

L'approche multimodale dans l'enseignement de l'expression de l'intensité en Roumain Langue Étrangère

The Multimodal Approach in Teaching Intensity in Romanian as a Foreign Language

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Abstract: We propose a multimodal approach to teaching intensity in the context of Romanian as a Foreign Language (RFL) courses, by using a micro corpus of audiovisual advertisements, and we test this corpus for the specific case of teaching high intensity. We set our work on theoretical, empirical and methodological grounds. In the applied part, we propose exercises for all six levels of linguistic competence as established in the Common European Framework of Reference for Languages. The wide range of possible didactic activities, which may be built for the various linguistic competences, confirms the multimodal approach and audiovisual advertising as effective tools for teaching RFL.

Key words: Romanian as a Foreign Language, intensity, multimodality, audiovisual advertising, corpus for RFL teaching.