

FR 353 Commercial French

Fall 2011

Dr. Keith Lindley

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Heures de consultation: MWF 9-10 and 2-3

T 9:00 – 10:45

Th 9:00 – 10:45 and 1:30 – 3:00

Description du cours: Introduction to commercial language by means of oral and written practice, including internet-based activities.

Textes: Berg, R.-J. Parlons Affaires! Initiation au français économique et commercial.

2nd edition. Boston : Thomson-Heinle, 2006.

The final grade of the course will be determined in the following way :

Quizzes	30%
Submitted Work (traductions et questions)	30%
Final Exam	30%
Oral Presentation	10%

Assistance: Vous pouvez, au cours du trimestre, manquer ou sécher trois fois. Passé le troisième jour d'absence, une réduction de deux points sera faite sur la note finale du cours. Il n'y aura pas de rattrapage pour les interrogations ou examens manqués, exception faite pour les cas d'urgence et pour des raisons médicales.

Emploi du temps : You will spend approximately three weeks on each module, with a quiz following that module. As you work through the chapters, you will be assigned translations, questions, and activities to complete and submit. You will cover modules one through five this semester.

Important dates:

8/24 - Classes begin.

9/5 - Labor Day Holiday

10/7 - Fall Break

11/23, 24, 25 – Thanksgiving Holidays

11/28 - Last day to completely withdraw

12/8 - Study Day

- ❖ The phonology, orthography, morphology, vocabulary, and syntax of the target language will be practiced and acquired through compositions, course lectures, homework assignments and examinations.

Expected Student Learning Outcomes:

In this skills-based course FR 353 Commercial French, students learn appropriate technical vocabulary for different business contexts, work on translation, write professional correspondence, prepare a cover letter and CV, learn about French institutions, and study cross-cultural differences between French and American societies. Each student does one oral presentation, summarizing a current article either on an issue in the field of French/EU commerce, finance, economics, marketing etc. or interculturality.

At the end of FR 353, it is expected that successful students will have:

- acquired appropriate technical vocabulary for basic business contexts,
- had extensive practice in French-English and English-French business translations,
- learned to compose professional correspondence in French,
- prepared a cover letter and a curriculum vitae in French,
- acquired an elementary knowledge of French and European business institutions,
- acquired an elementary knowledge of cross-cultural differences between French and American business practices.
- Improved their facility with the phonology, orthography, morphology, vocabulary, and syntax of the target language.

Course Objectives and Assessments

OBJECTIVE	ASSESSMENT
290-3-3-.11(2)(a)1.(i) Knowledge of grammatical organization (phonology, orthography, morphology, vocabulary, and syntax) and textual organization (cohesion, coherence, and rhetorical organization) for receiving and producing original and accurate messages in the target language.	Homework exercises in Parlons Affaires. MOPI and Webcape Exams. Quizzes/Midterm Exam/Final Exam. Business letters. Participation.
290-3-3-.11(2)(a)1.(ii) Knowledge of pragmatics (the effect of context on language)	Business letters. Webcape Exams. Quizzes/Midterm Exam/Final Exam.

for appropriate usage of the target language in different language-specific settings.	Participation.
290-3-3-.11(2)(a)1.(iii) Knowledge of travel and study opportunities in the target culture or in pseudo-immersion experiences for maintaining and improving proficiency.	Business letters. Readings in Parlons Affaires.
290-3-3-.11(2)(a)2.(i) Ability to receive and produce original and accurate messages in all three modes (interpersonal, interpretive, presentational), employing knowledge of grammatical and textual organization of the target language.	MOPI Exams. Business letters.
290-3-3-.11(2)(a)2.(ii) Ability to use pragmatics to receive and produce messages in the target language that are appropriate for different situations and for different people.	MOPI Exams. Business letters.
290-3-3-.11(2)(a)2.(iii) Ability to observe similarities and differences between languages when immersed in authentic language settings.	MOPI Exams. Business letters.
290-3-3-.11(2)(b)1.(i) Knowledge of target culture practices including daily life, customs, and cultural patterns.	Readings in Parlons Affaires. Business letters.
290-3-3-.11(2)(b)1.(ii) Knowledge of target culture perspectives including values, patterns of thought, beliefs, and cultural assumptions.	Readings in Parlons Affaires. Business letters. Participation.
290-3-3-.11(2)(b)1.(iii) Knowledge of target culture products including art forms; geography and history; social, economic, political, and religious institutions; ecology, and technology.	Readings in Parlons Affaires. Business letters. Participation. Quizzes/Midterm Exam/Final Exam.
290-3-3-.11(2)(b)2.(iii) Ability to use tools of inquiry to discover similarities and differences between native and target culture products such as geography, political institutions, and ecology.	Readings in Parlons Affaires. Business letters. Participation.