



3.00 credits

30.0 h

Q2

Teacher(s)	Brabant Francois ;Descampe Antonin ;Grevisse Benoît ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<ul style="list-style-type: none"> • Ongoing assessment of the student, both individually and collectively or in small groups depending on the nature of the work being corrected. • Assessment is carried out collectively by university lecturers and working professionals (in coordination with the entire team of lecturers on the practical journalism courses). <p><u>Use of AI tools</u></p> <p>The use of artificial intelligence during the assessments of this course is governed by the rules mentioned in the faculty note on this subject and available on the faculty intranet site in the information for students.</p>
Teaching methods	<ul style="list-style-type: none"> • Presentation of the genres, approaches and production techniques involved in subjective journalism. • Production of press products under professional editorial conditions. • Personalised critical assessment of each student's work.
Content	<p>A review and understanding of subjective journalistic genres: editorial, column, review, post, echo, mood, atmosphere. Presentation of the constitutive characteristics and critical analysis of the approaches that these genres imply.</p> <p>In a more structural way, we will differentiate between argumentative, narrative, aesthetic, stylistic and affective forms of journalistic subjectivity. We will also analyze the reasoned exercise of subjectivity through the text-image-sound relationship.</p> <p>Critical approach to the construction and enhancement of a signature ("brand journalism"), including through social networks.</p> <p>Multi- and trans-media exercises and applications of the exposed approaches, in the context of journalistic production exercises with subjective content and visibility. Work on staging a narrative journalistic story.</p>
Bibliography	Un ouvrage spécifique tient lieu de support pédagogique pour ce cours. De nombreux documents pédagogiques sont mis à disposition sur Moodle .
Other infos	Exercices may require the ability to process sources in other languages (English, Dutch).
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	3		
Master [120] in Journalism	EJL2M	3		