

Number of ECTS credits : 2

Course language : Anglais, Français

Course leader : POHARDY OLIVIER

Speakers : BIGOT Carole , CRECENT Cécile , HAMON Richard , RACHELLI Pascal

≡ COURSE DESCRIPTION

Communication and media specialists use daily the methods and techniques of direct written or oral communication. This know-how is essential : they must be exemplary on these dimensions of communication. In addition communication and media specialists are mobilised to advise various actors within the organization, in particular the leaders. This training course will give you the keys to control your personal communication and to be able to understand the mechanisms at work to ensure their transmission.

≡ COURSE OBJECTIVES

- To become aware of the importance of personal communication (oral expression, written, digital)
- To acquire basic know-how to exchange with effectiveness.
- To succeed in adhering various players to a joint project (public speaking)
- To work out and evaluate a work group method (Professional written)
- To ensure the promotion of a project thanks to the various supports of communication, in particular digital.
- To ensure feed-back and measure progress.
- To communicate on the results.
- To learn how to manage one's time during public speaking.
- To develop the students capacity to be synthetic. (oral expression, written).

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO1 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 0 - Niv. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO8 - Take the initiative for projects
Outcomes	Lev. 0 - NC
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO13 - Communicate and interact
Outcomes	Lev. 0 - NC
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO15 - Act with flexibility, adaptability and intellectual curiosity
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

Personal communication. Techniques of oral, written and digital expression. Management of image.

≡ LEARNING METHODS

Exercise in situation on the basis of professional experiences. The students play a role and provide production at each training course. The speaker regularly carries out feed back in order to allow the students to improve. The basic postulate is that each student has useful assets in his/her professional communication. This workshop will enable him to evolve.

≡ ASSIGNMENTS

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≡ BIBLIOGRAPHY

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≡ EVALUATION METHODS

100 % : Evaluation

≡ SESSIONS

1

BRIEFING : 02h00

Free subject on short format by each student. Exercise filmed with exchange in group on format and content.

Work by group to be carried out for the following meeting: To propose a grid of analysis of speech.

Prepare individually a 2 minutes presentation on a topic given at the time of meeting 1.

2

BRIEFING : 02h00

Pooling of homework and making of a grid of common analysis.

Resumption of the methods of the exercise of the previous meeting. Exercise filmed with exchange and evaluation of the set objectives. Strong points and axes of improvement.

Work to be carried out for the following meeting: to prepare an individual presentation of 4 min. on assigned topics with the objective to convince.

3

BRIEFING : 02h00

Presentation of the homework with exchange and evaluation of the set objectives. Strong points and axes of improvement.

Work by little group to carry out for the following meeting: to prepare a televised press review (TV News). Pursued goal: to be selected collectively at the time of a casting.

4

BRIEFING : 02h00

Presentation of the press reviews. Filmed and analyzed exercise.

No Housework for the following meeting.

5

BRIEFING : 02h00

Produce Individually a short journalistic brief for a specific audience, from one of the proposed texts. Collective reading and analysis.

Individual work for the following meeting: correction, rewriting of short brief.

Synthesis. Deepening according to the needs identified during previous sessions. Assessment of the module.
