COMU2M1 - Introduction

Introduction

Introduction

The master's degree offers you:

- an introduction to the theories and methods of information and communication sciences
- a specialisation in one of the major fields of information and communication
- a course that integrates your knowledge and your questions in the field of communication;
- an adapted and original pedagogical approach.

Your profile

You

- are a graduate of a university and wish to acquire additional training;
- want to reorient your career or obtain a university degree in order to progress in your company;
- want to acquire expertise and professional skills in one of the major fields of communication.

Your future job

Our graduates find employment in: journalism (print, radio, TV, multimedia); social advertising, popular science, prevention, media education, media training; digital media design and production; media analysis, research and teaching; animation and cultural mediation; the cultural and audiovisual sector; associations working in the cultural and intercultural field, etc.

Your programme

The programme of the Master 60 in Information and Communication consists of 60 credits distributed as follows:

- a core curriculum consisting of :

- a dissertation and, for students who do not hold a Master's degree, a seminar to accompany the dissertation
- a law course (5 credits)
- depending on the student's profile, 5 or 10 credits of activities chosen from a proposed list.

- an option (30 credits) from among :

- Media education ;
- Culture ;
- Ecole de journalisme de Louvain;
- Research in Information and Communication Sciences.
- The Master 60 programme in Information and Communication is primarily aimed at students with a university master's degree and offers specialisation in four areas of communication.

The "Ecole de journalisme de Louvain" option aims to prepare students to work in the news media both by developing the skills of writing and producing written, audio, audiovisual and multimodal journalistic productions, and by enabling students to understand the socio-economic and political contexts affecting the news business.

The "Media Education" option trains students in the skills necessary for this varied professional field (teaching, media education associations, the public sector in particular). The courses allow students to understand the challenges of media education, but also to develop the skills to create training sequences or devices with educational effects.

The "Culture" option constitutes an original approach to media and popular culture. Students will specialise in the study of media and cultural content, while being able to situate these creations in the contexts of production and reception. Gender, diversity and interculturality issues as well as narratological analyses are central to this option.

The "Research in Information and Communication Sciences" option is aimed primarily at post-master's students who wish to complete their training in the field of research in information and communication sciences with a view to accessing the 3rd cycle in information and communication.

CS - Recherche Specific competences for the option "Research in Information and Communication Sciences":

- **CS - RECH 1** A first axis (LCOMU 2100, LCOMU 2101, LCOMU2160, LCOMU2102) will enable students to:

  - **CS - RECH 1.1** Deepen their epistemological knowledge on the constitution of knowledge in information and communication sciences,
  - **CS - RECH 1.2** Develop a transversal knowledge of contemporary research issues in the different subfields that make up the Communication Sciences,
  - **CS - RECH 1.3** Understand the structuring issues of CIS in relation to other social sciences,
  - **CS - RECH 1.4** Deepen the state of the art on a particular problematic related to one's research project (thesis).
- **CS - RECH 2** A second axis (LCOMU 2810, LANTR2000) will allow students to strengthen their methodological skills in both quantitative and qualitative data analysis.

CG - Compétences générales

A student who has completed a Master's degree in Information and Communication and <u>already holds a Master's degree</u> will be able to:

- **CG 1** Analyse and evaluate communication objects and processes in different social, political and cultural contexts to account for their effectiveness and the social, political and cultural issues they reveal and produce.
- **CG 2** Express ideas orally, in writing and through multimedia in a coherent and convincing way, respecting the ethics of the profession.
- **CG 3** Adapt messages to different audiences.
- **CG 4** Act clearly, critically and creatively to manage a communication situation.
- **CG 5** Work effectively in groups and teams, respecting their partners.
- **CG 6** Demonstrate a high level of professional competence in the chosen options.

