

French: Business and Public Communication I (A704040)

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

Credits 3.0

Study time 90 h

Course offerings in academic year 2024-2025

Lecturers in academic year 2024-2025

Offered in the following programmes in 2024-2025

crdts

offering

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.

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.

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 an introduction to the case and the tasks in the form of a number of seminars spread over the semester. A syllabus, extra material and powerpoint presentations will be made available on Ufora. Students work independently on the tasks.

Study material

None

References

Course content-related study coaching

Feedback during the seminars
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

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

The portfolio (100%) includes several written and oral assignments. The course includes online exercises that are not included in the final score but are mandatory. The student will be allowed to submit his portfolio when he has completed all the online exercises.

Calculation of the examination mark

The scoring of the different components of the portfolio will be discussed in class.

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.