

Print advertisement and intercultural competence of students learning French as a foreign language.

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Summary

This study is an intercultural didactic proposal. Basing ourselves on symbols, both cultural and historical, contained in the French print advertisements, we're aiming to develop, via general knowledge and technical skills, the intercultural competence of the learners of the French language in the first three grades of the Greek secondary school; a competence that allows a successful and productive interaction between interlocutors who belong to different cultural environments, bearing their own sociolinguistic backgrounds and having different social identities. This proposal could also be adapted to the needs of every student learning French as a foreign language.

Key words: cultural and historical symbols, print advertisement, implicit messages, stereotypes, intercultural competence, knowledge, technical skills.