CS - Education

Competences specific to the "Media Education" option:

The student will be able to:

- **CS - EDU 1** Know the main socio-educational and popularisation media devices, and their stakes in terms of knowledge;
- **CS - EDU 2** Identify the sector of activity of Media Education and the modes of educational interventions that are deployed in it;
- **CS - EDU 3** Know how to evaluate the educational effects of media and popularisation devices with regard to ad hoc typologies;
- **CS - EDU 4** As a collaborator, design, manage and evaluate media devices and documents intended to produce educational or learning effects on various audiences (awareness raising, prevention, promotion, training, teaching, appropriation, etc.). The student will be able to:

  - **CS - EDU 4.1** Identify communicative solutions adapted to an individual or social problem ;
  - **CS - EDU 4.2** Choose an educational and possibly playful strategy;
  - **CS - EDU 4.3** Script a message or a socio-educational device;
  - **CS - EDU 4.4** Develop technically and graphically this device;
  - **CS - EDU 4.5** Work cooperatively within a multidisciplinary professional team;
  - **CS - EDU 4.6** Adopt a rigorous working method based on proven design methodologies;
  - **CS - EDU 4.7** Support the dissemination and promotion of your production;
  - **CS - EDU 4.8** Design evaluation criteria based on identifiable indicators;
  - **CS - EDU 4.9** Collect indicators or use existing ones;
  - **CS - EDU 4.10** Synthesise results in a visual and intelligible form;
  - **CS - EDU 4.11** Suggest ways to improve the design based on the analysis.
- **CS - EDU 5** Understand research reports and formulate issues that may lead to changes in educational practice.

CS - EJL

Competences specific to the "Leuven School of Journalism" option:

The student will be able to:

- C**S - EJL 1** Master the journalistic techniw le 8uk appr52 etq0000 n.e oluateachigoe0) r52 er the joumi

- **CS - RECH 1** A first axis (LCOMU 2100, LCOMU 2101, LCOMU2160, LCOMU2102) will enable students to:
  - **CS - RECH 1.1** Deepen their epistemological knowledge on the constitution of knowledge in information and communication sciences,
  - **CS - RECH 1.2** Develop a transversal knowledge of contemporary research issues in the different subfields that make up the Communication Sciences,
  - **CS - RECH 1.3** Understand the structuring issues of CIS in relation to other social sciences,
  - **CS - RECH 1.4** Deepen the state of the art on a particular problematic related to one's research project (thesis).
- **CS - RECH 2** A second axis (LCOMU 2810, LANTR2000) will allow students to strengthen their methodological skills in both quantitative and qualitative data analysis.

Programme structure

The Master 60 programme in Information and Communication consists of 60 credits, distributed differently according to the student's previous course of study:

Students with a Master's degree or a Bachelor's degree (2nd cycle) who have already completed a final year's work in a 2nd cycle course are required to follow :

- the core curriculum (30 credits) including elective activities (10 credits), a law course (5 credits) and a dissertation or dissertation-internship (15 credits);
- one of the 4 options offered (30 credits).

Students who do not have a Master's degree, a Bachelor's degree in information and communication, or who have access to this Master's programme without having a second cycle diploma, are required to follow :

- the core curriculum (30 credits) including a dissertation and a methodology seminar (20 credits), a law course (5 credits) and elective activities (5 credits);
- one of the four options offered (30 credits).

COMU2M1 Programme

Detailed programme by subject

CORE COURSES

   O Mandatory
   ⌘ Optional
   △ Not offered in 2024-2025
   ⊘ Not offered in 2024-2025 but offered the following year
   ⊕ Offered in 2024-2025 but not the following year
   △ ⊕ Not offered in 2024-2025 or the following year
   🟨 Activity with requisites
   🌐 Open to incoming exchange students
   🌐 Not open to incoming exchange students
   [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

⌘ For students with a Master's degree

O Mandatory activities (20 credits)

O LCOMU2902	Dissertation		[FR] [q2] [] [15 Credits] 🌐
O LCOMU2701	Parcours multimédia	Nicolas Baudoux Yves Thiran	[FR] [q1] [22.5h] [5 Credits] 🌐

O Activities to choose (10 credits)
Students choose a set of courses (10 credits) to complete their programme.

