




4.00 credits

22.5 h

Q1

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| Teacher(s) | François Thomas ; |
| Language : | French |
| 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. |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1 Read and identify the principle discursive and terminology characteristics in specialized economic and commercial texts in French. 2 Have a firm grasp of the different types of communication which may be used support these kinds of texts. |
| Evaluation methods | <p>January session: three-fold evaluation :</p> <ul style="list-style-type: none"> • Continuous assessment during the semester (written exercises, classroom participation) : 20% • Written examination on the course contents: 40% • Final project (written report): 40%. <p>Septembre session:</p> <p>The evaluation will only have two components</p> <ul style="list-style-type: none"> • theoretical examination (50%) • the final project (50%) <p>if they were not successful.</p> <p>NB : Generative artificial intelligence (AI) must be used responsibly and in accordance with the practices of academic integrity (see the official UCLouvain guidelines for the use of AI). Scientific integrity requires that sources be cited, and the use of AI must always be reported. The use of artificial intelligence for tasks where it is explicitly forbidden will be considered as cheating.</p> |
| Teaching methods | Lectures, supported by exercises, including a website design project. |
| 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"> • BARIL, Denis (2008). Techniques de l'expression écrite et orale. Paris, Ed. Dalloz. • CHARTRAND, S.-G., ÉMERY-BRUNEAU, J. et SÉNÉCHAL, K. (2015). Caractéristiques de 50 genres pour développer les compétences langagières en français. Québec : Didactica. |
| Faculty or entity in charge | ELAL |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Multilingual Communication | MULT2M | 4 | |  |
| Master [120] in Modern Languages and Literatures : German, Dutch and English | GERM2M | 4 | |  |
| Master [120] in Modern Languages and Literatures : General | ROGE2M | 4 | |  |