Business French: Another Approach to Language and Culture

- Atiyeh Showraí -

Saturday, March 8th
9am – 4pm
Registration starting at 8.30am

USC Leavey Library Auditorium

Please RSVP to frc@usc.edu

Atiyeh Showraí is a Master Lecturer at USC where she has been teaching French since 1995. Her pedagogical focus is on language instruction at all levels, especially Creative Writing and Business French. Her courses integrate the use of simulations and content-based instructional materials. She is the Director of the Chambre de commerce et d'industrie de Paris Ile-de-France's examination center at USC, and she is also serving as Director of the French Language Program.

The Francophone Research & Resource Center is pleased to invite you to a new workshop that will introduce teachers to "Business French" as a means of developing students' language proficiency and cultural competency. Teachers will explore a variety of topics (advertising campaigns, working in France, environmental issues, etc.) through multimedia resources, participate in simulation exercises, and design communicative task-based activities for language learners of all levels. No prior knowledge of business or economics is necessary.