

French slogan contest

Information

The Centre for Foreign Language Study at Durham University has launched a competition to all learners of French, from Key Stage 4 to Higher Education.

The purpose of the contest is to provide an opportunity for learners of French to use the language creatively while promoting the study of French. In a digital age of short messages and tweets, we therefore want to invite participants to combine French, creativity and succinctness to design a slogan of their own on the themes of “le français: une nouvelle langue, une nouvelle culture, un nouveau monde”.

This event is sponsored by *Cle International* and *L’Institut Français*.

Instructions

Participants are invited to write a **slogan, tagline or punchline in French** (indicative length: 3-20 words) on the theme “le français: une nouvelle langue, une nouvelle culture, un nouveau monde”, which they should accompany with an **image associated with the slogan/tagline/punchline** and an **explanation of up to 300 words of their choice** (purpose of message, meaning, semantic and phonological choices; visual connotations of the image). The explanation should be written in English in the case of A1-A2 candidates; but in French in the case of B1+ candidates. The image can be a picture designed by the candidate, or a photo taken by the candidate.

Criteria

Participants will be assessed against the following criteria:

- 1) Slogan:
 - Relevance to the theme of the contest and the purpose of the task;
 - Conciseness and efficiency of the message;
 - Catchiness and appeal of the message;
 - Originality of the message;
 - Creativity of the language. For e.g.:
 - o Cultural choices: references, connotations, humour, etc.;
 - o Semantic choices: hyperbole, irony, metaphor, oxymoron, paradox, polysemy, simile, synonymy, etc.;
 - o Phonological choices: repetitions, alliterations, assonances, rhymes, rhythm, onomatopoeia, homonymy, etc;
 - o Lexico-grammatical choices: intertextuality, idioms, collocations, etc;
 - Accuracy of content and language application.
- 2) Image
 - Link with slogan/tagline/punchline;
 - Use of cultural references.
- 3) Explanation:
 - Relevance, coherence and persuasiveness of comments;
 - Criticality of explanation;

- Sensitivity to and awareness of lexical, grammatical and cultural features of the language.

Participants

The contest is open to:

- KS4 learners of French. At this level, submissions per form/school are accepted.
- KS5/A Level/IB learners of French
- Students doing a degree in French
- Students doing an elective module in French
- Learners and members of the public following a Languages for All module in French.

Categories

The committee will accept submissions in all three levels of the CEFR:

- Beginner (A1-A2)
- Intermediate (B1-B2)
- Advanced (C1-C2)

At the time of submitting, please clearly indicate what your level is. If unsure what your level is, please ask your teacher.

Prizes

First, second and third place certificates will be awarded in all three categories.

KS4 and KS5 participants will also be invited to an optional online event in June. The roundtable discussion followed by a Q&A with degree programme and elective learners of French will have as an aim for participants to discover different language learning pathways and experiences of learning French in higher education.

Submission

Submit your work as a PDF to: anna.johnston@durham.ac.uk by Monday 6th March 2023 midnight. Make sure you include your details (name, email address, contact number) as well as your level and place of study.

By making this submission, the candidate authorises Durham University and the sponsors to use the submission in any format for the purposes of teaching and research. The candidate also authorises the University and the sponsors to distribute the submission by any reasonable method including, but not limited to, the classroom, television (including broadcast, cable, and satellite), the Internet (including webcasts and podcasts), print publications or any other medium now existing or later created.