

Dutch: Communicative Skills (A703302)

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

Credits 4.0 **Study time 120 h**

Course offerings and teaching methods in academic year 2026-2027

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|----------------|-------|------|-----------------------------|
| A (semester 1) | Dutch | Gent | independent work seminar |
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Lecturers in academic year 2026-2027

| | | |
|----------------|------|--------------------|
| Lybaert, Chloé | LW22 | lecturer-in-charge |
| Ryckaert, Ruud | LW22 | co-lecturer |

Offered in the following programmes in 2026-2027

| | crdts | offering |
|--|--------------|-----------------|
| Master of Science in Teaching in Languages(main subject Applied Language Studies) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Language Technology) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages | 4 | A |

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| (main subject Dutch, Russian) | | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish) | 4 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish) | 4 | A |

Teaching languages

Dutch

Keywords

Dutch, public communication, copywriting, presentation skills, media

Position of the course

In the course 'Dutch: Communication Skills' (N4CC), students learn to apply and refine their communication insights and skills, both orally and written, in a number of specific professional contexts within an integrated, project-based approach. Furthermore, they learn to analyse messages that function effectively in those contexts from a rhetorical perspective. The contexts in question are related primarily to public communication, copywriting and creative writing. The module builds on the insights and skills students acquire during their bachelor's programme, providing a deeper understanding of communication and theory. The module focuses on specific professional contexts and on the distinctive characteristics of the text types that operate within them. Both oral and written skills are developed. In this way, students are specifically prepared for the range of tasks faced by the (multilingual) communicator, who may be active in various sectors of the labour market.

Contents

The course module "Dutch: Communication Skills" (N4CC) covers a number of communication techniques frequently used in an organisation's public communications and in copywriting. Both written and oral skills are applied and practised within a clearly defined communicative context. This may involve the conception and development of audio presentations alongside written texts, each intended for different audiences. Particular attention is paid to training in non-verbal skills: use of voice, body language and delivery. Students explore how to manage their stage fright during short presentations. Furthermore, they learn to analyse messages that function in various contexts from a rhetorical perspective.

Initial competences

The student speaks Dutch as his/her mother tongue (or has an equivalent knowledge of Dutch) and has acquired the competences of the educational program Dutch as part of the Bachelorprogram in Applied Linguistics.

Final competences

- 1 Actively following new developments both within the discipline of communication in organisations and within the general context of language and culture, reflecting on these critically and placing them in a broad social context. (MC.3.1; not assessed).
- 2 Judging and acting with the necessary dose of critical self-reflection in unpredictable, complex and specialist contexts. (MC.3.3; not assessed).
- 3 Displaying a commitment to lifelong learning. (MC.3.4; not assessed).
- 4 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management and intercultural aspects. (MC.4.1; not assessed).
- 5 Integrating language and culture sensitivity and respect for diversity into scientific work, the professional environment and the social debate. (MC.5.2; not assessed).
- 6 In the context of communication strategies of organisations and copywriting, providing effective written and oral communication in Dutch, with due attention for intercultural aspects. (MC.6.1; assessed).
- 7 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).
- 8 Making adequate use of the acquired insights into the communication of

organisations. (MC. 6.3; assessed).

9 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. (MC.6.6; 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; 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:

- acquiring and practising communication skills individually
- guided exercises and simulations in a collaborative, interactive learning environment.

Independent work: preparing for the seminars and practical sessions, both individually and in teams, with individual and class feedback on the work produced.

The responsible use of generative artificial intelligence is permitted for the assignments in this course. At the start of the course, the lecturers will clarify what they mean by 'responsible use'.

Classes are not recorded.

Study material

Type: Slides

Name: Nederlands: communicatieve vaardigheden

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

References

Course content-related study coaching

Feedback is provided both in group sessions and individually during the seminars.

All assignments are marked and made available to students once they have been corrected. Additional feedback can be arranged 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, Presentation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

A portfolio (100%) comprising various assignments (both oral and written). Second sitting: same as above, but with new assignments.

A spelling and language proficiency test will be held during the semester. Anyone who fails this test will have 2 points deducted from their exam mark.

Calculation of the examination mark

See heading 'Extra information on the examination methods'

Facilities for Working Students

Attendance at lessons is recommended given the oral exercises involved.

Feedback can be provided via email, online or, by arrangement, during office

hours.