Operational English

Course outline

This semester's class will focus on improving speaking and writing and understanding the differences between spoken and written English.

Speaking: pronunciation, language, public speaking including rhetoric, persuading, presenting, interacting

Writing: Language and style, precision, concision, resource, academic/neutral English

Assessment

The semester is based on continuous assessment. There is **NO exam and NO RETAKE**. Students are expected to actively participate in class and prepare any work set for them.

The evaluation is based on two marks. Students hand in a **datasheet** and a **video** on the subject of their **personal computer project**.

Writing = 50% (datasheet)

Speaking = 50% (video)

Both pieces of work must be given in on the Operational English Moodle page. No submissions will be accepted by e-mail.

For the video, the student should provide a link to a Drive where I can download the video using **both** my INP and my ENSC address (tracy.carmona@bordeaux-inp.fr and tcarmona@ensc.fr). If I cannot access the video at my first attempt, I will **subtract 2 points** from the student's video mark.

For the datasheet, a pdf should be handed in on Moodle. Both the video and datasheet's names should include the student's surname.

For late submissions, 2 points will be subtracted each day.

The two assessed assignments (datasheet and video) will not be marked using the same criteria. The language used should be different (written vs spoken) and the information given should be presented differently to take into account the specificity of each document.

1. Datasheet

The datasheet is a TECHNICAL document, which should be written in a neutral academic English. Its purpose is not so much to 'sell' your project as to give its features and specificities.

*It should be **400 words** long, **two pages (recto-verso)** and it should **include pictures/diagrams.***

Your datasheet should include information about:

- The purpose of the project
- The target (public)
- The technology used (software)
- The theory behind the project (if applicable)
- The originality of the project
  (its USPs, or what differentiates it from existing programmes)
- The final results (if applicable)

Please do not use the headings given above to organize your sheet. They are just an indication of the kind of information which is expected.

2. Video

The purpose of the video is to highlight your skills, including communication and English skills. You should be able to put the video on Linkedin (or similar) to impress prospective employers. The language should be more spoken and rhetorical strategies should be used to convince spectators of the value of your project.

*The video should last **for 3 minutes**, include a **demonstration or interactive description** of the project and **the student must be visible** for some or all of the video.*

Effective strategies for presenting include:

Opening the video with a story, an interesting statistic or presenting a problem then showing the solution.

Using rhetorical strategies (repetition, metaphor, rhyme, balancing statements etc).

Using word stress, sentence stress, intonation and chunking to put across your ideas.

Making the structure clear through signposting, recapping and repetition.

Using body language to communicate your message.