

UNIVERSITY OF ABOMEY CALAVI
PHORAN PROJECT MASTER COURES

Speciality/Major: Digital Video Broadcasting(English for Specific Purpose)

Course duration: 30 HOURS (First Semester) and 30 HOURS (Second Semester) . Hours taught by the lecturer and others devoted to students' personal works under the lecturer's guidance)

Course schedules: Mondays (8 to 1pm) – Tuesdays (2 to 7pm) and Thursdays (8 to 1pm)

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Course objective: In line with the global targets to reach within the angle of this Phoran Project in general , this course which is specially focused on video broadcasting, is mainly **framed out** to make **students get used to adequate terminologies in field of communication in general and information technology** in a specific perspective. In each case , some appropriate but important developments would be provided, regarding the most relevant and up-to- date knowledge students should grasp for professional performance. Abilities to communicate , describe graphs and keep up with all related ingredients or knowledge connected to students field of study are provided with some useful practices. As new technology of information requires wide ranges of know-how, the second semester is designed for much more practical assignments.

Chapter One: Communication

A-Focus : Internal communication and External Communication.

B-Word Bank: French and English Versions.

! Everyday knowledge related to communication coupled with useful sentences followed with translations. (Reference made to the word bank)

C-Assignments (Practicing oral and written tasks based on notions taught earlier).

D-Wordbank (French and English Versions).

E- Translations

Chapter Two: Information Technology

A-**Focus**: An insight into the **four main tasks** associated with information.

B- **Word Bank**: French and English Versions.

! Everyday knowledge based on information technology, associated with useful sentences followed with translations.(Reference made to the Word bank).

C- **Translations** (Practicing oral and written tasks based on notions taught earlier)

Chapter Three: Describing a Visual Support and decoding a radio

Conversations

A-**Types of Visual Aid – What’s it for..?** (French and English Versions)

B-**Descriptive Expressions** (French and English Versions) **Through Listening**

D-**Video listening and comments** (Testing students’ English listening skills).**Through Telephone Conversation.**

CHAPTER ONE: COMMUNICATION

A-Internal communication: In limelight , the function of internal communication is to give **instructions** or **information** , motivate employees and improve **teamwork**. In fact, it may flow downwards (from top to bottom), upward (from bottom to top) , it may go horizontally (between people at the same level) or multidirectionally through a **grapevine**. We generally identify two **components** under internal communication: Verbal Communication and Written Communication.

Verbal Communication: In a very simple term , it takes place either face-to-face or by telephone (in this respect , one must include here video-conference facilities, which are being used more and more in large international companies).

Note: Face-to-face exchanges usually provide instant feedback but they are definitely **time-consuming**. Regular departmental meetings can easily become **time-wasting** if there is not a well-drafted agenda and if the participants are **ill-prepared**.

Written Communication: Nowadays , the internal memo (memorandum) is still one of the most frequently-used internal documents. It is widely used to give instructions or information and will be filed away for reference after reading.

Note: Other documents for internal use are **reports** (in which **facts are presented** , **illustrated** and **studied**), **minutes** (the details records of meetings), **agendas** (which list the topics for discussion during meetings), **notices** (which are displayed on **noticeboards** and announce **policy changes** or important coming events) and **house magazines** (used as morale boosters and information-providers in large companies). **Visual aids** (such as **bar-charts** , **pie charts**, **spread-sheet**, **diagrams**, **flipcharts** ,**graphs**, **drawings** or **photos**) are used to support verbal and written communications.

B-External communication

It is quite important to note that any contact with the general public, with suppliers, partners or corporate customers obviously has an impact on a company's image and a firm must carefully select the most appropriate means of communication for each particular case. Written information about products is usually contained in sale literature and advertisements, in point of sale display material and press releases to journalists. Digital telecommunication technology, fibre optics and new high-capacity systems are transforming telecommunication. Individuals and companies already have access to banks of information through systems such as the Internet. To be able to compete on the world market, companies will have to be able to communicate with customers all around the globe and have access to up-to-date information and will soon be able to do so by means of 'information superhighways' which will be extremely complex telecommunications networks connecting living-rooms and offices by means of interactive computer terminals.

