

Assumption University
Theodore Maria School of Arts
Department of Business French
Course Outline 1/2025

Course : FR4544 Reading French Media
Credits : 3 (3-0-6)
Status : Major required
Prerequisite : FR2513 French IV
Lecturers : A. Céline Villegas
Schedule : Tuesday & Thursday, 10:30-12:00 – SR402

Course description : Readings and analyses various articles, with the study of the vocabulary and the context of the articles on the current interest and business oriented. A study of French language press in particular: newspapers, magazines and articles through the Internet.

Course Learning Outcomes : This course aims at enabling students to:

1. Answer correctly to the complex written French text on current events and business topics.
2. Identify key vocabulary related to French-language media in the chosen domains.
3. Analyze the main ideas, supporting arguments, and biases presented in French media sources.
4. Utilize various French-language media platforms (newspapers, magazines, online sources) for personal and professional purposes.

Teaching/learning activities

1. Lecture/Direct instruction
2. Class discussion
3. Listening and reading comprehension
4. Inquiry-based learning
5. Presentation and report

Course requirement : 80 % attendance (Maximum absence: 6 times)

Mark allocation :

Assignments	10 %
Presentations	20 %
Quizzes	20 %
Mid-term Examination	20 %
Final Examination	<u>30 %</u>
TOTAL	<u>100 %</u>

Evaluation

80 – 100 = A	63 – 65 = C+
76 – 79 = A-	60 – 62 = C
72 – 75 = B+	56 – 59 = C-
69 – 71 = B	51 – 55 = D
66 – 68 = B-	0 – 50 = F

Important information: Last day to withdraw with a “W” is September 19, 2025

Textbooks/References

- Handout and workbook provided by the instructor
- TV5 Monde – www.tv5monde.com
- Le Monde – <https://www.lemonde.fr/>

Tentative Study Plan and Schedule.

Week	Topics and objectives
1	Présentation du cours Préparation au cours Conseils de méthode pour la compréhension écrite.
2	Thème : les médias (1) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours La nominalisation Le vocabulaire de la presse
3	Thème : les médias (2) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours Rédiger un texte argumenté, donner son opinion sur un article de presse
4	Thème : les faits divers (1) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours La voix passive
5	Thème : les faits divers (2) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours Comprendre la une d’un journal
6	Thème : les nouvelles technologies (1) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours
7	Thème : les nouvelles technologies (2) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours Écrire un titre d’article de presse
8	Présentation/ Préparation et révisions pour l’examen de mi-semestre
Midterm examination : 01/08/2025 – 9:00-11:00	
9	Thème : l’écologie (1) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours
10	Thème : l’écologie (2) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours
11	Thème : l’actualité internationale (1) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours Comprendre un sondage
12	Thème : l’actualité internationale (2) Lecture, analyse et discussion à partir d’une sélection d’articles sur le thème du cours Créer un sondage, une enquête

13	Thème : les changements dans la société (1) Lecture, analyse et discussion à partir d'une sélection d'articles sur le thème du cours
14	Thème : les changements dans la société (2) Lecture, analyse et discussion à partir d'une sélection d'articles sur le thème du cours Rédiger un texte argumenté, donner son opinion sur un article de presse
15	Présentation et préparation et révisions pour l'examen final
Final examination : 03/10/2025 – 13:00-16:00	

Evaluation plan

	Week	Percentage
Participation in class	Whole semester	10
Assignments	Whole semester	10
Quizzes	Week 8,15	20
Presentations	Week 8 and 15	10
Midterm examination	After week 8	20
Final examination	After week 15	30
Total		100

Au VISION

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates who:

1. are morally sound, committed to acting justly, and open to further growth.
2. appreciate freedom of expression, imbibe right attitudes and ideologies through a carefully integrated curriculum of Ethics, Science, Languages and Business Management.
3. achieve academic excellence through hard work, critical thinking, and effective decision- making.

Au MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

“An International Catholic University”

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS

(www.arts.au.edu)

VISION AND MISSION

Vision

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as
“An international community of business communicators in Thailand”

Mission

the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

Core Values

A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Organizational Culture : More Than Faculty We Are Family

Tagline : Language Education Business Inspiration

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

Do: Implement the plans and new processes developed.

Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

Act: Apply actions necessary for improvement if the results require changes.

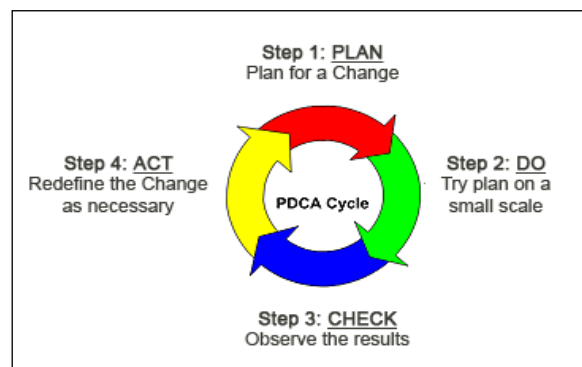


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.