

# French culture and society

**EM1FKM01B1**

## Program

**PGE**  
Visitants

## UE

French Culture and Society

## Semester

B

## Discipline

Other

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Patricia TEHAMI



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Patricia TEHAMI	<a href="mailto:patricia.tehami@em-strasbourg.eu">patricia.tehami@em-strasbourg.eu</a>	27 h

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**Pedagogical contribution of the course to the program**

**No educational contribution associated with this course for this program.**

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## Description

This course aims to allow students to better identify and understand some underlying cultural factors that may impact mindsets, behaviours and practices in today's France, particularly in the working environment. Beyond unearthing significant trends and patterns, such an approach will also enable students to revisit some workplace clichés traditionally associated with France -quality of life, incessant strikes, the 35-hour week, an overreaching state, to name a few-. By comparing facts and experiences in the home and host countries, the students will enhance their cross-cultural awareness and their ability to better adapt to an ever-changing world. The observation of the French emphasis on continuity through change will finally allow for an assessment of some salient strengths and weaknesses of France as a cultural entity to be reckoned with in social or business interactions and dealings.

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## Teaching methods

### Face-to-face

- Lectures
- Tutorials
- E-learning

### In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

### Interaction

- Discussions/debates
- Personal accounts

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** characteristic behaviours and practices

- - (level 2) **Distinguish** facts from clichés
  - - (level 3) **Interpret** cultural determinisms
  - - (level 5) **Incorporate** data pertaining to different fields
  - - (level 6) **Evaluate** one's own observations and interpretations
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### Affective domain

Upon completion of this course, students should be able to

- - (level 3) **accept** Accept to challenge ideas and opinions about one's own culture and the culture under study
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## **Outline**

Course Outline

1° The Overall Picture. Some Facts and Figures. Preliminary observations about the new COVID-19 context.

2° French Paradoxes and Mysteries

3° Education and Work

4° Money and Business

5° From "Made in France" to Brand France

6° Luxury and Innovation

7° Self-Representations: French Symbols - French Exceptionalism

8° The French Language

9° Revisions and exam preparation

The above outline is an indicative one. Sections may be expanded or pared down based on developments in the news. This will allow for hands-on observations and more challenging opportunities to form opinions.

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## **No prerequisite has been provided**

### Knowledge in / Key concepts to master

None apart from a willingness to observe, identify and interpret situations and behaviour while remaining non-judgmental and to further further grasp intrinsic similarities and differences with situations and behaviour in one's home country.

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

### Moodle platform

- Upload of class documents
- Interface to submit coursework

### Software

- Keynote

### Additional electronic platforms

- AssessFirst
- CrossKnowledge
- goFLUENT

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## Recommended reading

Main reading material

A relevant bibliography/webography is provided in the Course Reader handed out in the first session.

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Additional literature

**No reading material has been provided.**

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### EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Patricia Tehami, "Brand France: A Battle of Wits and Insights", The Global Interdisciplinary Conference: Green Cities, Nancy, 30 juin 2018

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : Throughout the course

Written and oral (300 Min.) / Individual / English / Weight : 50 %

**Details :** A group report whose sections will be marked individually - Regular class contribution

**Final evaluation** Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

**Details :** No class notes or documents will be allowed