C- Wordbank (French and English Versions)

English.....French

- 1-Agenda.....Ordre du jour.
- 2- An annual report.....Un rapport annuel.
- 3-A bank of Information.....Une banque d information.
- 4-A bar chart.....Un histogramme.
- 1- A corporate /company video.....Une vidéo d'entreprise.
- 2- An estimate.....un Devis.
- 3- A fax.....Une télécopie/Un télécopieur.
- 4- Fibre optics.....Les fibres optiques.
- 5- A grapevine.....Un réseau de communication en arborescence.
- 6- A house magazine.....une revue interne à l'entreprise.
- 7- A press conference.....une conférence de presse.
- 8- A press release.....un communiqué de presse.
- 9- A switchboard..... un standard (téléphonique).
- 10- A notice.....une affiche , un avis.

- 11- A pie chart.....Un camembert.
 12- A morale booster.....Quelque chose qui remonte le moral.
 13- To file away.....Classer.
 14- To put something in writing.....mettre quelque chose par écrit.

CHAPTER TWO: Information Technology

A-Focus on the four main Information tasks.

It has commonly been admitted that much of the everyday work in any field of competence consists of dealing with information. In short, there are four main tasks associated with information: **collection , storage, processing and transmission**. Thus, all these tasks are in one way or the other carried out in the office, which is the physical center of a company's business operations. Considered as where information arrives and where it originates – by word of mouth or by written document – and where documents are drawn up, corrected, passed on , received.....

From the beginning, information was stored in the form of written material , filed away in filing cabinets, binders, drawers or card index systems. Then, the clerical worker was aided by a certain number of machines, notably the typewriter and the adding machines. Instead, employers usually insisted on clerical workers having clear handwriting and being good at mental arithmetic because many documents were handwritten and a lot of calculations were worked out in the head.

After the electric typewriter came the electronic typewriter and finally the word processor. There is a distinction to be made between the mainframe computer (which has enormous capacity and is used as a sort of 'mothership' and the personal computer (PC) for home or office, which is the main element of the modern workstation. It is also quite important to distinguish between the hardware (the machine itself) and the software(the computer programs that allow the machine to undertake its various tasks. These technological advances enable office to work faster, more easily and in greater comfort. The word processor being nowadays the essential tool of the modern office-worker as technicians of all kinds, recorded practices need to be mastered and users be adequately trained.

B- Wordbank and practices through sentences.

- a) **Nowadays**, fibre optics are very important **in any/every** system of transmission/transmission system.
- b) The minister of communication **conveys (to convey)** a press conference **for** 2pm **at** 'salle rouge du palais des congrès'
- c) **I would like you to** put **the highlights/main points** in writing before the presentation.(difference between **“to present”** and **“to introduce”**) eg1: Let me present you the new product of our laboratory. Eg2: Please, can you introduce yourself to my guests?
- d) On the ministry noticeboard , **we have read about(to read about sth)** his **dismissal** (to **dismiss**) before his press conference.
- e) **It would be nice /good** that he comes with/ brings useful news/information.
- f) End of year bonuses represent something that/which is a morale booster for workers (**Trade union**: syndicat , **Trade unionist**: syndicaliste).
- g) **Listeners'** calls **pass through** the switchboard before any contact with technicians.
- h) Before ordering the files/filing away, the secretary **enrolls /registers** them.
- i) We have received **a written letter** from the institute administration.
- j) **Is it possible to** connect my personal router by **high-rate** fibre optics.
- k) **You should/may want to drop/deposit/lay down** the list of specifications at the responsible **in charge of** administrative affairs.

