



COMU2M1

2024 - 2025

## 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

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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

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 already holds a Master's degree 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 - EIJL

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

The student will be able to:

- **CS - EIJL 1** Master the journalistic techniques and approaches of each of the media, as well as of journalism integrated into a multimedia organization.
- **CS - EIJL 2** Master the creation, organisation and realisation of journalistic productions in all their dimensions.
- **CS - EIJL 3** Master the techniques of producing and writing short and long form journalistic narratives.
- **CS - EIJL 4** Master the socio-economic stakes of information, including their organizational and management dimensions.
- **CS - EIJL 5** Master the critical culture of journalism in its dimensions of knowledge of current events, history and sociology of journalism.
- **CS - EIJL 6** Master the theoretical and practical issues of legal, deontological and ethical regulation of the media
- **CS - EIJL 7** Master the knowledge and critical frameworks necessary to understand the socio-political issues of information.

CS - Culture

Competences specific to 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 - Recherche Specific competences for the option "Research in Information and Communication Sciences":





✂ LCOMU2813	Web monitoring and reputation management	Lionel Groetaers Damien Renard	PK [q2] [30h] [5 Credits] 🌐
✂			





**CULTURE [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:**

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



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## 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 (compensates Thibault Philippette) Thibault Philippette	(FR) [q2] [30h+20h] [5 Credits] 🌐
⊗ LCOMU1239	<a href="#">Analyse des dispositifs médiatiques</a>	Jerry Jacques Camille Tilleul	(FR) [q2] [22.5h] [5 Credits] 🌐
⊗ LCOMU1224	<a href="#">Structures socio-économiques des médias</a>	Bernard Cools Bernard Cools (compensates Olivier Standaert)	(FR) [q1] [22.5h] [5 Credits] 🌐
⊗ LCOMU1327	<a href="#">Méthodes d'évaluation d'un dispositif médiatique</a>	Mathieu Zen (compensates Suzanne Kieffer)	(FR) [q1] [22.5h] [5 Credits] 🌐
⊗ LCOMU1312	<a href="#">Technologies and Communication</a>	Monica Baur (compensates Antonin Descampe) Benoît Macq (compensates 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>		🌐







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	<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

Diploma	Special Requirements	Access	Remarks
<b>"Licenciés"</b>			
Licence in Information and Communication		Access with additional training	Addition of a prerequisite linked to the choice of option for students who have not taken a minor in information and communication.
All licence		Access with additional training	Addition of a prerequisite linked to the choice of option for students who have not taken a minor in information and communication.
<b>Masters</b>			
All Master 60	Programme meeting the general entry requirements or programme of similar level	<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>
All Master 120		Access with additional training	With the exception of the Master 120 in information and communication delivered in the French-speaking Community of Belgium. Addition of a prerequisite linked to the choice of option for students who have not taken a minor in information and communication.

## Holders of a non-University 2nd cycle degree

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](#).

## Access based on validation of professional experience

> It is possible, under certain conditions, to use one's personal and professional experience to enter a university course without having the required qualifications. However, validation of prior experience does not automatically apply to all courses. Find out more about [Validation of priori experience](#).

More information about [Valuing prior learning at the School of Communication](#)

## Access based on application

Access based on application : access may be granted either directly or on the condition of completing additional courses of a maximum of 60 ECTS credits, or refused.

Students holding an undergraduate (minimum 3 years or 180 credits) or postgraduate degree (minimum 5 years or 300 credits) in information and communication or in a humanities discipline, awarded by a university outside Europe recognised by the AUF (see <https://www.whed.net/home.php> and [https://www.auf.org/les\\_membres/nos-membres/](https://www.auf.org/les_membres/nos-membres/)), must have obtained at least 70% (or 14/20) average marks for all their undergraduate academic years at their home university in order to be eligible to apply for admission to the master's programme in information and communication (60).

These criteria will be strictly applied, which means that applications that do not meet them will be automatically rejected.

Admitted students will take the full 60-credit master's programme. If their previous studies are deemed incomplete, additional courses may be added to their programme.

## Admission and Enrolment Procedures for general registration





Sector

Human Sciences ([SSH](#))

Acronym

COMU

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Website

Academic supervisor: [Suzanne Kieffer](#)

Jury

- Président:

