

French 313

French for Business and Professional Communication



“J’aime pas les riches” quipped one-term president François Hollande, just a few years before France elected Emmanuel Macron, a former banker for Rothschild not afraid of using the French “F” word (“F” for employers’ hiring and firing *flexibilité*, anathema to the left-leaning and to many on the French Right.) Has France fundamentally changed in its historically tense relation to money and business? Or is the Gilets Jaunes movement a return of the not-so repressed?

Through the prismic representation of the broadly conceived business and professional world in French media (most prominently French cinema,) this course will strive to understand the *terroir*, or cultural soil from which it springs, and develop the cultural proficiency and all four skills (reading, speaking, listening, and writing) of the B2-level student.

Three themes will guide our exploration of cultural tropes and vocabulary attached to business and professional communication: work, the economy, and social classes/class relations. Films such as *La Loi du marché* (The Measure of a Man,) *Ma Part du gâteau* (My Piece of the Pie,) *Ressources humaines* (Human Resources), and *L’Outsider* (Team Sprit), as well as other documentaries such as *Merci Patron!* and news programs such as *Envoyé Spécial*, will help contextualized vocabulary and illustrate specifically French cultural tropes.

Rather than a class for students of business only, French 313 is aimed at CISB, International Studies & European Studies majors, French majors and minors, as well as students from other majors eager to hone their B2-level skills, especially for future practical and professional purposes. Taught in French, Prerequisite is

SPRING 2020 - TTH 10:30-12:20PM IN SAV 138

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