

6.0 credits

22.5 h + 22.5 h

1q

Teacher(s) :	Francard Michel ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	Prerequisite : B2 level of listening and reading in french (Common European Framework of Reference)
Main themes :	<p>The course treats different oral communication situations specific to a company: press conferences, video conferences, trade shows, recruitment interviews, evaluation meetings information meetings, working meetings, etc.</p> <p>Each of these examples is considered using three approaches:</p> <ul style="list-style-type: none"> - Situational analysis (constraints and means available) - Discourse analysis (discursive strategies and various discourse methods) - Semiolinguistic analysis. The communication techniques specific to a particular work situation (for oneself and work colleagues) are demonstrated and put into practice.
Aims :	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> - Analyze and thoroughly understand oral communication techniques in French in a business environment. - Understand the effect of oral communication techniques in a company (including in a multilingual business environment). - Understand and practice oral communication skills in the workplace (both for oneself and for francophone and non-francophone colleagues). <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods :	Evaluation : during the semester evaluation (exercices, participation rate), collective project and final oral examination.
Teaching methods :	Methodology : The course will combine face-to-face instruction with computer-mediated instruction. Students will follow online 8 units utilizing the iCampus platform. Exercices will be given inside classroom.
Content :	<p>Case studies and theoretical presentations will be made. Real life oral communication in companies will be analyzed using actual work documents (company films, excerpts from television programs on economic news, observations on the ground and meeting with professionals, etc.)</p> <p>Professionals in oral business communication may be invited to give first-hand accounts depending on the issue being discussed. Exercises will focus on practical application and improve oral skills specific to professional contexts and give students the tools to develop these skills.</p>
Bibliography :	/
Other infos :	/
Cycle and year of study :	<p>> Master [120] in Multilingual Communication</p> <p>> Master [120] in French and Romance Languages and Literatures : French as a Second Language</p> <p>> Master [120] in Modern Languages and Literatures : General</p>
Faculty or entity in charge:	ROM