

Russian: Business and Public Communication (A005856)

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

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2024-2025

A (semester 2)	Dutch, Russian	Gent	seminar	0.0h
			independent work	0.0h

Lecturers in academic year 2024-2025

Ivobotenko, Elena LW22 lecturer-in-charge

Offered in the following programmes in 2024-2025

	crdts	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, Russian)	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, German, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)	3	A

Teaching languages

Russian, Dutch

Keywords

Russian; oral and written communication.

Position of the course

The course unit aims to train students to adequately apply specific communication techniques which businesses and organizations mainly use for their internal communication and communication techniques which they often use for their public communication. As such, the study unit has a dual purpose: to teach and perfect skills that are mainly used in the internal and public communication of businesses and organizations in general and those skills in the foreign language in particular.

Contents

The course unit "Russian: Business and Public Communication" uses a concrete setting to discuss a number of communication techniques that are typically used in the communication of companies and organizations. Those techniques are taught and applied through practical assignments resulting from the concrete setting. Communicative skills that may be dealt with include presentations, editing, meetings, negotiations, strategic correspondence. In addition, students learn to use Gen AI responsibly.

Initial competences

Being able to produce Russian texts of more than average difficulty, as found in some professional contexts.
Being able to express oneself in fluent Russian in a number of professional contexts.
Being able to make adequate and critical use of heuristic resources for the above-mentioned tasks.

Final competences

- 1 Having a command of Russian at C1 level of the Common European Framework of Reference for Languages for comprehension (C1), oral skills (production and interaction) (B2+) and writing skills (B2+). [MC1.1. ; assessed]
- 2 In the context of communication strategies of organizations, providing effective written and oral communication in Russian. [MC61; assessed]
- 3 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies. [MC62; assessed]
- 4 Making adequate use of the acquired insights into the communication of organisations [MC63; not assessed]
- 5 In the communication process, making adequate use of an advanced level of contrasting linguistic expertise at different levels. (lexically, grammatically, textually, pragmatically). [MC.6.4.; assessed]
- 6 In 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]
- 7 In the communication process, making use of traditional and electronic resources, as well as specific technological tools [MC66; assessed]
- 8 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team. [MC67; 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

Students receive an introduction to the case and the tasks in the form of a number of seminars spread over the semester. They work independently and in groups on the tasks.

Study material

Type: Syllabus

Name: Business and Public Communication

Indicative price: € 5

Optional: no

Type: Slides

Name: Business Communication

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Handouts

Name: none

Indicative price: Free or paid by faculty

Optional: no

References

Michels, Wil (2013). *Communicatie Handboek*. Groningen: Noordhoff Uitgevers.
 Колесникова, Н.Л.(2009). *Деловое общение Business Communication*. Москва: Флинта
 Michiels, Freddy (2001). *150 modelbrieven voor persoonlijke en zakelijke doeleinden*. Aartselaar: Deltas.

Course content-related study coaching

Individual support on demand

Assessment moments

continuous assessment

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

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

Examination methods in case of permanent assessment

Oral assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

First session :

Portfolio :

Portfolio which comprises several (oral and written) tasks, on which students work both at home and in class.

Oral assessment: oral skills are evaluated in class at various moments.

Second session :

Portfolio :

A revised portfolio is handed in.

Oral examination :

evaluation of oral skills.

Calculation of the examination mark

First session : Portfolio : (50 %), oral assessment (50%)

Second session : Portfolio : 50 %, oral examination (50%)

Facilities for Working Students

Class attendance is required.

Examinations cannot be re-scheduled.

Feedback on request.