

## Faculty of Economic, Social and Political Sciences



### COMU3112 Séminaire de recherche en médiation des savoirs

[30h] 10 credits

**Teacher(s):** Thierry De Smedt, Jean-Pierre Meunier, Philippe Verhaegen  
**Language:** French  
**Level:** Third cycle

#### Aims

This seminar seeks to deepen the application of communication theories and of semiotic methodology to an analysis of various media-based products whose aim it is to communicate knowledge to a range of recipients. By the end of the seminar, students will be able to design and conduct research that incorporates the main questions currently being asked of a study of the mediation of knowledge: How can (erudite, popular, scientific, natural, structured, informal and other kinds of) knowledge be communicated through different kinds of media? What does the mediation work of the knowledge communicator consist of? What resources does the knowledge communicator have in terms of technology to achieve the social distribution of knowledge? What are the current social issues of the qualitative and quantitative development of the mediatization of knowledge?

#### Main themes

The seminar will aim to deepen understanding of products for communicating knowledge, and methods for analysing and evaluating:

- the relationship with knowledge (and with the producers of knowledge) fostered by exposition-linked aspects of messages;
- ways of acquiring knowledge (particularly the cognitive processes under examination here) fostered by the semiological composition of the messages;
- the possible effects of a message on social representations and ways of learning.

The seminar will also look at the problem of linkage between semiological, pedagogical and sociological points of view and methodology in an evaluation of knowledge-bearing communications.

#### Content and teaching methods

A list of products for communicating knowledge planned as acts of mediation.

Products for communicating knowledge will include:

- output produced and disseminated by the media (e.g. reports, documentaries, and popular scientific programmes);
- teaching materials that make use of media-based supports (e.g. films and classroom videos);
- documents that use new communications technology, particularly hypertexts and interactive media) for educational purposes;
- other ways of making knowledge available, such as museums and scientific exhibitions.

The seminar will aim to deepen methods of analysing messages of this sort, thereby making it possible to evaluate:

the relationship with knowledge (and with the producers of knowledge) fostered by exposition-linked aspects of messages;

- ways of acquiring knowledge (particularly the cognitive processes under examination here) fostered by the semiological composition of the messages;

- the possible effects of a message on social representations and ways of learning.

The seminar will also look at the problem of linkage between semiological, pedagogical and sociological points of view and methodology in an evaluation of knowledge-bearing communications. and a deepening of applied notions and methods of evaluation.

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

Assessment will focus on the contribution that students make to collective reflection, on their understanding of concepts and the methodology referred to in the seminar, and on their ability to produce personal research work.

**Other credits in programs**

**COMU3DA**      Diplôme d'études approfondies en communication      (10 credits)