

4 credits

22.5 h

Q1

Teacher(s)	François Thomas ;
Language :	French
Place of the course	Louvain-la-Neuve
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	<p>1 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.</p> <p>-----</p> <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	<p>Threefold assessment:</p> <ul style="list-style-type: none"> <li>• Continuous assessment during the semester (written exercices, classroom participation) : 30%</li> <li>• Written examination on the course contents: 30%</li> <li>• Final project (written report): 40%.</li> </ul> <p>In the case of a second registration for the examination, the evaluation will only have two components (theoretical examination and the final project), if they were not successful.</p>
Teaching methods	Alternate lectures and supervised exercises.
Content	<p>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, company Web pages, social network messages, etc.</p> <p>Written communication specialists could be invited according to the topics.</p> <p>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.</p>
Bibliography	<ul style="list-style-type: none"> <li>• BARIL, Denis (2008). Techniques de l'expression écrite et orale. Paris, Ed. Dalloz.</li> <li>• CHARTRAND, S.-G., ÉMERY-BRUNEAU, J. et SÉNÉCHAL, K. (2015). Caractéristiques de 50 genres pour développer les compétences langagières en français. Québec : Didactica.</li> </ul>
Other infos	/
Faculty or entity in charge	ROM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in French and Romance Languages and Literatures : General	ROM2M	4		
Master [120] in French and Romance Languages and Literatures : French as a Foreign Language	FLE2M	4		
Master [120] in Multilingual Communication	MULT2M	4		
Master [120] in Modern Languages and Literatures : General	ROGE2M	4		