UCL Université catholique de Louvain

LROM2670

2015-2016

Les textes économiques et commerciaux en français : genres de discours et questions de terminologie

4.0 credits	22.5 h	1q

Teacher(s) :	Francard Michel ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	B2 level of reading and B1+ level in listening (Common European Framework of Reference)
Main themes :	The course consists of a detailed analysis of linguistics features (grammatical, lexical), discursive (stylistic, generic) and communicational (links with the situation of communication) which distinguishes specialized texts in the economic/commercial sector from other registers in French. The course also aims to significantly increase the student's specialized vocabulary allowing him to easily deal with any text in this domain.
Aims :	At the end of the course, students should be able to read and identify the principle discursive and terminology characteristics in specialized economic and commercial texts in French. They should also have a firm grasp of the different types of communication which may be used support these kinds of texts. *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".*
Evaluation methods :	Continuous assessment during the semester (written exercices, participation to the training), and final written examination.
Teaching methods :	Alternate lectures and supervised exercises.
Content :	The course is based on a detailed description of the commercial and economic French using original texts. Students will develop their knowledge about the business world by studying economic and commercial terminology in articles from newspapers. Students will also analyze the discourse of several companies in various types of texts : company brochures, direct marketing letters, job announcements and company Web pages. Written communication specialists could be invited according to the topics. Online exercices, Internet research and group work will allow students to increase their specialized vocabulary and enable them to easily understand any text in this domain.
Bibliography :	/
Other infos :	/
Faculty or entity in charge:	ROM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in French and Romance Languages and Letters : French as a Second Language	FLE2M	6	-	
Master [120] in French and Romance Languages and Letters : General	ROM2M	4	-	
Master [120] in Modern Languages and Letters : General	ROGE2M	4	-	
Master [120] in Multilingual Communication	MULT2M	4	-	