work which is handed in before the examination session and for which students receive an individual assessment. In the second exam session, the students individually re-submit the failed assignment(s) using the same procedures and on the basis of a subject set by the teacher.
Teaching methods	The course is given in the form of lectures (face-to-face unless otherwise stated). Resources and useful documents are posted on Moodle to <u>supplement</u> note-taking in class.
Content	This course aims to give students the skills to link their journalistic practice to the concepts, resources and methods needed to understand the socio-demographic profile, uses and changes in audiences for news media. Set in a context and approaches specific to Information and Communication Sciences and <i>Journalism Studies</i> , such as audimetry (traditional and digital), reception studies, cross-analysis of editorial and marketing strategies, it also draws on frameworks specific to the sociology of audiences and uses of information and communication technologies.
Inline resources	Les étudiants ont accès aux supports de cours et aux ressources nécessaires à la réalisation des travaux d'évaluation continue sur l'espace Moodle du cours.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in History of Art and Archaeology: Musicology	MUSI2M	5		
Master [60] in Information and Communication	COMU2M1	3		
Master [60] in History of Art and Archaeology: Musicology	MUSI2M1	5		
Master [120] in Journalism	EJL2M	3		