

## Faculty of Economic, Social and Political Sciences



### COMU2269 Media education

[30h] 4 credits

**Teacher(s):** Thierry De Smedt  
**Language:** French  
**Level:** Second cycle

#### Aims

Targeted skills

Analysing, delivering and evaluating media education in educational, family and associative environments, and in the media itself.

Situating the issues of audience reception and of possible actions, with a view to modifying it.

Doing research in this field.

#### Main themes

Cultural changes that have occurred in media societies.

The influence of the media.

Training in the concept of media education and its international variants.

Establishing media education: support theories and pedagogy.

The impact of media education.

Prospects for growth.

#### Content and teaching methods

Content

- The issue of education in the media, and the basic concepts.

- The project's origins and historical development.

- Comparative study of the various models currently in use in education networks.

- Presentation and discussion of hypotheses on the difference between education in the written, audio visual and multi media media.

- Introduction to an evaluation of education in the media in an educational environment, with regard to the impact it has on students and on the teachers who deliver it.

Methodology

- Lecture.

- Providing students with historical documentation focusing on the development of education in the media in the most innovative countries.

Individual work consisting of analysis, design, intervention and evaluation of education in the media. The choice of work carried out and presented is a matter for individual students.

#### Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Pre-requirement: Open to undergraduates studying for Social Sciences degrees, information training, and communications.

Other students who wish to join the course will need to prepare with additional reading.

Assessment will focus on appropriation of the materials taught, on the additional reading and on applied work.

**Other credits in programs**

<b>COMU21/AM</b>	Première licence en information et communication (Analyse des médias)	(4 credits)
<b>COMU21/MS</b>	Première licence en information et communication (Médiation des savoirs)	(4 credits)
<b>COMU22/AM</b>	Deuxième licence en information et communication (Analyse des médias)	(4 credits)
<b>COMU22/J</b>	Deuxième licence en information et communication (Journalisme)	(4 credits)
<b>COMU22/MS</b>	Deuxième licence en information et communication (Médiation des savoirs)	(4 credits)
<b>COMU22/RP</b>	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)
<b>COMU2M1/AM</b>	Master en information et communication (option analyse des médias et théories de la communication)	(4 credits)
<b>COMU2M1/MS</b>	Master en information et communication (option médiation des savoirs)	(4 credits)