

## Russian: Business and Public Communication I (A704041)

**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 2023-2024

A (semester 1)

Dutch, Russian

Gent

independent work  
seminar

### Lecturers in academic year 2023-2024

Ivobotenko, Elena

LW22

lecturer-in-charge

### Offered in the following programmes in 2023-2024

Master of Science in Teaching in Languages(main subject Applied Language Studies)

crdts

offering

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

### Teaching languages

Russian, Dutch

### Keywords

Russian; oral and written communication.

### Position of the course

The course unit "Russian: Business and Public Communication I" builds upon skills and knowledge acquired during the Bachelor programme in Applied Language Studies, and aims to familiarize students with the specific type of language used in companies and organizations. This is a practically oriented course in which students are trained to adequately use specific communication techniques that companies and organizations mainly use for their communication.

### Contents

The course unit "Russian: Business and Public Communication I" 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. The course unit is seen as a coherent communication project that integrates both oral and written communication techniques.

Communicative skills that may be dealt with include presentations, editing, meetings, negotiations, strategic correspondence.

The concrete setting is explained in the course of the seminars.

### 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.

#### **Learning materials and price**

Slides and hand-outs on the learning platform  
Syllabus  
Hand-outs

Estimated total price: 10€

#### **References**

Michels, Wil (2013). *Communicatie Handboek*. Groningen: Noordhoff Uitgevers.

#### **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**

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. .

Second session :  
Portfolio :

A revised portfolio is handed in.

**Calculation of the examination mark**

First session : Portfolio : 100 %

Second session : Portfolio : 100 %

**Facilities for Working Students**

Class attendance is required.

Examinations cannot be re-scheduled.

Feedback on request.