

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2026-2027

## 2. Information on the discipline

2.1. Name	<b>Discourse Analysis - Types of Political Discourse in French</b>								
2.2. Code	<b>26.0223IF3.2-07.3</b>								
2.3. Year of study	<b>3</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>A</b>	2.7. Number of ECTS credits	<b>4</b>
2.8. Leaders	C(C)	<b>conf.univ.dr. RUSU N OLIVIA-CRISTINA</b>					olivia.rusu@rei.ase.ro		
	S(S)	<b>conf.univ.dr. RUSU N OLIVIA-CRISTINA</b>					olivia.rusu@rei.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	72.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	19.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	1.00
Examinations	4.00
Other activities	4.00

## 4. Prerequisites

4.1. of curriculum	• B2-C1 level general French curriculum according to CEFR
4.2. of competences	

## 5. Conditions

for the S(S)	Seminars require rooms with internet access or online Seminar attendance is mandatory. Assignments and other seminar tasks are compulsory. Plagiarism is forbidden. Students are not to be late for class.
for the C(C)	Rooms with internet access and multimedia equipment or online Students are not to be late for class.

## 6. Acquired specific competences

PREFESSIONAL	C1	Effective communication in at least two modern languages (language B and language C), in a wide variety of professional and cultural contexts, by resorting to specific oral and written registers and linguistic variants;
PREFESSIONAL	C2	Adequate use of written and oral mediation techniques, as well as of translation and interpretation techniques from language B or C in language A and vice-versa, in general and semi-specialized fields;
PREFESSIONAL	C3	Adequate use of generally applicable documentation, information search, classification and storage techniques, adequate use of information resources (electronic dictionaries, databases), basic competences in text editing and correction, use of computer text editing programs and of document archiving techniques;
PREFESSIONAL	C7	Assisting the planning and conduct of negotiations in international business;

## 7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> <li>• Developing communication skills in French.</li> <li>• Developing professional interpretation / translation skills in the field of political sciences.</li> </ul>
7.2. Specific objectives	<p>Discover concepts and strategies for the identification and correct use of linguistic and communicational notions and the basic elements of the functional variants of the French language, in the context of political discourse.</p> <p>Identify and critically analyze the cultural and professional contexts of their use.</p> <p>Develops the ability to identify and apply fluently and accurately various types of languages / registers of speech in various professional and cultural contexts.</p> <p>The acquired knowledge and skills will be used in professional contexts - written and oral, general and semi-specialized, in French</p>

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory course Presentation of the discipline and evaluation method	Student-teacher, student-student interaction; - students are informed about the objectives of the discipline, bibliography, requirements for promotion and evaluation methods	Participation in the final evaluation. Involvement in providing feedback.
2	Political language - general presentation	Interactive course, with examples and practical applications (discussions, debates)	Active participation in discussions Individual study Mandatory consultation of the indicated bibliography.
3	Types of political speech. Contrastive approach: France versus Romania	Interactive course, with examples and practical applications (discussions, debates)	Active participation in discussions Individual study Mandatory consultation of the indicated bibliography.
4	The characteristics of political discourse	Interactive course, with examples and practical applications (discussions, debates)	Active participation in discussions Individual study Mandatory consultation of the indicated bibliography.
5	Characteristics of diplomatic discourse	Interactive course, with examples and practical applications (discussions, debates)	Active participation in discussions Individual study Mandatory consultation of the indicated bibliography.
6	The characteristics of the electoral discourse and of the party discourse The characteristics of the presidential speech and the government speech	Interactive course, with examples and practical applications (discussions, debates)	Active participation in discussions Individual study Mandatory consultation of the indicated bibliography.
7	Written exam	Summative assessment	Participation in the final evaluation. Involvement in providing feedback.

***Bibliography***

- Chaland, J., Les formes de discours en politique, Seuil, Paris, 1978
- Marion, S., Analyser les discours oraux : approche pluridisciplinaire, Ed. Armand Colin, Paris, 2013, cota biblioteca ASE 139671
- Marchand, P., Le grand oral : les discours de politique générale de la Ve République, De Boeck, Bruxelles, 2007, cota bibliotecă ASE 139562.

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introductory seminar. Presentation of the discipline (objectives of the discipline, bibliography, requirements and evaluation methods)	Introductory seminar. examples and practical applications (discussions, debates)	active participation in discussions
2	Applications. Political language - general presentation	Interactive seminar, with examples and practical applications (discussions, debates)	- active participation in the seminar - the preparation of the materials made available by the teaching staff and the mandatory consultation of the indicated bibliography - completion of projects
3	Applications. Types of political speech. Contrastive approach: France versus Romania	Interactive seminar, with examples and practical applications (discussions, debates)	- active participation in the seminar - the preparation of the materials made available by the teaching staff and the mandatory consultation of the indicated bibliography - completion of projects
4	Applications. Characteristics of political discourse	Interactive seminar, with examples and practical applications (discussions, debates)	- active participation in the seminar - the preparation of the materials made available by the teaching staff and the mandatory consultation of the indicated bibliography - completion of projects
5	Applications. Characteristics of diplomatic discourse	Interactive seminar, with examples and practical applications (discussions, debates)	- active participation in the seminar - the preparation of the materials made available by the teaching staff and the mandatory consultation of the indicated bibliography - completion of projects
6	Applications. The characteristics of the electoral discourse and of the party discourse The characteristics of the presidential speech and the government speech	Interactive seminar, with examples and practical applications (discussions, debates)	- active participation in the seminar - the preparation of the materials made available by the teaching staff and the mandatory consultation of the indicated bibliography - completion of projects
7	Evaluation, self-evaluation	- evaluation of the acquired knowledge and developed skills. - discussing results, giving and receiving feedback.	Participation in the final evaluation. Involvement in providing feedback.
<p><b>Bibliography</b></p> <ul style="list-style-type: none"> <li>- Chaland, J., Les formes de discours en politique, Seuil, Paris, 1978</li> <li>- Marion, S., Analyser les discours oraux : approche pluridisciplinaire, Ed. Armand Colin, Paris, 2013, cota biblioteca ASE 139671</li> <li>- Marchand, P., Le grand oral : les discours de politique générale de la Ve République, De Boeck, Bruxelles, 2007, cota bibliotecă ASE 139562.</li> </ul>			

## 9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in intercultural fields

## 10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Participation in the didactic activities organized within the discipline,	Interpersonal evaluation, self-evaluation, evaluation along the way by the teacher.	20.00
10.2. S(S)	homework, projects, a presentation	Ongoing evaluation	30.00
10.3. Final assessment	Participation in the written exam and the summative evaluation of the knowledge acquired during the semester	Written exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	active attendance, at least one oral presentation, participation in the written exam		

Date of listing,  
04/24/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,