

3.0 credits

30.0 h

1q

Teacher(s) :	Gualtieri Pascale ; Saucin Joël ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	This course : - intends to familiarize participants with the sciences of communicating - then proposes a practical approach to the concepts and methods related to the various essential channels in communicating scientific research and knowledge : writing, oral presentation (supported or not by a slideshow), iconic language.
Aims :	By the end of the course, the student : - Will be aware of the importance it is, for a scientist, to be able to accurately communicate research results to fellow colleagues and towards the vulgarization networks (aiming at different target publics) - Will be familiarized with the different sciences of communication and with its models and fundamental concepts - Will know the different success and failure factors of communication and will be able to optimize his communication projects - Will master the specificities of a written scientific communication process - Will know the principles implemented in communicational writing and will be able to put them into practice and compose a vulgarization article - Will have discovered - through semiology and visual pragmatism - the characteristics of iconic language, and will be able to use that in order to appropriately illustrate a written document - Will understand the specificities of oral communication and will be able to set them in practice - Will master the interactions between texts, images and oral elements in the run of a creation and a presentation of a slideshow-supported communication <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>
Content :	The course will approach the following themes by mixing theory, case studies and exercises (both in groups or individual): - Diffusion of scientific knowledge - from communicating with fellow colleagues to massive vulgarization - Introduction to the theories of communication - Principles of scientific writing - Principles of communicational writing (scientific vulgarization) - Analysis of the language of pictures - Specificities of oral communication - Slideshow or "how to succeed in presenting with various supports" (speech, text and pictures)
Other infos :	- No pre-necessary knowledge - Tool : a course-notes - Evaluation : 1. composing a vulgarizing text 2. iconic analysis (application of semiology and visual pragmatism concepts) 3. presentation of a communication supported by a slideshow
Cycle and year of study :	<a href="#">&gt; Master [120] in Biology of Organisms and Ecology</a> <a href="#">&gt; Master [120] in Chemistry</a> <a href="#">&gt; Master [120] in Biochemistry and Molecular and Cell Biology</a> <a href="#">&gt; Master [120] in Agricultural Bioengineering</a> <a href="#">&gt; Master [120] in Chemistry and Bio-industries</a> <a href="#">&gt; Master [120] in Environmental Bioengineering</a> <a href="#">&gt; Master [120] in Forests and Natural Areas Engineering</a> <a href="#">&gt; Master [120] in Environmental Science and Management</a>
Faculty or entity in charge:	AGRO