



French Day

Montclair State University

Friday, March 23, 2018 9:00 AM-1:30 PM

Presented by
The Department of Modern
Languages & Literatures
and
The Institute for the
Humanities

Join us for a half-day program of interactive workshops in French. Geared toward students with at least 2 years of experience in the language, this immersion program incorporates interactive learning techniques designed to build vocabulary and improve comprehension skills.

9:00-9:15 AM: Welcoming remarks and logistics.

9:30-10:20 AM and 10:30-11:20 AM: Presentations (see registration link at left to make your selections electronically).

11:20-12:10 PM: Lunch.

12:15-1:30 PM: Film Competition.

La Publicité



DR. KATHLEEN LOYSEN AND DR. LAURENCE JAY-RAYON IBRAHIM AIBO

Join us for a fun and fabulous workshop translating French advertisements into English. See for yourself that, unlike math where there is a right and a wrong answer, the translation of ads is much more subtle and nuanced. No two translators will come up with the exact same version! Students will brainstorm to create an English ad that captures the essence and connotation of the French original. Your team will exercise creativity and judgment to recreate a message that speaks to an American audience.



Magical Mystical Corsica

PROFESSOR HARRIET SAXON

Discover the mysteries of hidden mountain medieval cities and Mediterranean coasts lined with orange and lemon trees! Enjoy *une glace* in the shade of a fountain. *Bienvenue en Corse*, the birthplace of Napoléon!



Looney Tunes

DR. DANIEL MENGARA

Ever wondered what “old school” English-language cartoon characters like Daffy Duck and Inspector Gadget sound like in French? And how “old school” French-language cartoons like *The Smurfs* and *Kirikou* sound in their original French versions? In this workshop we’ll watch some excerpts, discuss the merits of “dubbing,” and maybe even learn a French theme song...

Registration

Please visit [this site](#).

**Deadline is Thursday,
March 1, 2018.**

Registration fee: \$18.00
per student or teacher.

Online advance
registration ([link here](#))
and **payment** is
required. Upon receipt
of payment, MSU will
confirm registration and
send additional
information.

Submission Form for
Film Festival available
[here](#).

**Make checks payable to
Montclair State
University.**

Department of Modern
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Montclair State University
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222 Schmitt Hall
Montclair, NJ 07043
Phone: 973.655.4283
msufrenchday@gmail.com



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Sessions continued



Olympic Trivia

DR. ELIZABETH EMERY

Have you ever noticed that the scores for the Olympic Games are always given first in French? In this workshop we'll explore the French origins and cultural traditions of the modern Olympic Games from Pierre de Coubertin's 1894 revival to the 2018 PyeongChang Winter Olympics. Who will be the champions of our 2018 French Day Olympic trivia competition? Start training trigger fingers and brushing up on your athletic vocabulary!



Le Chemin du Cacao

DR. PASCALE LA FOUNTAIN

Before it reaches American stores, much of the world's chocolate makes its way through the French-speaking world. In this presentation we will visit Côte d'Ivoire, the world's largest producer of cocoa beans, as well as Belgium and Switzerland, the largest consumers of chocolate. Tracing the path of chocolate from seed to luxury product will allow us to discuss geography, economics, and the politics of free trade, followed (*bien sûr!*) by a chocolate tasting.



11:20 AM-12:10 PM: Students should pack a bag lunch or plan to purchase food in the Student Center cafeteria. Teachers are invited to attend a luncheon hosted by the MSU French faculty. Please be sure to indicate how many teachers will attend when filling out the online registration [form](#).

12:15-1:30 PM : Film festival and awards, closing remarks.

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Professional Development Credit Hours

The Institute for the Humanities is an approved provider of the state-mandated Professional Development Credit Hours.

In addition to the registration fee, there is a separate \$25 charge for teachers who would like to receive 3 credits of Professional Development. Please register at the bottom of the online registration [form](#).

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Film Submission Guidelines

All submissions -- in .mov or .mp4 format -- must be received no later than 4:30 p.m., Friday, March 9, 2018.

SUBMISSION OPTIONS (2 choices)

- 1) Electronically, go to www.wetransfer.com. After clicking "I agree," click "add files." Use msufrenchday@gmail.com as the friend's email. Type in your own email and click "Transfer." You will receive two confirmation emails: one to indicate that you have successfully sent the file and a second one that will confirm that we have been able to download it.
- 2) By USPS, on a CD or flash drive addressed to Elizabeth Hook, Dept. of Modern Languages and Literatures, Montclair State University, 1 Normal Avenue, Montclair, NJ 07043. If you choose this option please allow 3 business days for delivery.

View the Film Festival submission form [here](#).

Films should be set in a country where French is spoken. They should involve a situation in which characters who are traveling must resolve a problem by speaking in French and engaging with others in a relevant setting (e.g., school, restaurant, travel agency, shop, etc.) in order to learn more about the culture of the country in which they find themselves. A good example of this kind of project is the 2006 film *Paris, je t'aime*, in which twenty directors each made a five-minute film set in a different *arrondissement* of Paris.

- The setting must be identified early on in the film, either in opening credits, through use of an image (i.e. city sign or map), or by the characters themselves. The audience must see images of the country or city during the film. This may be conveyed through photographs, drawings, or other media, but third-party images should be acknowledged in the credits.
- No film may be more than five minutes long, including credits (shorter is fine).
- The film must be appropriate for all audiences.
- The film must acknowledge the participating school in opening or closing credits.
- Each school may submit only one entry per class.
- Content must be original: authored and performed by the students of the participating school.
- Images borrowed from web sites, magazines, or other sources must be acknowledged in the final credits.
- By entering the contest, students and teachers agree to the official rules and accept the judges' decision.

Judges

The judges will be made up from a panel of French-speaking Montclair State University faculty, students, and alumni.

Judging Criteria

Does the film address a real-world context in which French is spoken? Does the audience learn about a French-speaking country? Does the film present a situation or problem that characters resolve by speaking French? Have the authors created a unique scenario? Are the story, script, and characters interesting and engaging? Is the film memorable? Will the viewer be inspired to share the film with others?