

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

6.00 credits









30.0 h

Q1

Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>In the first examination session, assessment will take the form of a multiple-choice questionnaire testing knowledge, application, and comprehension of additional readings (note: students enrolled in the supplementary Master's module in Communication are exempt from the additional readings). A bonus system (up to +20%) will also apply, based equally on active class participation (attendance above 70%) and performance in quizzes (Wooclap) and contributions to the revision tool (Wooflash).</p> <p>In the resit session, the exam will account for 100% of the final grade, and the bonus system will not be applied.</p>
Teaching methods	<p>The course will be delivered through face-to-face lectures in a large lecture hall. These will be complemented by interactive activities using Wooclap, such as quizzes and open questions embedded in case studies. In addition, asynchronous learning will be integrated through student engagement in a structured revision pathway on Wooflash. Learning materials will include lecture slides and in-class presentations, together with supplementary readings and selected podcasts accessible via the Moodle platform.</p> <p>UAA 1: The evolution of human communication systems (Part 1) Exploration of the earliest forms of human communication and modes of expression.</p> <p>UAA 2: The evolution of human communication systems (Part 2) Transition to modern communication systems, with an analysis of the technological innovations that transformed information and communication practices.</p> <p>UAA 3: Functionalist models of information Introduction to functionalist theories of communication, centred on the linear process of information. Analysis of models such as those of Shannon and Weaver, or Wiener, as well as subsequent contributions to information theory.</p> <p>UAA 4: Making meaning A semiotic approach to communication: how signs, symbols, and codes structure human interaction. Examination of key theories of signs, including those of Saussure, Barthes, and Peirce.</p> <p>UAA 5: Industrialisation and mass culture Study of the impact of industrialisation and mass culture on communication and the media. Exploration of Frankfurt School theories (e.g. Adorno, Horkheimer) and critiques of the culture industries.</p> <p>UAA 6: Limited effects theory Presentation of theories that minimise the influence of mass media on individual behaviour (e.g. Lazarsfeld, Katz). Critical analysis of concepts such as "opinion leaders" and influence networks.</p> <p>UAA 7: Theories of opinion and the public sphere Examination of the role of the media in shaping public opinion (e.g. Habermas, Arendt, Noelle-Neumann). Analysis of the public sphere as a site of debate and discussion.</p> <p>UAA 8: Cultural studies Introduction to cultural studies and their approach to the media as a field of symbolic struggle (e.g. Hall, Williams). Analysis of audience practices and cultural resistance.</p> <p>UAA 9: From the telegraph to the one-man band Study of interactionist and pragmatic models of communication (e.g. Bateson, Birdwhistell). Analysis of contextual effects and non-verbal communication.</p> <p>UAA 10: Communication professions Overview of major professions in the communication sector. Examination of the information and communication perspectives that have contributed to the professionalisation of these fields (journalism, advertising, public relations, mediation, etc.).</p>
Content	<p>The course LESPO1117 - Information and Communication provides an introduction to information and communication sciences (ICS) through the study of their main theories and their application to current information and communication issues. It covers both technical communication theories, which focus on the transmission process, and social theories, which analyze communication practices in their societal context.</p>

