

**The University of Texas at Arlington
Department of Modern Languages**

Contemporary French Culture

**FREN 4334-001
Fall 2017**

Instructor: Najia Alameddin

Faculty Profile: <https://www.uta.edu/profiles/najia-alameddin>

Course Number, Section Number, and Course Title: FREN 4334. Sec. 001

CONTEMPORARY FRENCH CULTURE (3-0) - Social, political, and economic structures in France, with focus on current events relevant to the Francophone world.

Office Number: 226 Hammond Hall

Dep't. of Modern Languages: 817-272-3161

Email Address: nea@uta.edu

Office Hours: M & W 2:45-3:45 pm & by apt

Time and Place of Class Meetings: M & W 1:00PM - 2:20PM

ROOM 16 University Hall

Blackboard: <https://elearn.uta.edu/webapps/login>

For administrative purposes, this document is in English. This class, however, will be taught entirely in French.

Description of Course Content:

The course will concentrate on the social, political, and economic structures in France with a special focus on current events impacting business in the Francophone world. Emphasis is placed on understanding how culture informs commercial activities in France and its impact on systems of production, consumption and distribution.

The course is divided into two parts: in the first section, we will explore those elements that make the French "French." This includes areas as diverse as eating habits, personal appearance, and family to attitudes concerning money and its role in French society. In the second segment of the course we will turn our attention to political structures, economic developments and France's place in the European community.

Publicité, a reflection of how people see themselves or wish to see themselves, is the pivot around which this course is articulated. Through an analysis of print advertisements, television commercials, and special interest public ads, specific attention is drawn not only to marketing techniques employed by the French but to the exploitation of culture in the pursuit of commerce. We will also examine how France and the French looks at Americans. At the end of this course students will have acquired knowledge of French cultural systems as well as governmental ones. They will have familiarized themselves with the linguistic tools specific to this area of study and benefit from a greater insight into French business culture.

Student Learning Outcomes:

Goals:

- To broaden students' understanding of French contemporary culture.
- To familiarize the students with major components of French contemporary civilization.
- To present major characteristics of national make up and identity.
- To improve reading, interpretation, and critical analytical skills.
- To improve written and oral expression in French.

Outcomes: By the end of this course students will have:

- Identified major social and cultural movements and situated them in their historical context.
- Identified major French political and cultural figures.
- Increased his or her reading skills through the reading and analysis of contemporary images and texts.
- Given evidence of comprehension in their ability to follow class lectures and by participation in class discussions in the target language.
- Demonstrated critical interpretive skills by way of formal analysis of contemporary popular images and texts such as newspaper as artifact, articles and magazines.
- Demonstrated in writing their comprehension and assimilation of course material.
- Demonstrated their oral and aural proficiency in class presentations and discussions.

Prerequisite: two 3000-level courses or equivalent (FREN 3312 and FREN 3315 are strongly recommended) with a grade of C or better, or a knowledge of the language and consent of the instructor.

Required Textbooks and Other Course Materials—please order today!

- Wylie, L. et Brière, J.F. *Les Français*. New Jersey: Prentice Hall, 2001 (3e edition)
- Sixty Million Frenchmen Can't Be Wrong: Why We Love France but Not the French by [Jean-Benoit Nadeau](#) (Author), [Julie Barlow](#) (Author) Publisher: Sourcebooks, Inc.; ISBN-10: 1402200455

**** (Textbook: *Sixty Million Frenchmen Can't Be Wrong*:** A schedule for short 3/5 min presentation of the chapters. Choose a chapter and pick the 8-10 most important pieces of information to share with the class (everyone reads chap. 1) - **[Presentations begin on Oct. 5!](#)**

OTHER Readings:

- *Mythologies* by Roland Barthes Seuil (1 mai 1970)
- *Nouvelles mythologies* by Jérôme Garcin -SEUIL (13 septembre 2007)

Descriptions of major assignments, examinations and Grading:

15% Participation in class.

10% Individual oral presentations: Each student will present informally and formally different assignments during the course of the semester (analysis of articles, *publicité* etc.)

20% Tests with due dates: These are chapter tests on material mainly covered in *Wylie*. The questions are taken from the back of each chapter. Suggestion: consult the questions as you read the chapter. Note the page and ¶ in the margins as you go. Material from readings will be included as well.

- * **Test I** - take home- September 24 (chap. 1-5) Please bring a hard copy to class.
- * **Test II** - in class- October 9 (chap. 6-10)
- * **Test III** - in class- November 1 (chap. 11-15)
- * **Test IV** - in class- December 4 (chap. 16-21)

20% written assignments with due dates:

- * Enquête (September 11) - details in class
- * Analyse à la Barthes (October 2) - details in class
- * 2-3 page typed advertisement analysis, #1 une publicité imprimée (October 30)
- * 2-3 page typed advertisement analysis #2, une publicité télévisée (November 20)

- You are responsible for finding and analyzing two print or video or other media advertisements according to the protocol to be distributed to you in class or downloaded from site to be supplied to you by me. It is to be typed and handed in on dates noted. Access to online advertisement library is on blackboard. Updates to follow.

