

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

4.00 credits

7.5 h + 10.0 h

Q2

Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>The assessment is as follows:</p> <ul style="list-style-type: none"> <li>• Continuous assessment throughout the term based on assignments to be submitted related to seminar sessions and visits, news follow-up tests (based on 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 assessment. Late submission of assignments results in a reduction in the associated grade (2 points per 24 hours started, with a maximum of 48 hours beyond which the assignment is considered not submitted).</li> <li>• Oral assessment during the June session, in the form of a work presentation.</li> </ul> <p>The practical and detailed arrangements for continuous assessment and the end-of-year presentation will be explained to students at the beginning of the term and available on Moodle.</p> <p>The September session will include a test on 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> <p><u>Use of AI tools</u></p> <p>The use of artificial intelligence during the assessments of this course is governed by the rules mentioned in the faculty note on this subject and available on the faculty intranet site in the information for students.</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"> <li>- the practical discovery of the media companies ecosystem, mainly in Belgium</li> <li>- the discovery of the world of information</li> <li>- the discovery of news related to the media</li> </ul> <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 <a href="#">Moodle platform of the course</a> .
Faculty or entity in charge	ESPO