

French: Business and Public Communication II (A704046)

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 2023-2024

A (semester 2)

Dutch, French

Gent

seminar

group work

independent work

Lecturers in academic year 2023-2024

Bouko, Catherine

LW22

lecturer-in-charge

Swaelens, Laurence

LW22

co-lecturer

Offered in the following programmes in 2023-2024

	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, 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

Teaching languages

French, Dutch

Keywords

French, Dutch, Public and business communication, Intercultural communication

Position of the course

The study unit "French: Public and Business Communication II" aims to train students adequately in the use of the communicative tools that are mainly used in internal and external communication in companies and organisations. The student learns to use these communicative tools and skills in flawless written and spoken French. The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in internal and external communication of companies and organisations in general and in the foreign language in particular.

Exchange students are allowed to take up this course unit.

Contents

In the course unit "French: business and public communication II", several communication techniques that are often used for companies' and organisations' internal and external communication are dealt with on the basis of a concrete setting. Through practical assignments arising from concrete situations, those techniques are taught and applied. Communication techniques that are covered include meeting, presentation, negotiation, strategic correspondence. The concrete setting is further explained in the course of the course.

Initial competences

Final competences

- 1 Met de nodige kritische zelfreflectie oordelen en handelen in gespecialiseerde contexten [MC.3.3; zonder toetsing]
- 2 Taal- en cultuurgevoeligheid en respect voor diversiteit integreren in de professionele omgeving [MC.5.2; zonder toetsing]
- 3 Bij het communicatieproces rekening houden met contextuele variabelen, tekstsoorten en tekststrategieën [MC.6.2; met toetsing]
- 4 Bij het communicatieproces adequaat gebruik maken van een geavanceerde encyclopedische, thematische en culturele kennis, en van een geavanceerd begrip van interculturele factoren [MC.6.5; zonder toetsing]
- 5 Het communicatieproces via een goede planning en een adequaat stress- en tijdsmanagement stipt beheren, zowel zelfstandig als in teamverband [MC.6.7; zonder toetsing]
- 6 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)
- 7 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 (MC 4.1 ; assessed)
- 8 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies. (MC 6.1 ; assessed)
- 9 Making adequate use of the acquired insights into the communication of organisations. (MC 6.3, not assessed)
- 10 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. (MC 6.6 ; 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

Group work, Seminar, Independent work

Extra information on the teaching methods

Oral and written exercises with feedback and correction of those exercises

Learning materials and price

Syllabus, Powerpoint presentations

References

Course content-related study coaching

direct feedback during lectures
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

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Calculation of the examination mark

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.