

## Spanish: Business and Public Communication II (A005968)

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

**Credits 5.0** **Study time 150 h**

**Course offerings in academic year 2024-2025**

A (semester 2) Dutch, Spanish Gent

**Lecturers in academic year 2024-2025**

Marcos Miguel, Nausica 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, Spanish) | 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, German, Spanish)  | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)          | 5     | A        |
| Exchange Programme Applied Language Studies   | 5     | A        |

**Teaching languages**

Spanish, Dutch

**Keywords**

Spanish, Business communication, Intercultural communication

**Position of the course**

This course section aims to provide insight into the specialised communication techniques used by public bodies in a multilingual and intercultural context. The student will learn to apply these communication techniques in correct Spanish, both written and oral.

**Contents**

This course follows the content of Spaans: Bedrijfs- en publiekscommunicatie I. It focuses on communication strategies used by public organizations. As an example of a public organization, it focuses on the multiple ways museums communicates with its public and other stakeholders. Different genres linked to the museum context will be analyzed and produced during the course.

**Initial competences**

Students:

- are able to produce written Spanish texts of more than average difficulty, as appropriate in professional contexts;
- are able to express themselves fluently in spoken Spanish, as appropriate in professional contexts;
- can make adequate and critical use of the relevant heuristic resources needed for the above-mentioned tasks

**Final competences**

- 1 Having a command of Spanish at 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 Judging and acting with the necessary dose of critical self-reflection in specialist

- contexts [MC.3.3; not assessed]
- 3 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team [MC.4.1; assessed]
  - 4 Integrating language and culture sensitivity and respect for diversity into the professional environment [MC.5.2; not assessed]
  - 5 In the context of communication strategies of organisations, providing effective written and oral communication in Spanish [MC.6.1; assessed]
  - 6 In the communication process, taking into account contextual variables, text types and text strategies [MC.6.2; assessed]
  - 7 Making adequate use of the acquired insights into the communication of organisations [MC.6.3; not 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; not assessed]
  - 9 During the communication process, making use of traditional and electronic resources, as well as specific technological tools [MC.6.6; not assessed]
  - 10 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 [MC.6.7; not 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**

Seminar: information transfer + exercises. Students can be asked to bring a laptop.  
Independent work: portfolio which comprises (oral and written) assignments

#### **Study material**

Type: Slides

Name: Class materials

Indicative price: Free or paid by faculty

Optional: no

#### **References**

See Ufora

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

Feedback during the lectures.

Students can contact the teacher by email and by appointment.

#### **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**

Skills test, Assignment

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

examination during the second examination period is possible

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

Vocabulary Tests.

Portfolio which comprises (oral and written) assignments; participation in the evaluation activities is required.

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

Vocabulary Test 20%

Portfolio 80%

### **Facilities for Working Students**

- Participation in the evaluation activities is required
- Feedback can be given by appointment