

**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

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

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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.

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**2**

BRIEFING : 02h00

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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.

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**3**

BRIEFING : 02h00

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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.

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**4**

BRIEFING : 02h00

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Presentation of the press reviews. Filmed and analyzed exercise.

No Housework for the following meeting.

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**5**

BRIEFING : 02h00

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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.

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

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