

5.0 credits	30.0 h + 15.0 h	1q
-------------	-----------------	----

Teacher(s) :	Derèze Gérard ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<ol style="list-style-type: none"> 1. Present the big currents and the various positions of qualitative and empirical research in the field of Information and Communication sciences: the observation, the interview. 2. Show the pertinence and the specificity of these approaches. 3. Develop the methods and the techniques appropriate to observation and interviews regarding the production and the data analysis. 5. Handle methods and techniques relative to quasi-experimental devices. 6. Encourage and support a epistemological reflection. 7. The course systematically puts in relation the methods approached and developed with problems of specific researches in the field of Information and Communication sciences. 8. The exercise sessions allow the students to acquire the concrete knowledge of the main methods approached in the course
Aims :	<p>This first course of research methods in communication wants to place, in a specific way, the methodological reflection and the implementation in the field of Information and Communication sciences. In this perspective, the course approaches positions, methods and techniques of qualitative research as well as quasi-experiments. The attention is essentially placed on the analysis of communicational process and of media productions. The aim of the course is to supply epistemological marks, to present and to stabilize methodological references and to engage concrete initiatives.</p> <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>
Content :	<p>Contents</p> <ol style="list-style-type: none"> 1. To re-centre (rapidly), in the field of Information and Communication sciences, the production and the analysis of qualitative data (interviews, questionnaires). 2. Show the interest and the relevance of the quantitative approaches in the field of Information and Communication sciences. To approach the analysis of quantitative data (relations between variables, distribution of sampling, hypotheses tests). 3. Handle methods and relative techniques in: the analysis of contents (quantitative and qualitative), of text and speech, the analysis of images, the empirical observation and the description of situations of communication, the construction of quasi-experimental devices. 4. Sketch a epistemological reflection. <p>Method</p> <ul style="list-style-type: none"> - The lecture will systematically put in relation the methods approached and developed with the specific research problems in the field Information and Communication sciences. - The exercise sessions will allow the students to acquire the concrete knowledge of the main methods approached on the course. - Some sessions will be planned at the end of quadrimestre to support the first initiatives related to the choice of a memory subject and it's beginning.
Other infos :	<p>Pre requisite : Communication and information I</p> <p>Assessment: the exercises will lead to the realization of the student's individual work. This work will be presented at the time of the oral exam. The exam will have to, besides, to demonstrate his/her/its knowledge of the course.</p> <p>Support: an educational document will complete the masterly expositions. He/it will take the structure of it while proposing the excerpts of founding texts and the indication of available complete texts by Internet thanks to a specific data base. The educational document will also consist of a wallet of texts used at the time of the exercises.</p>
Cycle and year of study :	<p>> Preparatory year for Master in Information and Communication</p> <p>> Bachelor in Information and Communication</p>
Faculty or entity in charge:	ESPO