

**At Louvain-la-Neuve - 60 credits - 1 year - Day schedule - In French**

Dissertation/Graduation Project : **YES** - Internship : **optional**

Activities in English: **NO** - Activities in other languages : **NO**

Activities on other sites : **NO**

Main study domain : **Information et communication**

Organized by:

## COMU2M1 - Introduction

### Introduction

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#### 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

## COMU2M1 - Teaching profile

### Learning outcomes

The training offered in the Master 60 in Information and Communication responds to a specific profile sought after on the professional market. In parallel to the demand for specialists in information and communication, there is a market demand for graduates from other disciplines trained in information and communication. The objective of this programme is therefore to introduce students to the theories and methods of information and communication sciences. The aim is to enable them to master their own techniques, while enhancing their previous knowledge.

These objectives are pursued within four options: "Media Education", "Leuven School of Journalism", "Culture" and "Research in Information and Communication Sciences".

In addition to choosing one of these options, students will choose a module of courses related to one of the subfields of information and communication sciences: organisational communication, political communication, cultural studies, journalism studies, media education. Through these courses, students will deepen their theoretical and conceptual knowledge of research issues in one of the above subfields.

On successful completion of this programme, each student is able to :

CG - Compétences générales

**A student graduating with a Master's degree in Information and Communication without having previously done a Master's degree will be able to:**

- **CG1** 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.
- **GC2** Express ideas orally, in writing and through multimedia in a coherent and convincing way, respecting the ethics of the profession.
- **CG3** Adapt their messages to different audiences.
- **CG4** Synthesise and criticise information needed for written communication of research.
- **CG5** Develop and conduct an independent research project.
- **CG6** Select and implement the methodological and interpretative procedures needed to carry out research.
- **CG7** Write a research report.
- **CG8** Demonstrate a basic level of professional competence in the chosen option.

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** To 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.):
  - **CS - EDU 4.1** Identify communicative solutions appropriate 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 valorisation of your production.

CS - EJM

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

- **CS - EJM 1** Mastering journalistic techniques and approaches in the written press.
- **CS - EJM 2** Master the socio-economic stakes of information in their organizational and management dimensions.
- **CS - EJM 3** Master the critical culture of journalism in its dimensions of knowledge of current events, history and sociology of journalism.
- **CS - EJM 4** Master the theoretical and practical issues of legal, deontological and ethical regulation of the media
- **CS - EJM 5** Master the knowledge and critical frameworks necessary to understand the socio-political issues of information.

CS - Culture

Specific competences for the "culture" option:

The student will be able to:

- **CS - CULT 1** Understand the specificities of media and popular cultures, their contents, their contexts and production, their contexts and uses of reception;
- **CS - CULT 2** Understand the issues at stake in popular and media cultures, particularly those of gender, diversity and interculturality, and be able to analyse their productions and devices from these perspectives
- **CS - CULT 3** Master the tools that allow the analysis of the contents of these popular and media cultures, the systems and contexts of production, the uses and context of reception;
- **CS - CULT 4** Master the theoretical knowledge and issues of research on popular and media cultures.



- **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.

⌘ **Media education (10 credits)**

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

⌘ **Journalism (10 credits)**

|                |   |   |                             |
|----------------|---|---|-----------------------------|
| ○<br>LCOMU2431 | Journalism and audiences: measurement, use and engagement | Gaspard Grosjean<br>(compensates<br>Olivier Standaert)<br>Olivier Standaert | FR [q2] [15h] [3 Credits] 🌐 |
|----------------|---|---|-----------------------------|

|             |   |  |                                |
|-------------|---|--|--------------------------------|
| ✂ LCOMU2813 | Web monitoring and reputation management        | Lionel Groetaers<br>Damien Renard  | EN [q2] [30h] [5 Credits] 🌐    |
| ✂ LSPRI2200 | Communication, political marketing and lobbying | Theodoros Koutroubas<br>Alban Versailles<br>(compensates<br>Sandrine Roginsky) | EN [q1] [30h] [5 Credits] 🌐    |
| ✂ LCOMU2617 | Public Communication & media relations          | Arlin Bagdat<br>Jean-Yves Daxhelet<br>Lara Van Dievoet                         | EN [q2] [30h] [5 Credits] 🌐    |
| ✂ LCOMU2919 | Internship M60                                  |  | EN [q1 or q2] [] [5 Credits] 🌐 |

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## CULTURE [30.0]

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- 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]

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**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...)

