



UNIVERSITY OF
CALGARY

**FACULTY OF HUMANITIES
DEPARTMENT OF FRENCH, ITALIAN AND SPANISH**

**FREN 699.05
Sujet Spécial : Pour une étude de thème de l'exploitation durable
dans des discours promotionnels de Total**

Hiver 2010
Heures de rencontre : Jeudi 11 :00

INSTRUCTOR'S NAME and E-MAIL: Dr. Dominique Perron; perron@ucalgary.ca
OFFICE LOCATION and HOURS: EDT 415 (W10), Tuesday and Thursday 8:30
TELEPHONE: 403-220-6382

DESCRIPTION :

Ce cours consiste en la recherche et la préparation par l'étudiante d'un examen critique de certaines publicités de la compagnie française Total, utilisant le thème de la « sustainability » appliqué à des paysages canadiens posés en surimpression aux exploitations pétrolières. L'étudiante devra rédiger un article de 20 pages, analysant ces représentations et critiquant la notion ambiguë de développement durable. L'article devra être soumis en mai pour une éventuelle publication à la Revue d'Études Canadiennes.

ÉVALUATION

Rédaction d'un article pour une revue arbitrée : 100%
Pas d'examen final. Date de remise du travail : 30 avril 2010

BARÈME

A+ = 100% ; A = 95-99% ; A- = 90-94% ; B+ = 85-89% ; B = 80-84% ; B- = 75-79% ; C+ = 70-74% ; C = 65-69% ; C- = 60-64% ; D+ = 55-59% ; D = 50-54% ; F: < 50%.

The official grading system (A=4, B=3, C=2, D=1) will be applied for the calculation of final mark.

Bibliographie

François Macebo : Le développement durable
John S. Dryseck: The Politics of the Earth
André Lebeau : L'engrenage de la technique
Lucien Sfez : Ideologie et technologie
Vincent Cheynet : Le choc de la décroissance
Lucie Sauv   : La d  rive et l'impasse du d  veloppement durable

STUDENTS WITH DISABILITIES

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.

PLAGIARISM

Plagiarism is a serious offence, the penalty for which is an F on the assignment and possibly also an F in the course, academic probation, or requirement to withdraw. The University Calendar states that "plagiarism exists when:

a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test);

b) parts of the work are taken from another source without reference to the original author;

c) the whole work (e.g., an essay) is copied from another source, and/or

d) a student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved.

While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted."

Plagiarism occurs not only when direct quotations are taken from a source without specific acknowledgement but also when original ideas or data from the source are not acknowledged. A bibliography is insufficient to establish which portions of the student's work are taken from external sources; footnotes or other recognized forms of citation must be used for this purpose.