Course Specifications
Valid as from the academic year 2020-2021

French: Business and Public Communication I (A704040)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 3.0 Study time 90 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2020-2021
A (semester 1) Dutch, French Gent seminar 22.5 h
self-reliant study activities 10.0 h
guided self-study 12.5 h

Lecturers in academic year 2020-2021
Bouko, Catherine LW22 lecturer-in-charge

Offered in the following programmes in 2020-2021 crds offering
Master of Science in Teaching in Languages (main subject Applied Language Studies) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, French) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, German) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Italian) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Russian) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Spanish) 3 A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Turkish) 3 A

Teaching languages
Dutch, French

Keywords
French; Public Communication

Position of the course
In this course, students are trained in the adequate handling of communication strategies used for public communication in specific organizations. They apply these techniques in correct French, both in oral and written exercises. The objective is thus twofold: to teach and improve skills used in typical public communication in general and in French in particular.

Contents
Starting from a concrete setting, the course focuses on a number of communicative tools which are frequently used in public communication. These techniques are taught and consolidated in set tasks as appropriate for the setting in question. The course is conceived as a single communication project which integrates various techniques, both oral and written. Examples of communicative skills are: preparing an interview; writing a press release; using social media for corporate, organizational communication and public relations.

Initial competences
The student:
• can produce texts suited for a number of professional situations; these texts are of an average difficulty level;
• can express oneself in fluent French in a number of professional situations;

(Approved) 1
• is able to put the heuristic resources to adequate and critical use.

Final competences
1 Having a command of French at C2 level or at least C1 level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills. (MC.1.1, assessed)
2 Having advanced knowledge of the cultural and institutional backgrounds of the French language areas and based on that knowledge, critically reflecting on social developments and on aspects of intercultural communication. (MC.1.2, not assessed)
3 Having advanced knowledge of communication processes related to the external communication of organisations, and based on that knowledge, reflecting on the communication of organisations. (MC.1.4, assessed)
4 Independently contributing to scientific research relating to one or more specialisms within, or connected to, the topics of communication, multilingualism and intercultural aspects. (MC.2.1, assessed)
5 In the context of communication strategies of organisations, providing effective written and oral communication in French. (MC.6.1, assessed)
6 Making adequate use of the acquired insights into the communication of organisations. (MC.6.2, assessed)
7 In the communication process, making adequate use of an advanced degree of contrasting linguistic expertise Dutch-French at different levels (lexically, grammatically, textually, pragmatically). (MC.6.4, assessed)
8 During the communication process, making adequate use of an advanced level of encyclopaedic, topical and cultural expertise and of an advanced understanding of intercultural aspects. (MC.6.5, assessed)
9 Independently contributing to scientific research relating to one or more specialisms within, or connected to, the topics of communication, multilingualism and intercultural aspects. (MC.2.1, assessed)
10 Making adequate use of the acquired insights into the communication of organisations. (MC.6.2, assessed)
allowed to submit his portfolio when he has completed all the online exercises.

Calculation of the examination mark
The scoring of the different components of the portfolio will be discussed in class.

Facilities for Working Students
It is not possible to re-schedule the examination to another date in the academic year.