




4 credits

22.5 h

Q1

Teacher(s)	Cougnon Louise-Amélie ;
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	Continuous assessment during the semester (written exercices 40%, participation to the training 20%), and final written examination (40%). In the case of a second exam registration, the assessment will only concern the parts failed during the year.
Teaching methods	Alternate lectures and supervised exercises.
Content	<p>The lecture is based on a detailed description of the commercial and economic French using original texts and live testimonies from key players in this field. Students will develop their knowledge about the business world by studying economic and commercial terminology in articles from newspapers, social networks, web shops, etc. 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.</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>
Inline resources	/
Bibliography	<p>Bargiela-Chiappini, Francesca (éd.) (2009). The Handbook of Business Discourse, Edinburgh, Edinburgh University Press.</p> <p>Behr, Irmtraud et al. (éds) (2007). Langue, économie, entreprise. Le travail des mots, Paris, Presses Sorbonne Nouvelle.</p> <p>Borzeix A. et Fraenkel B. (dirs) (2001). Langage et travail. Communication, cognition et action, Paris, Éditions du CNRS.</p> <p>Boutet, Josiane (2005). Genres de discours en situation de travail. In Laurent Filliettaz et Jean-Paul Bronckart (edd.), L'analyse des actions et des discours en situation de travail. Concepts, méthodes et application, Louvain-la Neuve, Peeters, 19'35.</p> <p>de Caldas, Sandra (2015). Processus de création lexicale en français et en portugais contemporains dans le domaine de l'économie et de la finance. In Revue française de linguistique appliquée, 1/2015 (Vol. XX), p. 45-59.</p> <p>Fraenkel, Béatrice (2001). La résistible ascension de l'écrit au travail in Borzeix A. et Fraenkel B. (dirs) (2001). Langage et travail. Communication, cognition et action, Paris, Éditions du CNRS, 113-142.</p> <p>Grin, François et Sfreddo, Claudio (2010). Besoins linguistiques et stratégie de recrutement des entreprises. In Irmtraud Behr et al. (edd.). Langue, économie, entreprise. Gérer les échanges, Paris, Presses Sorbonne Nouvelle, 19'40.</p> <p>Lcyshon, Andrew, Thrift, Nigel et Pratt, Jonathan (1998). Reading financial services: texts, consumers, and financial literacy. In Environment and Planning D, Society and Space, volume 16, 29-55.</p> <p>Léger, Jean-Yves (2010). La communication financière. Dunod, 120 pages.</p> <p>Thörle, Britta (2016). Textes et discours dans l'entreprise. In Forner, Werner et Thörle, Britta (eds.) (2016). Manuel des langues de spécialité. Berlin/Boston: de Gruyter Mouton. (Manuals of Romance Linguistics; 12).</p>
Other infos	/

Faculty or entity in charge	ROM
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<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Multilingual Communication	MULT2M	4		
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 Modern Languages and Literatures : General	ROGE2M	4		