

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).

4 credits	22.5 h	Q1
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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><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Threefold assessment:</p> <ul style="list-style-type: none"> <li>• Continuous assessment during the semester (written exercises, 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	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Alternate lectures and supervised exercises.</p>
Content	The course introduces students to the theoretical foundations of the notions of specialized language and terminology and implements these theoretical concepts through the analysis of several authentic documents (company reports, press articles, websites, social networks, etc.) used in economic and business French. These documents will be analyzed from the perspective of genre analysis, which will allow the student to increase his or her knowledge of the business world and the norms governing the creation of written texts in this specific environment. Various production exercises will also be proposed (e.g. report for shareholders, creation of a website), including a final project that also aims to introduce students to the technological dimension of online written communication. Professionals of written communication in companies or scientific experts may be invited in coherence with proposed contents.
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	ELAL

### Force majeure

Teaching methods	Lecture on Teams
Evaluation methods	Threefold assessment:

- Continuous assessment during the semester (written exercises, classroom participation) : 30%
- Personal academic essay on the analysis of an economic or commercial text: 30%
- Final project (written report): 40%.

In the case of a second registration for the examination, the evaluation will only have two components (personal essay and the final project), if they were not successful.

<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		