UCLouvain

lcomu1223

2025

Seminar on Writing for Communication

5.00 credits	15.0 h + 15.0 h	Q1 and Q2

Teacher(s)	Thiran Yves ;Votron Vinciane ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	*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.*
Main themes	In the first instance, the seminar will equip students with a grounding in writing for communication and at the same time put them in a related experimental situation. Next, the first basic principles will be challenged as students are introduced to a wide range of forms which fall within this umbrella heading. Students will come across a whole range of configurations, from the simplest, most common ones to the most creative and original. They will be taught to look critically at the process of public writing and how it is used. The two parts of the course will be taught by two different lecturers working in collaboration.
Learning outcomes	**At the end of this learning unit, the student is able to :** 1 By the end of this course, students should have acquired the bases of "public writing", i.e. of writing intended for a wide audience. They will have to demonstrate an ability to position themselves vis-à-vis the wide variety of forms of communicative writing, to take on board its processes and to develop a critical appreciation of its requirements
Evaluation methods	Assessment is continuous (there are no exams during the semester). It is based on the completion and correction of practical exercises (six assignments in total), carried out throughout the seminar, taking into account a progression in the difficulty of the assignments requested. A partial and individual assessment is carried out at the end of each four-month period. Attendance at lectures, practical work, and any additional sessions is compulsory. Participation in the sessions will be taken into account in the calculation of grades, accounting for up to 10% of the overall grade. The student's personal progress will also be taken into account in the assessment. If a student does not complete at least two-thirds of the work that is assessed each semester within the allotted time, they will be declared absent. They will then receive a grade of "A" for all activities related to this course in both the January and June sessions. The second session is held in August and consists of completing all the assignments given during the four-month teaching periods, followed by an oral defense of the work before the course instructors. The instructions for these assignments will be posted on Moodle after the June results are announced. Participation and progress in the sessions do not count toward the grade for this session. Two scenarios may affect the terms and conditions of the second session: · If the student obtained a grade lower than 10/20 in June, they must resit the exercises for the two four-month periods in which they failed. If the brief writing exercise (T1) is part of this, it will be done on site and will precede the defense of the work completed during the second session. · If the student obtains an "A" in June, they must complete all six seminar assignments. The brief writing (T1) will be done on site and will precede the oral defense of the other assignments.
Teaching methods	The seminar is divided into three types of sessions: lectures, practical work sessions, and any additional sessions (e.g., conferences). Lectures are held in person, and reference documents are posted on Moodle. Practical work sessions are also held in person (details will be provided at the beginning of the semester).
Content	The seminar is organized as a workshop, based on presentations and practical work. The introductory sessions are based on illustrated presentations. Practical applications are carried out through exercises during the sessions or through longer-term work carried out between sessions, which is then followed up during the practical sessions. Following on from courses LCOMU 1128 and 1226, the seminar builds on the knowledge of the same subject taught in blocks 1 and 2 of the bachelor's degree program in information and communication. On this basis, which is assumed to have been acquired, the seminar develops an introduction to specific types of communication writing and trains students in their practice. Starting with the written model, the seminar extends its practice to the production of multimedia documents on online media and then on audiovisual media.

Inline resources	Moodle is the main platform for the course, both for communication between teachers and students and for content storage.
Bibliography	Les étudiants disposeront des présentations réalisées lors des séances et pourront se référer aux ouvrages de la bibliographie qui leur sera communiquée.
Other infos	The reference note guiding the responsible use of AI for teachers, approved by the ESPO Faculty Board on July 1, 2024, applies to this seminar. Without prejudice to the provisions of this note, and unless otherwise specified during the course in relation to a specific exercise, the use of automatic content generation tools (text, image, video) is strictly prohibited and will result in a T grade (for tricherie - cheating - equivalent to 0) for the work concerned.
Faculty or entity in charge	ESPO