- **Students will be required to make colored photocopies or make colored prints or scans for oral presentations and written analysis.**

25%: Final paper (6 – 8 pages) Research paper on: an analysis of advertising in a particular area i.e. baby products, perfume, women, men, families, animals, etc. over a limited period of time. You will be expected to describe the material, analyze and comment on your findings. Guidelines and samples will be explained in class and made available.

10% Final project presentation in class- This can be a group or individual project presentation:

Group: You and your partner will be choosing a product to launch in France or reposition in the marketplace. You may use any media that you choose. Story-board, video, audio file for a radio advertisement, web page advertisement etc. (previous projects done by students will be shown later in class.

Individual: You will do an analysis of (2) advertisements in a particular area through the years. More details will be forthcoming. Drawing on the information learned in this course, the students will justify their choice of product and their marketing strategy. This presentation will take place during the last week of class (if needed) and during the final.

VERY IMPORTANT! Please respect the following rules for all written assignments:

- a- Upload your paper on BB by 12.00 am on the due date.
- b- **You must also hand in a hard copy of the assignment when you come to class**
- c- If you do not submit your official copy by the due date, it will be considered late (-10 points)

- d- If you are absent on due date of paper, make sure to submit it electronically on BB on due dates. The electronic version will mean that the paper is not late if submitted electronically on time but I will not consider it a final submission of the assignment and it will not be graded. Only the hard copy receives a grade. Note: the electronic copy must be the same as the hard copy or it is considered a draft and the hard copy late.

Classroom Etiquette: Please arrive on time; no food, only drinks are allowed. There is a **zero tolerance policy** for texting or any other cell phone use in class. If you expect an important phone call, please inform me before class and quietly excuse yourself when you receive it. For every instance of texting or other cell phone use that the instructor observes during lecture class you will lose half of your participation points and you will receive a notification on BB (under the *participation column*)

Participation: You are expected to actively participate in class, and in doing so, you will receive a grade of 100 on that day. The course is designed to draw upon the experiences and insights of your peers and your participation makes for a richer experience for all. Simply attending class does not constitute participation. You do not need to speak perfectly but you do need to speak. You will be graded on your effort, not your grammar. Put yourself out there and you will be rewarded for the effort!

Criteria for class participation:

A: An A student is fully prepared every class period. Makes significant, thoughtful contributions in class every day, both when called on and voluntarily.

B: This student is prepared every class period. Contributes regularly to class discussions in a thoughtful manner, both when called on and voluntarily. The “B” student is more passive than the “A” student, as this student generally waits for others to raise issues.

C: This student is prepared nearly every class period. Contributes to class discussions, but rarely takes the initiative to actively participate thoughtfully in discussions.

D: This student is prepared only occasionally for class discussions. Speaks rarely in class, even when called on and rarely makes any significant contribution to class discussions.

F: A student that is absent from/in class (either physically or mentally).

Homework: This course requires that you read assigned chapters from your book & texts in French prior to your next class. Additional documents & links will be posted periodically on blackboard. Under the rubric "DEVOIRS" you will find the chapter due for the following session. Occasionally expect more reading assignments on Wednesday (2 chapters) due to the longer amount of time between sessions. It is up to you to schedule your reading time and take self-discipline.

*****Most Important: Do not fall behind in your reading*****

Grading Policy: This is a content-oriented course in French in which all students—both native speakers of French and French as a second language speakers—are expected to retain information

about French and Francophone literature and culture, and exercise their critical thinking skills in relation to assigned topics and texts. A student's performance in this course is not predicated on their command of spoken or written French, as long as a certain minimum level of competency is present, and he or she is able to effectively comprehend and work with the course assignments and produce quality work. In short, there is one grading standard for all students, regardless of cultural or linguistic background. You are graded against yourself and not compared with others.

Exams: In class exams will be graded on the retention of information and critical thinking and less on grammar and spelling. However, I must be able to understand your French. If poor language skills interfere with comprehension then what the student has written cannot be graded and will not count as a response. The same applies to penmanship. Exams need to be comprehensible and readable.

***Take-home written assignments will be graded on spelling, grammar, critical thinking, specificity, clarity and whether or not instructions are followed.**

To figure out what you are making in the class: Final grades are calculated by multiplying the grade of each assignment by the percentage points it is worth, and then adding each percentage value for a score out of 100. See categories above. Final Grade Key: 90-100=A; 80-89=B; 70-79=C; 65-69=D; 0-64=F

An "A" on an assignment will not be given for good work. An "A" is for outstanding or impeccable work. It follows that "B" is for good work—above average and demonstrating originality and creative thinking. A "C" is mastery of the material, adequate demonstration of content. (*The above is adapted from Dr. Sol's system*)

Make-up Exam Policy: NO MAKE-EXAMS except under extraordinary circumstances.