⌘ Media education (10 credits)

LCOMU2811	Information visualisation and multimodal presentation	Suzanne Kieffer	FR [q2] [30h] [5 Credits]
LCOMU2603	Research Seminar in mediatic technologies 1	Pierre Fastrez Camille Tilleul	FR [q1] [15h] [2 Credits]
LCOMU2608	Research Seminar in mediatic technologies 2	Pierre Fastrez Camille Tilleul	FR [q2] [15h] [3 Credits]

⚛ Journalism (10 credits)

LCOMU2431	Journalism and audiences: measurement, use and engagement	Gaspard Grosjean (compensates Olivier Standaert) Olivier Standaert	FR [q2] [15h] [3 Credits]
LCOMU2632	Comparative approaches to public interest communication	Frédéric Gersdorff	FR [q2] [30h] [3 Credits] > *English-friendly*
LCOMU1322	Media and Communication Law	François Jongen	FR [q1] [30h] [4 Credits]

⚛ Cultural studies (10 credits)

LANTR2045	Political anthropology : Power relations and Resistances	Bénédicte Fontaine (compensates Jacinth Jacinth	FR [q2] [20h] [5 Credits]
LSOC2002	Digital sociology	Eric Mangez	FR [q2] [30h] [5 Credits]

⚛ Digital communication (10 credits)

LCOMU2813	Web monitoring and reputation management	Lionel Groetaers Damien Renard	FR [q2] [30h] [5 Credits]
LCOMU2811	Information visualisation and multimodal presentation	Suzanne Kieffer	FR [q2] [30h] [5 Credits]

⚛ Politic and public communication (10 credits)

LSPRI2200	Communication, political marketing and lobbying	Theodoros Koutroubas Alban Versailles (compensates Sandrine Roginsky)	EN [q1] [30h] [5 Credits]
LCOMU2617	Public Communication & media relations	Arlin Bagdat Jean-Yves Daxhelet Lara Van Dievoet	FR [q2] [30h] [5 Credits]

⚛ For students with no Master's degree

⚪ Mandatory activities (25 credits)

LCOMU2901	Dissertation		FR [q2] [] [18 Credits]
LCOMU2910	Seminar : Support in Methodology	Joanne Jojczyk Thibault Philippette Olivier Standaert	FR [q1] [22.5h] [2 Credits]
LCOMU2701	Parcours multimédia		

✵ LSPRI2200	Communication, political marketing and lobbying	Theodoros Koutroubas Alban Versailles (compensates Sandrine Roginsky)	EN [q1] [30h] [5 Credits] 🌐
✵ LCOMU2617	Public Communication & media relations	Arlin Bagdat Jean-Yves Daxhelet Lara Van Dievoet	FR [q2] [30h] [5 Credits] 🌐
✵ LCOMU2919	Internship M60		FR [q1 or q2] [] [5 Credits] 🌐

OPTIONS

Students who do not hold a Master's degree will choose one of the four options available to them and a minimum of 5 and a maximum of 7 activity credits from the list provided.

Students who already hold a Master's degree will choose one of the four options available to them and 10 credits of activities from the list provided.

> Ecole de Journalisme de Louvain   *[en-prog-2024-comu2m1-lcomu324o]*
> Culture   *[en-prog-2024-comu2m1-lcomu325o]*
> Media education   *[en-prog-2024-comu2m1-lcomu326o]*
> Research in information and communication sciences   *[en-prog-2024-comu2m1-lcomu327o]*

ECOLE DE JOURNALISME DE LOUVAIN [30.0]

O Mandatory
⊠ Optional
△ Not offered in 2024-2025
⊘ Not offered in 2024-2025 but offered the following year
⊕ Offered in 2024-2025 but not the following year
△ ⊕ Not offered in 2024-2025 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o *Content:*