**o 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<br>Camille Tilleul<br>(compensates<br>Thibault Philippette) | FR [q1] [30h] [5 Credits] 🌐   |
| ○ LCOMU2663 | Educational effects of media                    | Martin Culot<br>Valéria 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...)

**o Content:**

|             |   |                  |                                |
|-------------|---|------------------|--------------------------------|
| ○ LCOMU2100 | Multidisciplinary Seminar on Research Communication 1 | Pierre Fastrez   | FR [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 | Epistemology of communication science research        | Philippe Scieur  | FR [q2] [15h] [5 Credits] 🌐    |
| ○ LANTR2000 | Ethnographic methods                                  | Charlotte Bréda  | FR [q2] [15h] [5 Credits] 🌐    |

- 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 Cours spécifiques

|             |  |  |                                   |
|-------------|--|--|-----------------------------------|
| ⊗ LCOMU1212 | <a href="#">Approches qualitatives en information et communication</a> | Pauline Zecchinon  | FR [q1] [15h+10h] [5 Credits] 🌐   |
| ⊗ LCOMU1316 | <a href="#">Approches sémiotiques en communication</a>                 |  | FR [q2] [15h+10h] [5 Credits] △ 🌐 |
| ⊗ LCOMU1211 | <a href="#">Theories in Information and Communication</a>              | Esther Haineaux<br>(compensates<br>Thibault Philippette)<br>Thibault Philippette                     | FR [q2] [30h+20h] [5 Credits] 🌐   |
| ⊗ LCOMU1239 | <a href="#">Analyse des dispositifs médiatiques</a>                    | Jerry Jacques<br>Camille Tilleul   | FR [q2] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1224 | <a href="#">Structures socio-économiques des médias</a>                | Bernard Cools<br>Bernard Cools<br>(compensates<br>Olivier Standaert)                                 | FR [q1] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1327 | <a href="#">Méthodes d'évaluation d'un dispositif médiatique</a>       | Mathieu Zen<br>(compensates<br>Suzanne Kieffer)  | FR [q1] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1312 | <a href="#">Technologies and Communication</a>                         | Monica Baur<br>(compensates<br>Antonin Descampe)<br>Benoît Macq<br>(compensates<br>Antonin Descampe) | FR [q1] [22.5h+10h] [5 Credits] 🌐 |
| ⊗ LCOMU1126 | <a href="#">Anthropology of communication</a>                          | Sophie Del Fa  | FR [q2] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1323 | <a href="#">The Press, Journalism and Society</a>                      | Benoît Grevisse  | FR [q2] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1225 | <a href="#">Méthodes d'analyse de contenu</a>                          | Sarah Sepulchre  | FR [q2] [15h+10h] [5 Credits] 🌐   |
| ⊗ LCOMU1121 | <a href="#">General Semiotics</a>                                      | Gaël Gilson<br>Gaël Gilson<br>(compensates<br>Andrea Catellani)                                      | FR [q1] [22.5h] [5 Credits] 🌐     |
| ⊗ LCOMU1127 | <a href="#">Informatique, communication et multimédia</a>              | Thibault Philippette   |                                   |

## The programme's courses and learning outcomes

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For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the the skills expected of every graduate on completion of the programme. Course unit descriptions specify targeted learning outcomes, as well as the unit's contribution to reference framework of learning outcomes.

