

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

6 credits

22.5 h + 22.5 h



Q1

Teacher(s)	François Thomas ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<p>The course studies different oral communication situations specific to a company: press conferences, video conferences, trade shows, recruitment interviews, evaluation 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>-----</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>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>The assessment of learning outcomes will be carried out as follows:</p> <ul style="list-style-type: none"> • Continuous assessment (30%): This includes intermediate assignments, participation in certain activities and evaluative activities in the TP. • Final evaluation (70%) : <ul style="list-style-type: none"> • Presentation by group of the final project (40%) • Theoretical exam (30%) <p>For the September session, the grading scheme will be as follows:</p> <p>Final evaluation (100%) :</p> <p>Collaborative project: 50%.</p> <p>Theoretical exam: 50%.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Alternate lectures and supervised exercises.</p>
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>The method adopted during the course is articulated in theoretical presentations and analyses of concrete situations of interactions within companies, in particular in the context of a final project. The oral communication situations analyzed include authentic documents (ads, promotional capsules or movies), but also pedagogical documents, observations in the field and meetings with professionals. These analyses are structured by the notion of genre analysis, which allows the integration of many perspectives from discourse studies and interactional analysis.</p> <p>Professionals in the field of oral business communication are likely to be invited in accordance with the proposed contents.</p> <p>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	<p>Communication :</p> <ul style="list-style-type: none"> • AIMONETTI, Jean-Marc. (2006). Comment ne pas endormir son auditoire en 30 secondes. Bruxelles, De Boeck. • CHARLES, René, WILLIAME, Christine, GROSSEMY, Anne-Sophie. (2015). La communication orale. Paris, Nathan. • DEMONT-LUGOL Liliane, KEMPF Alain, RAPIDEL Martine, SCIBETTA Charles (2006), Communication des entreprises. Stratégies et pratiques (2 e édition), Paris, Armand Colin (coll. Coursus économie). • MEUNIER, Jean-Pierre, Peraya, Daniel (2010). Introduction aux théories de la communication. 3e édition. Bruxelles, De Boeck. • WESTPHALEN Marie-Hélène, LIBAERT Thierry. (2009). Communicator. Toute la communication d'entreprise, 5e édition, Paris, Dunod. <p>Discourse Analysis :</p> <ul style="list-style-type: none"> • CHARTRAND, S.-G., ÉMERY-BRUNEAU, J. et SÉNÉCHAL, K. (2015). Caractéristiques de 50 genres pour développer les compétences langagières en français. Québec : Didactica. • CHARAUDEAU Patrick, MAINGUENEAU Dominique, s.dir. (2002), Dictionnaire d'analyse du discours, Paris, Editions du Seuil. • MAINGUENEAU Dominique (2009), Les termes clés de l'analyse du discours, nouvelle édition revue et augmentée, Paris, Editions du Seuil (coll. Points)
Other infos	<p>Support (available on Moodle) :</p> <ul style="list-style-type: none"> • slides; • articles ou book chapters;
Faculty or entity in charge	ELAL

Force majeure

Teaching methods	Lecture and training sessions on Teams
Evaluation methods	<p>The assessment of learning outcomes will be carried out as follows:</p> <ul style="list-style-type: none"> • Continuous assessment (30%): This includes intermediate assignments, participation in certain activities and evaluative activities in the TP. • Final evaluation (70%) : <ul style="list-style-type: none"> • Presentation by group of the final project, either in an oral mode or through a written report (40%) • Personal essay about a given communication of a company (30%) <p>For the September session, the grading scheme will be as follows:</p> <p>Final evaluation (100%) :</p> <p>Collaborative project: 50%.</p> <p>Personal essay: 50%.</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in French and Romance Languages and Literatures : French as a Foreign Language	FLE2M	6		
Master [120] in Multilingual Communication	MULT2M	6		
Master [120] in Modern Languages and Literatures : General	ROGE2M	6		