UCLouvain

lcomu1203

2026

Media and Culture I

6.00 credits	30.0 h	Q1

Teacher(s)	Catellani Andrea ;Daligault Tatiana (compensates Sepulchre Sarah) ;Sepulchre Sarah ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	Assessment is based on a written exam administered during the exam period (100%) that includes open-ended questions on the course content. Second session: same type of exam.
Teaching methods	The course combines lectures, case studies, and class discussions on traditional and contemporary media.
Content	**UAA 1: Semiotic and Narratological Approaches** Introduction to the concepts and methods of semiotics and narratology as applied to media content (press, television, film, Internet, etc.). Analysis of narrative structures and semiotic codes, and their role in the production of meaning. Study of systems of representation and their relational effects. **UAA 2: Cultural Studies and Media Reception** Exploration of media usage through theories of cultural studies and the sociology of media use. Analysis of the mechanisms of media appropriation, highlighting how individuals and groups construct their media culture. Case studies on media reception by different audiences and on how social representations are negotiated in various cultural contexts.
Inline resources	Course materials and other resources will be posted on the course's Moodle platform.
Other infos	In this course, the use of artificial intelligence (AI) tools is governed by the guidelines set forth in the “AI Smart Teaching” memo: https://oer.uclouvain.be/jspui/handle/20.500.12279/1007. Here are the principles to follow: • Transparency: If you use an AI tool to assist you in writing, researching, or organizing your ideas, you must explicitly mention this in your work. This includes proofreading, translation, creating an outline, or summarizing a text. • Authenticity: Submitted work must reflect your own understanding and skills. The use of AI must not obscure or replace your intellectual and critical thinking. • Responsibility: You are fully responsible for the submitted content, even if AI tools were used. Any uncredited or abusive use may be considered a violation and will be sanctioned in accordance with the Academic and Examination Regulations (specifically Chapter 4, Section 7 of the RGEE). • Retention: Logs of conversations and interactions with the AI tools used to generate content must be retained and made available for verification until the results are announced. Furthermore, in the interest of energy efficiency and environmental sustainability, interactions with generative AI must be limited to what is strictly necessary for the task at hand and are strictly prohibited when the assignment instructions explicitly or implicitly prohibit their use—particularly when the nature of the expected work requires a personal touch—unless prior authorization has been granted. English-friendly course: Questions: Students may ask their questions in English. Dictionary: Students are allowed to use a dictionary (a monolingual French dictionary or a bilingual French-native language dictionary, as specified by the instructor), including during exams. Note: The course materials and the exam are in French.
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Minor in numerical technologies and society	MINSTIC	5		
Minor in Information and Communication	MINCOMU	5		
Bachelor in Modern Languages and Literatures: German, Dutch and English	GERM1BA	5		
Bachelor in Ancient and Modern Languages and Literatures	LAFR1BA	5		
Minor in Culture and Creation	MINCUCREA	4		
Bachelor in Information and Communication	COMU1BA	6		
Bachelor in French and Romance Languages and Literatures : General	ROM1BA	5		
Bachelor in Modern Languages and Literatures : General	ROGE1BA	5		