## COMU2M1 - Information

### Access Requirements

*Master course admission requirements are defined by the French Community of Belgium Decree of 7 November 2013 defining the higher education landscape and the academic organisation of courses.*

*General and specific admission requirements for this programme must be satisfied at the time of enrolling at the university.*

*Unless explicitly mentioned, the bachelor's, master's and licentiate degrees listed in this table or on this page are to be understood as those issued by an institution of the French, Flemish or German-speaking Community, or by the Royal Military Academy.*

***In the event of the divergence between the different linguistic versions of the present conditions, the French version shall prevail.***

#### SUMMARY

- > [General access requirements](#)
- > [Specific access requirements](#)
- > [University Bachelors](#)
- > [Non university Bachelors](#)
- > [Holders of a 2nd cycle University degree](#)
- > [Holders of a non-University 2nd cycle degree](#)
- > [Access based on validation of professional experience](#)
- > [Access based on application](#)
- > [Admission and Enrolment Procedures for general registration](#)

### Specific access requirements

Admission to this degree is regulated in accordance with the decree of 7 November 2013 defining the higher education landscape and the academic organisation of studies .

In addition to meeting the entry requirements described below, candidates must provide proof of a sufficient command of the French language (level C1 of the [Common European Framework of Reference for Languages](#) / F3 12 Tf 1 0 0 -1 n127 0955269035377.24899292 Tm [(Com).TJ 0.3333 g /F3 11.2



|  |   |   |  |
|--|---|---|--|
| Bachelor's degree in modern languages and literature, general stream<br>Bachelor's degree in art history and archaeology, general stream<br>Bachelor's degree in religious studies |   |   |  |
| Other bachelor's degree  | Programme not meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| Other bachelor's degree  | Programme meeting the general entry requirements, taking into account a possible minor in information and communication | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| <b>Others Bachelors of the French speaking Community of Belgium</b>  |   |   |  |
| Bachelor's degree in Information and Communication   |   | Direct access                               |  |
| Other bachelor's degree  | Programme meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| Other bachelor's degree  | Programme not meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| <b>Bachelors of the Dutch speaking Community of Belgium</b>  |   |   |  |
| Bachelor in de communicatiewetenschappen   |   | Direct access                               |  |
| Other bachelor's degree  | Programme meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| Other bachelor's degree  | Programme not meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| <b>Foreign Bachelors</b>   |   |   |  |
| Every bachelor   | Programme meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |
| Every bachelor   | Programme not meeting the general access conditions   | <a href="#">Access based on application</a> | Maximum 60 credits of additional teaching integrated into the Master's programme. See <a href="#">additional access conditions</a> |

## Non university Bachelors

> Find out more about [links](#) to the university

The Government Decree does not provide for any transfer between your initial degree and this master's degree. You may nevertheless have access to this master's degree, possibly by adding additional courses to your programme. Please contact the faculty that organises this master's programme to find out what you need to do. Requests for further information about admission should be addressed to [Laurence Minguet](#)

## Holders of a 2nd cycle University degree





## Teaching method

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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

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***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

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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

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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

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### Curriculum Management

Entity

Structure entity

Denomination

Faculty

SSH/ESPO/COMU

(COMU)

|                      |  |
|----------------------|--|
| Sector               | Human Sciences ( <a href="#">SSH</a> )   |
| Acronym              | COMU   |
| Postal address       | Ruelle de la Lanterne magique 14 - bte L2.03.02<br>1348 Louvain-la-Neuve   |
| Website              | Tel: <a href="tel:+32210472797">+32 (0) 10 47 27 97</a> - Fax: <a href="tel:+32210473044">+32 (0) 10 47 30 44</a><br><a href="https://uclouvain.be/fr/facultes/espo/comu">https://uclouvain.be/fr/facultes/espo/comu</a> |
| Academic supervisor: | <a href="#">Suzanne Kieffer</a>  |
| Jury                 | <ul style="list-style-type: none"><li>• Président: <a href="#">Suzanne Kieffer</a></li><li>• Secrétaire: <a href="#">Benoît Grevisse</a></li></ul>   |
| Useful Contact(s)    | <ul style="list-style-type: none"><li>• Informations pour les étudiant-es: <a href="#">Geneviève Parent</a></li><li>• Informations pour les futurs étudiants: <a href="#">Laurence Minguet</a></li></ul>                 |

