

## French: Business and Public Communication I (A005965)

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

**Credits 5.0**

**Study time 150 h**

### Course offerings and teaching methods in academic year 2024-2025

A (semester 1)	Dutch, French	Gent	seminar	0.0h
			independent work	0.0h

### Lecturers in academic year 2024-2025

Bouko, Catherine

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)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish)	5	A

### Teaching languages

French, Dutch

### Keywords

French; Public Communication; Business communication

### Position of the course

In this course, students are trained in the adequate handling of communication strategies used for business and 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 business and public communication in general and in French in particular. Exchange students can follow this course.

### Contents

Starting from a concrete setting, the course focuses on a number of communicative tools which are frequently used in business and public communication. These techniques are taught and consolidated in set tasks as appropriate for the setting in question. Examples of communicative skills are: preparing an interview; writing a press release ; using social media for corporate, organizational communication and public relations. The techniques are also illustrated with case studies.

### 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;

- 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 In the context of communication strategies of organisations, providing effective written and oral communication in French. (MC.6.1, assessed)
- 5 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies. (MC.6.2, assessed)
- 6 Making adequate use of the acquired insights into the communication of organisations. (MC.6.3, assessed)
- 7 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. (MC.6.6, 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 explanations of the theory and assignments in the form of a number of work seminars spread over the semester. A syllabus, powerpoint presentations and additional documentation are published on Ufora to which attention is paid during the lectures.

### **Study material**

Type: Syllabus

Name: Syllabus

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

### **References**

### **Course content-related study coaching**

Feedback during the seminars and via Ufora

Consultation hour

### **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, Skills test, Written assessment, Assignment

#### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

#### **Extra information on the examination methods**

Students write texts during certain sessions of the course. They are individually questioned orally about the case studies and concrete communication techniques in specific professional contexts. Their individual oral productions are assessed during face-to-face assessment sessions with the professor. A written knowledge and vocabulary test is scheduled at the end of the semester.

Students may use automatic translation and correction tools. Generative artificial intelligence (content production) is not permitted for written tasks, in order to ensure that students master content creation techniques and are able to implement them themselves. All written work is produced in class. Students can use all existing tools (including generative artificial intelligence) to prepare homework tasks (including the content that will be used as a basis for oral productions).

#### **Calculation of the examination mark**

Each assignment is assessed using a score between 10 and 50. The total points are then calculated to obtain a score out of 20.

#### **Facilities for Working Students**

Absence is allowed provided that the tasks are submitted at other moments at Ghent University (not at home). Lectures (since they are practice-based sessions) will not be recorded but online learning material will be provided.

Possibility to receive feedback at another time: by appointment.