# Français de la finance (2nd level)

## Prof. Beatrice Leidi

***Course AIMS AND INTENDED learning outcomes***

The course aims to train the student in written and oral communication skills at level B2 of the Common European Framework of Reference for Languages as well as to provide adequate linguistic and cultural skills for the management of French financial communication strategies in the international contexts.

At the end of the course, the student will be able to critically understand French financial lectures/speeches, most television programs on current financial events, follow complex subjects in this field, read essay articles and reports on financial issues, take part in a conversation and communicate with a degree of spontaneity and fluency that makes normal interaction with francophone speakers possible, express him/herself orally continuously and in a clear and detailed manner on a wide range of topics related to their areas of interest. The student will be able to develop a point of view on a financial subject and explain the advantages and disadvantages of different possibilities. He/she may write a summary by transmitting information or giving reasons for or against a given opinion, recognizing the cultural variety of the French-speaking international cosmos.

Specifically, the student will develop the following skills:

1. Ability to apply the knowledge acquired

Investigative learning will enable the student to obtain sustained involvement and to develop the skills to manage what has been learned. Project-based learning, problem-based learning and design-based learning will enable him/her to: a) master the written and oral comprehension of specialized texts (level B2); b) develop adequate oral expression applied to several types of texts and intercultural communicative situations, relating to communication strategies in French Language for finance (level B2).

ii) Skills in communication strategies

Through the analysis of argumentative texts varied by typology, the student will be able to adapt the rhetorical techniques of production and rework them according to different contexts. The ability to develop argumentative resources and negotiation skills in situations of intercultural communication will thus be stimulated and deepened.

Cognitive and learning capacities will be trained through free and/or guided activities of written and oral presentations, discussions, note-taking and short written and/or oral presentations, both individually and in teamwork. At the end of the course, the student will be able to apply a punctual understanding of the facts and documents concerning specialised and professional financial communication, as well as to master the written and/or oral expression resources relevant to the main topics related to French Language for finance (level B2).

***COURSE CONTENT***

The French language of European and international finance. French language for professional public relations.

French financial lexicon, syntax, and texts. The international scenario of French-speaking countries.

The communication techniques necessary for negotiation at a decision-making level. Development of argumentative and negotiation resources in intercultural situations of financial communication.

Activities for written and oral comprehension of French conferences/speeches television programmes on current financial events and information; activities for writing short texts (minutes, summaries, formal written communication, CV); activities for active oral production, interaction and mediation. Professional communication skills: writing for clear and precise reports, synthesis, paraphrasing and reformulation of texts; preparing a persuasive speech; public speaking. Preparation for the oral presentation. Individual and team- work.

Meetings with professionals in the field.

***READING LIST***

Audio/video-recordings, podcasts, international online resources (level B2 of the Common European Framework of Reference for Languages), to be analysed in their argumentative and communicative organization, available in Blackboard page of this Course*.*

A selection of French financial texts, taken from the main sources of information (press, French and French-speaking institutional sites, international media), level B2 of the Common European Framework of Reference for Languages, available in Blackboard page of this Course.

***TEACHING METHOD***

Lectures and seminars for the development of argumentative and negotiation resources in situations of intercultural communication; practical classes for written and oral activities; distance written and oral production activities (Blackboard page of the Course); witness of international qualified testimonials; independent and team-work.

***ASSESSMENT METHOD AND CRITERIA***

The exam will consist of two parts: a written exam and final oral part. The written part consists of a ppt presentation, that will be prepared during the second part of the semester according to guidelines that will be explained during the course. Final oral part will consist in a short oral presentation of the ppt and two questions (course syllabus).

*Criteria for the evaluation of the written part*. The evaluation of the ppt will take into account the following aspects: linguistic (accuracy); textual (appropriateness to the genre and context); stylistic (appropriateness to the adressee and language register); lexiacal (knowledge and relevant use of specialist lexicon); cultural (extra-linguistic elements) (50% of the value of the final evaluation).

The final oral examination consists in an executive presentation of the ppt (level B2) and the discussion of the written/oral/video texts of an argumentative type indicated in the reading list.

*Evaluation criteria for the oral part*. Level B2: linguistic and cultural accuracy. Executive presentation: 25%. Discussion around written/oral/video texts of an argumentative type: 25% of the value of the final evaluation.

The percentages reflect the evaluation of the presentation of contents and other factors involved in the oral examination: pertinence of answers to questions; depth of insight into the texts studied and breadth of debate; ability to relate to the sources studied and the documents under discussion; quality and appropriateness of French language for finance; cultural knowledge of the contexts analysed; intercultural competence.

***NOTES AND PREREQUISITES***

The exam can be taken after passing *Français de la finance-1st Level*.

In the event that the health situation relating to the Covid-19 pandemic does not allow face-to-face teaching, online teaching will be guaranteed in ways that will be communicated in time to the students.