	<p>Students will not only need to know and understand these theories, but also be able to identify the major authors who have contributed to the development of the concepts. Several case studies will be used to illustrate the practical applications of these theories. Podcasts will also be made available to explore certain aspects of the course in greater depth.</p> <p>At the end of this teaching unit, students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental theories of SIC and identify the main authors associated with these trends (comprehension level). • Apply these theories to case studies in order to analyze communication phenomena (application level). • Analyze the role of media and communication practices in contemporary societies (analysis level). For students in the COMU11BA program, this will be extended to the LCOMU1109 course. • Evaluate theories by comparing them to concrete cases, identifying the strengths and weaknesses of each approach (evaluation level). For students in the COMU11BA program, this will be extended to the LCOMU1109 course. • Synthesize and discuss different communication theories from a critical and interdisciplinary perspective (creation level). <p>General Learning Outcomes:</p> <p><u>Knowledge:</u></p> <p>S2. Disciplinary knowledge SIC</p> <p>S8. Critical approaches</p> <p><u>Skills:</u></p> <p>SF1. Identify issues</p> <p>SF5. Contextualize</p> <p>SF11. Critique/Deconstruct</p> <p><u>Interpersonal skills:</u></p> <p>SE1. Active listening</p> <p>SE2. Participation</p> <p>SE7. Critical thinking</p> <p>Specific learning outcomes:</p> <p>SP2. Epistemology</p>
<p>Inline resources</p>	<p>All resources will be posted on the course's Moodle platform. The Wooclap and Wooflash tools will also be used as part of the course.</p>
<p>Bibliography</p>	<ul style="list-style-type: none"> • J. Lohisse (1998), Les systèmes de communication : approche socio-anthropologique, Paris : Armand Colin • O. Aïm et S. Billet (2015), Communication, Malakoff : Dunod • A. & M. Mattelart (1995), Histoire des théories de la Communication, Paris : La Découverte • Ph. Breton & S.Proulx (2002), L'explosion de la communication, Paris : La Découverte • E. Maigret (2015), Sociologie de la communication et des médias (3e édition), Paris : Armand Collin • D. Bounoux (2001), Introduction aux sciences de la communication, Paris : La Découverte • J-P. Meunier & D. Peraya (2010), Introduction aux théories de la Communication, Bruxelles : De Boeck • Y. Winkin (2000), La nouvelle communication, Paris : Éditions du Seuil • Y. Jeanneret (2011), Y a-t-il (vraiment) des technologies de l'information ? Villeneuve d'Ascq : Presses Universitaires du Septentrion

<p>Other infos</p>	<p>Within the framework of this course, the use of artificial intelligence (AI) tools is regulated in accordance with the guidelines of the <i>IA Smart Teaching</i> note: https://oer.uclouvain.be/jspui/handle/20.500.12279/1007.</p> <p>The following principles must be respected:</p> <ul style="list-style-type: none"> • Transparency: If you use an AI tool to assist with writing, research, or the organisation of ideas, this must be explicitly acknowledged in your work. This includes linguistic correction, translation, the creation of an outline, or the synthesis of a text. • Authenticity: Submitted work must reflect your own understanding and skills. AI use must not conceal or replace your intellectual and critical engagement. • Responsibility: You remain fully responsible for the content submitted, even when AI tools have been used. Any unreferenced or inappropriate use may be considered an academic irregularity and sanctioned in accordance with the <i>Règlement général des études et des examens</i> (RGEE), in particular Chapter 4, Section 7. • Record-keeping: Dialogues and interactions with AI tools used to generate content must be preserved and made available for verification until the official publication of results. <p>In addition, from the perspective of ecological and energy sustainability, interactions with generative AI must be limited to what is strictly necessary for the task. Their use is strictly prohibited when an assignment explicitly forbids it, or implicitly when the expected work is personal in nature, unless prior authorisation has been granted.</p> <p>English-friendly course</p> <ul style="list-style-type: none"> • Questions: Students may ask questions in English. • Dictionary: The use of dictionaries is permitted (monolingual French dictionaries or bilingual French–mother tongue dictionaries, as specified by the instructor), including during examinations. • Note: Course materials are provided in French, but the written examination is bilingual (French–English).
<p>Faculty or entity in charge</p>	<p>ESPO</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Minor in Information and Communication	MINCOMU	5		
Bachelor in Human and Social Sciences	HUSO1BA	6		
Bachelor in Modern Languages and Literatures: German, Dutch and English	GERM1BA	5		
Bachelor in Ancient and Modern Languages and Literatures	LAFR1BA	5		
Bachelor in Sociology and Anthropology	SOCA1BA	6		
Bachelor in Information and Communication	COMU1BA	6		
Bachelor in Political Sciences: General	SPOL1BA	6		
Bachelor in French and Romance Languages and Literatures : General	ROM1BA	5		
Bachelor in Modern Languages and Literatures : General	ROGE1BA	5		