

# PROFESSIONAL COMMUNICATION TECHNIQUES

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**Number of ECTS credits :** 2

**Course language :** French , English

**Course leader :** POHARDY Olivier

**Faculty :** CRECENT Cécile , PAPINEAU Christophe , RACHELLI Pascal

## ≡ COURSE DESCRIPTION

Communication and media specialists daily use methods and techniques of the written or oral direct communication. These know-how are essential : they must be exemplary on these dimensions of the communication. In addition communication and media specialist brought to advise various actors of 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 the personal communication (oral expression, written, digital)
- To acquire basic know-how to exchange with effectiveness.
- To make adhere various actors 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 accompany various actors of a project and support the change (meeting animation).
- To ensure a feed-back and measure advance.
- To communicate on the result.
- To learn how to manage its time during a public speaking.
- To develop the student capacity with being synthetic. (oral expression, written).

## ≡ LEARNING GOALS

## ≡ TACKLED CONCEPTS

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

## ≡ LEARNING METHODS

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

## ≡ ASSIGNMENTS

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## ≡ BIBLIOGRAPHY

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## ≡ EVALUATION METHODS

## ≡ SESSIONS

**1**

BRIEFING : 02h00

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Public speaking: 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 group of four 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 Homework 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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**6**

BRIEFING : 02h00

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Communication by e-mail and tweet of different short carried out near professional targets. Collective reading and analysis.

Assessment of the module

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