O LCOMU2401	Sources, research and curation of information	Olivier Standaert	FR [q1] [22.5h] [3 Credits] 🌐
O LCOMU2402	Journalistic writing	Nicolas Becquet Sacha Daout Alice Dive Benoît Grevisse Stéphanie Meyer Yves Thiran Marie Vancutsem	FR [q1] [30h] [4 Credits] 🌐
O LCOMU2403	Introduction au data journalisme	Antonin Descampe Suzanne Kieffer	FR [q1] [30h] [3 Credits] 🌐
O LCOMU2406	Genres journalistiques subjectifs	Francois Brabant Antonin Descampe Benoît Grevisse	FR [q2] [30h] [3 Credits] 🌐
O LCOMU2122	Investigation and reporting methods	Cédric Baufayt Salima Belabbas Benoît Grevisse Bertrand Henne François Heureux Caroline Hick Yves Thiran	FR [q2] [30h] [5 Credits] 🌐
O LCOMU2124	Digital skills in journalism	Ambroise Carton de Wiart Antonin Descampe	FR [q2] [30h] [3 Credits] 🌐
O LCOMU2420	Knowledge of Current Events	Olivier Standaert	FR [q1] [15h] [3 Credits] 🌐
O LCOMU2421	Knowledge of Current Events 2	Grégoire Lits	FR [q2] [15h] [3 Credits] 🌐
O LCOMU2430	Ethical and Critical Analysis of Journalism	Benoît Grevisse	FR [q1] [30h] [3 Credits] 🌐

CULTURE [30.0]

- **O** Mandatory
- ✗ Optional
- △ Not offered in 2024-2025
- ⊘ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 or the following year
- 🟨 Activity with requisites
- 🌐 Open to incoming exchange students
- 🌐 Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o *Content:*

O LCOMU2221	Analyse des productions cinématographiques	Sébastien Fevry	[FR] [q1] [22.5h] [4 Credits] 🌐
O LCOMU2605	Analysis of televised series	Sarah Sepulchre	[FR] [q2] [22.5h] [4 Credits] 🌐
O LCOMU2619	New narratologies and transmedia	Sébastien Fevry	[FR] [q2] [30h] [5 Credits] 🌐
O LCOMU2606	Inter-cultural communication	Fabrice Dhume	[FR] [q1] [30h] [5 Credits] 🌐
O LCOMU2200	Genres, cultures and representations	Sarah Sepulchre	[FR] [q1] [30h] [5 Credits] 🌐
O			

MEDIA EDUCATION [30.0]

○ Mandatory
⊗ Optional
△ Not offered in 2024-2025
⊘ Not offered in 2024-2025 but offered the following year
⊕ Offered in 2024-2025 but not the following year
△ ⊕ Not offered in 2024-2025 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

○ *Content:*

○ LSTIC2000	Medias, information ans knowledges	Jerry Jacques	[FR] [q1] [22.5h] [5 Credits] 🌐
○ LCOMU2600	Scientific popularisation	Jerry Jacques	[FR] [q1] [30h] [5 Credits] 🌐
○ LCOMU2640	Media education and media literacy	Thibault Philippette Camille Tilleul (compensates Thibault Philippette)	[FR] [q1] [30h] [5 Credits] 🌐
○ LCOMU2663	Educational effects of media	Martin Culot Valèria Ligurgo	[FR] [q1] [30h] [5 Credits] 🌐
○ LCOMU2620	Games (digital), serious games and gamification	Thibault Philippette	[FR] [q2] [30h] [5 Credits] 🌐
○ LCOMU2621	Technical development of educational media	Ronan Guillamet	[FR] [q2] [30h] [5 Credits] 🌐

RESEARCH IN INFORMATION AND COMMUNICATION SCIENCES [30.0]

○ Mandatory
⊗ Optional
△ Not offered in 2024-2025
⊘ Not offered in 2024-2025 but offered the following year
⊕ Offered in 2024-2025 but not the following year
△ ⊕ Not offered in 2024-2025 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

