

3.0 credits	30.0 h	1q
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Teacher(s) :	Saucin Joël ; Gualtieri Pascale (coordinator) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	No pre-necessary knowledge
Main themes :	<ul style="list-style-type: none"> - Introduction to the theories of communication : models and fundamental concepts - Success and failure factors of communication - Principles of scientific writing - Principles of communicational writing (scientific vulgarization) - Analysis of the language of pictures - Slideshow or "how to succeed in presenting with various supports" (speech, text and pictures) - Principles of oral communication
Aims :	<p>a. Contribution de l'activité au référentiel AA (AA du programme) LO BIRE : M6.2, M6.3, M6.4, M6.5, M6.7, M6.8, M8.3</p> <p>b. Formulation spécifique pour cette activité des AA du programme (maximum 10) By the end of the course, the student will be able :</p> <ol style="list-style-type: none"> 1. to explain and to discuss about the importance it is, for a scientist, to be able to accurately communicate research results to fellow colleagues and to communicate science-related topics to non-experts (vulgarization) 2. to implement the different success factors of communication, during several communication exercises 3. to master the principles of a written scientific communication process, in order to write a short introduction to his/her Master's thesis or PhD thesis 4. to practise the principles implemented in communicational writing in order to compose a vulgarization article related to his/her Master's thesis or PhD thesis 5. to use the characteristics of iconic language (discovered through semiology and visual pragmatism) in order to appropriately illustrate the vulgarization article referred to in 4. and the slideshow referred to in 7. 6. to set in practice the specificities of oral communication, during a simulation of his/her Master's thesis or PhD thesis dissertation 7. to plan appropriately written, visual and oral elements, in order to implement a slideshow for his/her Master's thesis or PhD thesis. <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods :	<p>Evaluation :</p> <ol style="list-style-type: none"> 1. To compose a vulgarizing text, with pictures 2. To simulate a Master's thesis or PhD thesis dissertation 3. To implement a slideshow for the Master's thesis or PhD thesis <p>For each performance, students receive guidelines that also serve as evaluation criteria.</p>
Teaching methods :	<p>The course mixes theory, role playing, case studies (especially presented from video clips), and exercises (both in groups or individual).</p> <p>Extra exercises are offered to the 'at home-students' in order to encourage the mastering of the targeted learning outcomes. These exercises are not compulsory but advised.</p> <p>Teachers use a criteria grid to give feed-back to students about their exercises and productions.</p>
Content :	<p>Introduction : Communication : a duty and a challenge for scientists. Scientific communication : a continuum of practices</p> <p>Chapter 1. Theories of communication : models and fundamental concepts ; Success and failure factors of communication</p> <p>Chapter 2. Principles of scientific writing</p> <p>Chapter 3. Scientific vulgarization : aims, specificities, communicators, target publics, media and tools</p> <p>Chapter 4. Principles of communicational writing : writing for non-specialists</p> <p>Chapter 5. Analysis of the language of pictures. Introduction to semiology and visual pragmatism</p> <p>Chapter 6. Slideshow or "how to succeed in presenting with various supports" (speech, text and pictures)</p> <p>Chapter 7. Specificities of oral communication</p>

<p>Bibliography :</p>	<p>Photocopies of slideshows Optional : Corten-Gualtieri P. et Saucin J. (Eds.) (2009) De la communication scientifique à la vulgarisation : un continuum de pratiques, 3ème édition revue et corrigée, 139 p. For more : - MEUNIER J.-P. et PERAYA D. (2004). Introduction aux théories de la communication. De Boeck éd., Coll. Culture et Communication, 2ème édition, 459p. - BEAUD M. (2006) : L'art de la thèse ; Comment réparer et rédiger un mémoire de master, une thèse de doctorat ou tout autre travail universitaire à l'ère du Net, Nouvelle édition, Coll. Guides Repères, Ed. La Découverte, Paris, 202 p. - BUTTLER A. (2002). Comment rédiger un rapport ou une publication scientifique ?, Université de Franche-Comté, http://www.sante.univ-nantes.fr/cidmef/menu/CommentRediger.pdf - TORRISI (s.d.) : Vulgarisation scientifique, syllabus de cours, Haute École Galilée, 44p. - MINISTÈRE DE LA COMMUNAUTÉ FRANÇAISE DE BELGIQUE (Service de la langue française) et MINISTÈRE FÉDÉRAL DE LA FONCTION PUBLIQUE (Service d'information) (2000): Écrire pour être lu, Henry Ingberg (Ed.), Bruxelles, 84 p. - TECFA (Unité active dans le domaine des technologies éducatives) (s.d.) : Visualiser l'information ; typologie des illustrations, Faculté de Psychologie et des Sciences de l'Éducation, Université de Genève. Enseignement à distance : http://tecfa.unige.ch/themes/tdsr/visuali/manuel/visuali-man-visuali-Typologi.html - THIBEAU R. (2008) : Expression orale (notes de cours), Haute École Galilée, IHECS, 81p. - AIMONETTI J.-M. (2006) : Comment ne pas endormir son auditoire en 30 secondes; La communication orale avec diaporama, De Boeck éd., 175p.</p>
<p>Cycle and year of study :</p>	<p>> Master [60] in Biology > Master [120] in Agricultural Bioengineering > Master [120] in Environmental Bioengineering > Master [120] in Forests and Natural Areas Engineering > Master [120] in Chemistry and Bio-industries > Master [120] in Chemistry > Master [120] in Biochemistry and Molecular and Cell Biology > Master [120] in Biology of Organisms and Ecology > Master [120] in Environmental Science and Management</p>
<p>Faculty or entity in charge:</p>	<p>AGRO</p>