TO BE SUCCESSFUL (with a minimum of stress)

Read in French. Try to keep English translations (and *Google translate*) out of your mind. Try to absorb meaning as you read words and avoid slipping into English. With practice you will be able to read much faster, and you will be better prepared to discuss the reading in French.

Use the dictionary only as a last resort. Your reading will be much easier and faster if you learn to recognize meanings of words in ways other than looking them up in the dictionary.

Be aware of cognates. English speakers know thousands of French words before they begin to study French, since many of the words are very much alike in both languages. The meaning of words such as conversation, entrée, and prudent should be recognized immediately.

Attendance/ Participation Policy: At The University of Texas at Arlington, taking attendance is not required university-wide. Rather, each faculty member or department is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. However numerous studies have shown that there is a significant positive correlation between class attendance and grades. For this reason, and due to the communicative and interactive nature of language learning, **I** will be taking attendance in this

class. **Failing to attend class will have a direct and detrimental impact on your grade as the lectures are an important part of learning this material.**

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients “begin attendance in a course.” UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student, a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

Absence and tardiness result in missed instructional time, missed announcements, missed participation opportunities, and a low quiz and test average. You should therefore plan to attend class regularly and to arrive early. Students who miss class are responsible for checking the syllabus and confirming with classmates prior to contacting the instructor regarding missed announcements or material covered in class. Students who arrive late are responsible for reporting their presence to the instructor after class is dismissed. Points may be deducted from the student's grade for habitual tardiness.

Whether an absence is excused or not, it is the student’s responsibility to make up missed work. The student is also responsible for the material covered in class during lecture. Be sure to get contact information from fellow students so that you can go over the class lecture notes.

For purposes of makeup exams and essays, excused absences include a documented illness or death in the family, brief periods of military service*, university authorized absences*, and religious holy days*. Absences for any other reason, including undocumented illness or the illness of a family member, may not entitle the student to make up missed exams or essays unless you receive prior permission from the instructor, who must adhere to departmental and university guidelines and who may take documentation and prior absentee record into account. See the catalog for additional details.

<http://www.uta.edu/catalog/2001/general/academicreg.html>

Expectations for Out-of-Class Study: A general rule of thumb is this: for every credit hour earned, a student should spend 3 hours per week working outside of class. Hence, a 3-credit course might have a minimum expectation of 9 hours of reading, study, etc. Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional **9** hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of

financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships .

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Non-Discrimination Policy: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.*

Title IX: The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Academic Integrity: (READ CAREFULLY!!!)

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking

an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2)

DO NOT steal another's thoughts. Believe in yourself and understand that I am most interested in what you have to say on the topic. All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Please note: Translation from any other language into French or vice-versa without proper attribution and identification of author and source falls under the rubric of plagiarism. This applies to material found on the WEB as well as books, periodicals, brochures, etc. If you have any doubts or questions pertaining to your research, your writing, or the formalities of citation, do not hesitate to consult your professor or the Modern Language Guidelines. If you are not sure about what constitutes plagiarism, find out! Come and ask me.

Most cases of plagiarism can be avoided, however, by citing sources. Simply acknowledging that certain material has been borrowed, and providing your audience with the information necessary to find that source, is usually enough to prevent plagiarism. We want you to research and read secondary sources. You are, in many cases, required to do so. Scholars' and students' work participate in and contribute to an ongoing intellectual conversation. However, you must be certain and careful to properly give your sources their due. **Any incidences or suspected incidences of plagiarism will be referred to the proper UTA authorities.**

Electronic communication: The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington.

Email Policy: You are responsible to check your UTA email frequently for official communications

- ❖ Write from your mavmail account.
- ❖ Write a clear subject line that actually summarizes what the question is and what it might be connected to in the course.
- ❖ Tell me which class you are in and please give me some context for the question, situating it in the particular assignment or activity you're working on.

- ❖ Punctuate. Capitalize appropriately. Use complete words and sentences; this is not texting. Check your spelling.
- ❖ Sign your full name

Adapted from guidelines developed by Dr. Alice Pawley and her students.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located to your left. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals. http://www.uta.edu/campus-ops/ehs/fire/Evac_Maps_Buildings.php

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

The IDEAS Center (2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

Language Lab: The Language Acquisition Center (LAC), located on the third floor of Trimble Hall, offers audio, video, and computer services. Hours: Monday, Tuesday, Wednesday, Thursday 8:30 a.m. to 7:00 p.m.; Friday 8:30 a.m. to 2:00 p.m.

Librarian to Contact: Jody Bailey is the Modern Languages Librarian. She can be reached at 817.272.7516, and by e-mail at jbailey@uta.edu. Furthermore, you will find some useful research information at: <http://www.uta.edu/library/research/rt-foreign.html>

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381

Tentative Course Schedule

Please check Blackboard for a detailed course schedule!