

## Russian: Business and Public Communication II (A704047)

**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, Russian Gent independent work  
seminar

**Lecturers in academic year 2023-2024**

Van Poucke, Piet LW22 lecturer-in-charge  
Ivobotenko, Elena 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, Russian)	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, German, Russian)	4	A

**Teaching languages**

Russian, Dutch

**Keywords**

Russian, oral and written communication

**Position of the course**

The course unit aims to train students to adequately apply specific communication techniques which businesses and organizations mainly use for their internal communication and communication techniques which they often use for their public communication. As such, the study unit has a dual purpose: to teach and perfect skills that are mainly used in the internal and public communication of businesses and organizations in general and those skills in the foreign language in particular.

**Contents**

Starting from a concrete setting, the study unit "Russian: Language, Business and Media" (R4BM) focuses on a number of communicative tools frequently used in internal and external communication of companies and organizations. On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice. The course unit is conceptualized as a coherent communication project which integrates various spoken and written communicative skills. Communicative skills that may be dealt with include meetings, negotiations, strategic correspondence etc.

**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 (listening and reading) (C1), oral skills (production and interaction) (B2+) and writing skills (B2+). [MC.1.1. ; assessed]
- 2 As a multilingual communication specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management. [MC.4.1. ; not assessed]
- 3 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate. [MC.5.2. ; assessed]
- 4 Ensuring efficient written and oral communication in Dutch and Russian on highly specific topics in a broad range of professional and cultural contexts. [MC.6.1. ; 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 adequate use of an advanced understanding of the role of contextual variables, text types and text strategies. [MC62; assessed]
- 8 Making adequate use of the acquired insights into the communication of organisations [MC63; not assessed]
- 9 In the communication process, making use of traditional and electronic resources, as well as specific technological tools [MC66; 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. [MC67; assessed]

#### Conditions for credit contract

This course unit cannot be taken via a credit contract

#### 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: PC room classes

Guided self-study

For the "public communication" part, students receive an introduction and explanation of the case and assignments in the form of a number of tutorials. They complete the assignments independently and/or in groups.

#### Learning materials and price

Syllabus

Hand-outs

Estimated total price: 3 €

#### References

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

Хавронина, С.А., Харламова Л.А. (2007). *Практический курс русского языка для работников сервиса*. Москва: Русский язык. Курсы.

Колесникова, Н.Л.(2009). *Деловое общение Business Communication*. Москва: Флинта.

Michiels, Freddy (2001). *150 modelbrieven voor persoonlijke en zakelijke doeleinden*.

Aartselaar: Deltas

#### Course content-related study coaching

Individual feedback

#### 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 in modified form

**Extra information on the examination methods****First session :**

Portfolio : comprises written (and oral) tasks, on which students work both at home and in class.

Skills test : oral skills are evaluated in class at various moments.

**Second session :**

Assignment : a revised portfolio is handed in.

Oral examination : evaluation of oral skills.

**Calculation of the examination mark**

First session :

Portfolio public communication : 50%

Portfolio business communication : 25%

Skills test : 25%

Second session :

Portfolio public communication : 50%

Portfolio business communication : 25%

Oral examination : 25%

**Facilities for Working Students**

Possibility to be exempted from attendance.

Possibility to re-schedule examination to another date during the academic year.

Feedback by appointment.