○ *Content:*

○ LCOMU2100	Multidisciplinary Seminar on Research Communication 1	Pierre Fastrez	[FR] [q1+q2] [15h] [5 Credits] 🌐
○ LCOMU2101	Multidisciplinary Seminar on Research Communication 2	Pierre Fastrez	[FR] [q1+q2] [15h] [5 Credits] 🌐
○ LCOMU2810	In-depth data collection and analysis methods	Cédric Heuchenne	[FR] [q2] [22.5h] [5 Credits] 🌐
○ LCOMU2160	Guided readings		[FR] [q1 or q2] [] [5 Credits] 🌐
○ LCOMU2102			

⊙ Mandatory
⊗ Optional
△ Not offered in 2024-2025
⊘ Not offered in 2024-2025 but offered the following year
⊕ Offered in 2024-2025 but not the following year
△ ⊕ Not offered in 2024-2025 or the following year
🟨 Activity with requisites
🌐 Open to incoming exchange students
🌐 Not open to incoming exchange students
[FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

⊙ Cours spécifiques

⊗ LCOMU1212	Approches qualitatives en information et communication	Pauline Zecchinon	[FR] [q1] [15h+10h] [5 Credits] 🌐
⊗ LCOMU1316	Approches sémiotiques en communication		[FR] [q2] [15h+10h] [5 Credits] △ 🌐
⊗ LCOMU1211	Theories in Information and Communication	Esther Haineaux (compensates Thibault Philippette) Thibault Philippette	[FR] [q2] [30h+20h] [5 Credits] 🌐
⊗ LCOMU1239	Analyse des dispositifs médiatiques	Jerry Jacques	

Bachelor's degree in economics and management Bachelor's degree in humanities and social sciences (Louvain-la-Neuve) Bachelor's degree in humanities and social sciences (Mons) Bachelier en sciences politiques, orientation générale (Louvain-la-Neuve) Bachelor's degree in political science, general orientation (Mons) Bachelor's degree in sociology and anthropology	With the minor in Information and Communication (Louvain-la-Neuve) or the information and communication option (Mons)	Direct access	If it considers the application to be sufficiently complete, the UCLouvain Registrar's Office will submit the student's registration application to the faculty for a decision.
Bachelor's degree in economics and management Bachelor's degree in humanities and social sciences (Louvain-la-Neuve) Bachelor's degree in humanities and social sciences (Mons) Bachelier en sciences politiques, orientation générale (Louvain-la-Neuve) Bachelor's degree in political science, general orientation (Mons) Bachelor's degree in sociology and anthropology Bachelor's degree in management engineering (Louvain-la-Neuve) Bachelor's degree in philosophical, political and economic sciences	Without the minor in Information and Communication (Louvain-la-Neuve) and without Information and Communication option (Mons)	Access with additional training	Additional teaching units integrated into the Master's programme: LCOMU1211 - Theories in information and communication [30,00] 5 credits + two prerequisite courses determined by the choice of option
Bachelor's degree in law	with the minor in Information and Communication	Access with additional training	In some cases, the UCLouvain Enrolment Office, after reviewing your online enrolment or re-enrolment application, will ask you to provide an enrolment authorisation from your faculty/school. Prerequisite course : COPS1114 - Statistique et éléments de probabilité (partim) [30,30] (5 crédits)
Bachelor's degree in History	With the minor in Information and Communication	Direct access	If it considers the application to be sufficiently complete, the UCLouvain Registrar's Office will submit the student's registration application to the faculty for a decision.
Bachelor's degree in ancient languages and literature, classical orientation Bachelor's degree in ancient languages and literature, oriental studies Bachelor's degree in French and Romance languages and literature, general stream Bachelor's degree in ancient and modern languages and literature Bachelor's degree in modern languages and literature, Germanic studies	With the minor in Information and Communication	Access with additional training	If it considers the application to be sufficiently complete, the UCLouvain Registrar's Office will submit the student's registration application to the faculty for a decision. Additional teaching units integrated into the Master's programme: LCOMU 1212: Qualitative approaches in information and communication [15,310] (5 credits)