Chapter Three : Describing a Visual support and Decoding a Radio Conversation.

A-Knowing types of visual aids through exercise

Translate the following paragraph into French

These are **electronic substitutes**, **though**, that are the **long-term threat** to traditional mail. Because they do not **entail** collecting and **delivering** physical mail, they leave formal postal **monopolies** intact. Already, fax has **made inroads into** the market for business-to-business mail. Mail from **residential customers** to businesses is threatened by the ability to pay **bills** without needing **to post a cheque**.

B- Terminologies

Electronic substitutes: produits électroniques de remplacement (Spare parts: pieces détachées) ; **Though** : bienque, quoique ; **exp** : short term , middle term and long term (court , moyen et long terme) , **Threat**: menace ,**To entail**: occasionner , entrainer, nécessiter ; **To deliver**: livrer (produit) exp: **Delivery note** (Bordereau de livraison) , **Monopoly**: monopole ; **To make inroads to**: entamer , pénétrer , **Residential customers**: Clients résidentiels ; **Bill**: facture (**receipt**: reçu) ; **To post a cheque**: Faire usage d'un cheque.

Answers: Translation into French (See copybooks)

C- Video Telephone conversation Expressions (Got from listening session)

Conversation1

- 1- Phone
- 2-Message
- 3-Mobile phone
- 4-Line
- 5-Telephone
- 6-Telephone directory
- 7- Engaged
- 8- Fax
- 9- Yellow pages
- 10-Hang off
- 11- Receiver
- 12- Pick up
- 13- Service
- 14- Switchboard
- 15- Extension
- 16- To put through
- 17- Operator
- 18- To hold on
- 19- Who is speaking, please? Who is on line? Who is calling?
- 20- Country code
- 21- Phone call
- 22- To dial
- 23-To switch on/off.

Conversation2

- 1- Can I speak to..?
- 2-Can I help You...?
- 3- Can I take a message.?
- 4-Could you repeat that please?
- 5- Could you spell that please?
- 6- You've called the wrong

number 7- Could you take a message ? 8-Hold the line please 9-I 'll get back to you later. 9-One moment please 10- Where are you calling from?

Chapter Four: Additional but useful elements

A -Knowing more about instruments and their Roles

- 1-**Microscope**.....Instrument for magnifying small objects.
- 2-**Odometer**.....Instrument for measuring distance travelled.
- 3-**Oometer**.....Instrument for measuring eggs.
- 4-**Photometer**.....Instrument for measuring light intensity.
- 5-**Polygraph**.....Instrument for measuring small change in pulses and respiration, used as a lie detector in criminal investigations.
- 6-**Rhythmometer**.....Instrument for measuring speed of rhythms.
- 7-**Sonograph**.....Instrument for recording and analyzing sounds.
- 8-**Speedometer**.....Instrument for measuring velocity.
- 9-**Stereoscope**.....Instrument for viewing special three-dimensional photographs.
- 10-**Thermograph**.....Instrument for recording changes in temperature.
- 11-**Thermometer**.....Instrument for measuring temperature.
- 12-**Typhlograph**.....Instrument Instrument to help the blind write clearly.
- 13-**Udometer**.....Instrument for measuring rainfall.
- 14-**Velometer**.....Instrument for measuring speed of air.

B-Usual description verbs and meanings (English and French Versions).

English.....	French
1- To bottom out	Atteindre un niveau plancher.
2- To drop	Baisser.
3- To fall	Fléchir.
4- To fall off	Marquer une baisse.
5- To go down	Chuter.
6- To go up	Augmenter.
7- To hold steady	Rester stable.
8- To jump	Faire un bond.
9- To level off	Se stabilizer.
10- To level out	S'équilibrer.
11- To pick up	Amorcer une reprise.
12- To plummet	S'effondrer.
13- To reach an all-time high	Atteindre un record absolu.
14- To soar	Monter en fleche.
15- To top a figure	Dépasser un record.

