

4.00 credits

7.5 h + 10.0 h

Q1 and Q2

Teacher(s)	Descampe Antonin ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>Continuous evaluation based on works to be submitted, related to the seminar sessions and the visits, tests on the news follow-up (via Multiple Choice Questions and/or Short Answer Open-ended Questions), and active participation in the various sessions and activities.</p> <p>The second session includes a test on news follow-up and work to be submitted (similar to the sum of work submitted during the year), on a topic defined by the teacher, related to the visits and conferences given during the year.</p> <p>In case of absence during conferences and visits during the academic year, substantial fieldwork (interview of several media professionals, survey) will be requested in order to feed the final report.</p>
Teaching methods	The seminar includes presentations by guests from the media world and/or by the teacher, and visits on site (examples from previous years: newsroom visit, TV show attendance).
Content	<p>Reserved to students having chosen the "journalism" option of the Bachelor in Information and Communication program, this seminar addresses the following topics:</p> <ul style="list-style-type: none"> - the practical discovery of the media companies ecosystem, mainly in Belgium - the discovery of the world of information - the discovery of news related to the media <p>The topics above will be addressed with particular emphasis on technological issues and digital innovation in the media world. What innovation strategy for a media company? How to evolve / reinvent yourself in the age of digital technologies? These questions will guide the interviews with media professionals as well as the field visits.</p>
Inline resources	Presentation materials, useful links, work instructions and other external resources will be made available to students on the Moodle platform of the course .
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMU1BA	4		