Bachelor's degree in modern languages and literature, general stream Bachelor's degree in art history and archaeology, general stream Bachelor's degree in religious studies			
Other bachelor's degree	Programme not meeting the general access conditions	Access based on application	Maximum 60 credits of additional teaching integrated into the Master's programme. See additional access conditions
Other bachelor's degree	Programme meeting the general entry requirements, taking into account a possible minor in information and communication	Access based on application	Maximum 60 credits of additional teaching integrated into the Master's programme. See additional access conditions
Others Bachelors of the French-speaking Community of Belgium			
Bachelor's degree in Information and Communication		Direct0 -1 1 1 w 0 09w9.84399986 re f Qttions	

Teaching method

The 60 credit Master is mainly intended for those who have already gained a second cycle degree. For this reason, the teaching strategy is relevant and innovative. Students have the opportunity of doing many different kinds of learning activities, both individually and in groups. These activities are assessed on a continuous and regular basis.

Many subjects are tackled in an integrated way, often reflected in a joint timetable which enables students to gain a variety of different insights and additional perspectives from a single starting point. The teaching methods on this programme are active, even demanding for students, but they are specially tailored for those who have already demonstrated high level intellectual ability.

Methods which reflect interdisciplinarity

Information and communication sciences lend themselves naturally to interdisciplinarity. The very different backgrounds of the teaching staff both reflect and guarantee this. Moreover the way students are selected for this 60 credit Master shows the importance of interdisciplinarity. Various activities bring out the different backgrounds of students. Not only do students with an arts, human sciences or exact sciences background come together for both theoretical and practical work, but they are also encouraged to bring their own knowledge and questions into the field of communication.

Variety of teaching strategies (including e-learning) :

Depending on the subject matter, the teaching is designed to help students acquire knowledge and analytical skills. The aim is always to help students learn to develop independent intellectual and practical skills which will be particularly useful when doing projects and other pieces of work, either individually or in groups. The use of intelligent technology is one of the key components: students are introduced to technology and software relevant to their area and encouraged to use them throughout the programme.

Some teaching sessions or parts of courses make use of the different possibilities offered by iCampus and other similar intranet sites.

Variety of learning situations :

Students will take part in traditional forms of learning : ex cathedra courses, seminars and workshops, working both individually and in groups. They will undergo continuous assessment and, at certain times, there will be examinations. Students may also produce a dissertation or a work placement report. Finally, many courses involve e-learning (resources and exercises, class management, distribution and collective assessment of work).

Evaluation

The evaluation methods comply with the regulations concerning studies and exams. More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".

Written and oral examinations test how much students have learned and whether they have mastered concepts, theories, basic facts and expertise in the different disciplines.

There is continuous assessment of exercises. Multimedia tools also create learning opportunities, some of which are in the form of distance learning which regularly includes self-assessment techniques.

Mobility and/or Internationalisation outlook

In contrast to the 120 credit Master, the 60 credit Master does not offer joint courses with other institutions.

As one of the most original programmes in Europe, this Master provides a good opportunity for foreign students wishing to do preliminary training.

Possible trainings at the end of the programme

Holders of the 60 credit Master in Information and Communication may enter the Teaching Social Science in Higher Education programme (diplôme d'agrégé de l'enseignement supérieur en sciences sociales

Contacts

Curriculum Management

Entity

Structure entity	SSH/ESPO/COMU
Denomination	(COMU)
Faculty	Faculty of Economic, Social and Political Sciences and Communication (ESPO)

Sector	Human Sciences (SSH)
Acronym	COMU
Postal address	Ruelle de la Lanterne magique 14 - bte L2.03.02
	1348 Louvain-la-Neuve
	Tel: +32 (0) 10 47 27 97 - Fax: +32 (0) 10 47 30 44
Website	https://uclouvain.be/fr/facultes/espo/comu

Academic supervisor: Suzanne Kieffer

Jury

- Président: Suzanne Kieffer
- Secrétaire: Benoît Grevisse

Useful Contact(s)

- Informations pour les étudiant·es: Geneviève Parent
- Informations pour les futurs étudiants: Laurence Minguet