

English for Specific Purposes: Professional Communication (A005824)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings in academic year 2026-2027

A (semester 2) Dutch Gent

Lecturers in academic year 2026-2027

De Clerck, Bernard LW22 lecturer-in-charge

Offered in the following programmes in 2026-2027

	crdts	offering
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, French)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Language Technology)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Exchange Programme Applied Language Studies	3	A
Linking Course Master of Arts in Multilingual Communication: a combination of at least two languages	3	A
Linking Course Master of Arts in Translation: a combination of at least two languages	3	A
Preparatory Course Master of Arts in Interpreting: a combination of at least two languages	3	A
Preparatory Course Master of Arts in Multilingual Communication: a combination of at least two languages	3	A
Preparatory Course Master of Arts in Translation: a combination of at least two languages	3	A

Teaching languages

English, Dutch

Keywords

English; Advanced writing skills, Text analysis

Position of the course

The "English: Advanced writing skills" study unit builds on the skills acquired in the first two bachelor years and continues to prepare students for advanced professional writing tasks and text analysis.

Insights regarding persuasive communication are sharpened, with a special focus on impression management via complaint management, branding and advertising, and aspects of CSR. Ample attention is paid to the sub-skills of business writing within impression management, via (a.o.) social media, clarity of wording and argumentation, critical analysis of branding and CSR documents.

When analysing and producing texts, students also explore the use of AI and learn to critically engage with output.

Constructive feedback and text revision are also covered.

No prior knowledge of Dutch is required.

Contents

The domain in which we navigate concerns various manifestations of stakeholder-focused communication. Text types/contexts addressed are complaint management (B2C and B2B), advertising and branding and reporting within CSR (corporate social responsibility). Students learn to critically analyse texts and underlying ideology and persuasive techniques and learn to reflect on their own text production within organisational settings in order to further enhance language awareness and proficiency. Understanding genre differences is thereby sharpened, with a special focus on persuasive texts and their different manifestations in contexts. The emphasis is on text analysis and production, but specialised vocabulary within those genres and also components within multimodal communication are covered.

When working out the assignments, AI is alternately used in text production, text revision and text analysis.

Sections from the WREN course book selected for the course include paragraph structure, register, and business correspondence. Students are given individual feedback on a number of writing tasks: writing (a reply to) a complaint, a branding challenge, an analysis of political or CSR rhetoric or commercial language. When working out the assignments, AI is alternately used in text production, text revision and text analysis.

Collaborative tasks and peer assessment are part of the didactic tools used.

Initial competences

The final objectives of the English units of study of the second bachelor year. CEFR level B2, with a basis of C1.

Final competences

- 1 Having a command of English, at C1/C2 level of the Common European Framework of Reference for Languages for comprehension (listening and reading), and writing skills. [B.1.2, assessed]
- 2 Recognising and independently interpreting English language structures and language variation, with close attention to contrastive aspects with, and possible interference from, the mother tongue. [B.1.3, assessed]
- 3 Having knowledge and understanding of text production and language processes. [B.1.6, assessed]
- 4 Having knowledge of relevant dictionaries, reference works and electronic aids, using them adequately and efficiently, and critically evaluating them. [B.6.5, not assessed]
- 5 Adequately interpreting, analysing, assessing and correcting written communication, including messages of a specialised (academic, professional) nature. [B.6.1, assessed]
- 6 Editing text independently in English and assessing it critically, thereby justifying the text type appropriate to the (academic) purpose, target group and media. [B.6.2, assessed]
- 7 Critically reflecting on one's own thinking, learning, decisions and actions. [B.3.3, not assessed]
- 8 Displaying intellectual curiosity and a lifelong learning attitude. [B.3.4, not assessed]
- 9 Applying digital methods, resources and strategies in research (finding, collecting, analysing)
- 10 Using AI critically and responsibly in text production, text analysis and text revision [assessed]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Independent work

Extra information on the teaching methods

- Seminars focusing on analysing and discussing (persuasive) textual features, collocations, structure, register in professional communication and text revision.

- Independent (collaborative) work: students submit clustered writing tasks (branding, persuasive text analysis, complaint management). Peer reviewing and individual feedback are integrated into class practice.
- Individual (Teams) meetings to discuss feedback.
- Recordings will be available

Study material

Type: Handbook

Name: WREN. Writing in English. • Advanced English writing skills for Dutch speakers. Academia Press (bought for Ba1-Ba2 courses) • New students: • WREN. Writing in English. Advanced English • writing skills for third-level students (2022). Academia Press.

Indicative price: € 45

Optional: no

Language : English

Author : Chan, D., Jookan, L., & Robberecht, P. (2016/2022).

ISBN : 978-9-40147-069-8

Number of Pages : 343

Online Available : No

Available in the Library : Yes

Available through Student Association : No

Usability and Lifetime within the Course Unit : regularly

Usability and Lifetime within the Study Programme : regularly

Usability and Lifetime after the Study Programme : occasionally

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Type: Handouts

Name: Handouts

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

References

Billingham, J. (2002). *Editing and Revising Text*. Oxford University Press.

Harper, G. (2013). *A Companion to Creative Writing*. Wiley-Blackwell.

Swales, Bhatia, Vijay K. and Stephen Bremner (2014). *The Routledge handbook of language and professional communication*.

Darics, Erika & Koller, Veronika. (2018). *Language in Business, Language at Work*.

Course content-related study coaching

Office hours by appointment.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with open-ended questions

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

FIRST SESSION

Continuous assessment (50%)

Writing tasks and analyses submitted in the course of the semester represents

50% of the final grade.

Each of the assignments explicitly states whether students are expected to use AI (or not).

Written examination (50%)

The examination contains professional writing assignments and analyses based on genres covered in class (persuasive texts, complaints, AI output analysis).

SECOND SESSION

Written examination with open-ended questions (100%)

Calculation of the examination mark

See evaluation method details

Facilities for Working Students

Class attendance is not compulsory but students are advised that interactive engagement is crucial to bolster writing proficiency.

Examination date can be rescheduled. Feedback can be obtained via email, Teams or by appointment during weekly office hours.