



# Certificate in Professional Arabic Writing Skills



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800 7100 (within UAE)



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 **Meirc** <sup>+years</sup> **60**  
Training & Consulting

## Why Attend

Professional writing skills are among the most important requirements for successfully climbing the career ladder. Proper business writing ability, like writing in a simple, clear and professional manner, is essential for effective organizational communication, and is therefore one of the criteria used to assess an employee's readiness for a higher position.

This course aims to train participants in the most important elements of professional Arabic writing skills.

## Course Methodology

Starting with a description and explanation of the basic elements of professional Arabic writing, participants will discuss the main principles and apply them in carefully chosen individual and group exercises. An exam will also be given to show the extent of the participant's acquisition of the necessary principles and skills.

## Course Objectives

By the end of the course, participants will be able to:

- Apply professional business writing skills in all their written communication
- Create an Arabic business writing manual for use in their organizations
- Write in the style most appropriate for the type of report needed
- Write in a clear, specific and positive manner
- Avoid common business writing mistakes
- Proofread and edit reports and documents

## Target Audience

This course is designed to meet the needs of all levels of employees, in different departments of public or private sector organizations, whose work require professional business and report writing skills.

## Target Competencies

- Written communication
- Abiding by the business writing rules
- Organized thinking
- Report writing
- Proofreading

## Course Outline

- Definition of professional writing
  - History of professional writing
  - Types of writing
    - Professional Writing
    - Creative Writing
  - Effective elements of professional writing
  - Emails and other electronic media
- Common mistakes in Arabic writing
  - The impact of mistakes
  - Common mistakes in professional writing
    - Grammatical errors
    - Morphological errors
    - Stylistic errors
    - Spelling mistakes
  - How to classify common mistakes in professional writing



- How to avoid common mistakes in professional writing
  - Rules for writing 'hamza'
  - Adding or deleting letters
  - Not distinguishing between confusing Arabic letters
  - Adding unnecessary letters
  - Mistakes in writing Arabic numbers
  - Deleting letters where we shouldn't
  
- The rules of professional writing
  - Types of reports
  - Categorizing according to the nature of the report
    - News report
    - Analytical report
  - Categorizing according to the status of reports
    - Official reports
    - Unofficial report
  - Categorizing according to recurrence of the reports
    - Periodic report
    - Non-periodic report
  - Professional reporting structure
  - Writing e-mail professionally
  - Writing minutes of meetings
    - Deliberation
    - Resolution
  
- Punctuation
  - Mastering punctuation
  - Use of attachments and graphs
  - The benefits of proper punctuation
  - Summary steps
  
- Different writing strategies
  - Types of editing
  - Checking the grammar
  - Linguistic verification and review
  - Linguistic editing
  - Proofreading
    - Deleting
    - Adding
    - Replacing
    - The esthetics of Arabic writing
  - Continuous development in professional business writing



## Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.



### Location & Date

4 - 8 Oct, 2020

Arabic

Dubai

Media Rotana

### Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2020

US\$ 5200

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



For Companies that want to maximize the return on their investment in training: **Register 3 participants** on the same course and date and pay only for 2.

## Courses in Communication and Writing Skills

Dates	Course Name	Language	Location	Fees
5 - 9 Jul, 2020	Business Writing Skills	English	Dubai	US\$ 4900
12 - 16 Jul, 2020	Advanced Communication Skills	Arabic	Dubai	US\$ 4900
16 - 20 Aug, 2020	Organizational and Departmental Communication	English	Dubai	US\$ 4900
6 - 10 Sep, 2020	Interpersonal Communication Skills	English	Dubai	US\$ 4900
13 - 17 Sep, 2020	Advanced Communication Skills	English	Riyadh	US\$ 4900
20 - 24 Sep, 2020	Presentation Design and Delivery	English	Dubai	US\$ 4900
27 Sep - 1 Oct, 2020	Advanced Business Writing	English	Dubai	US\$ 4900
27 Sep - 1 Oct, 2020	Certificate in Corporate Communications	Arabic	Dubai	US\$ 5200
4 - 8 Oct, 2020	Advanced Communication Skills	Arabic	Dubai	US\$ 4900
25 - 29 Oct, 2020	Effective Report Writing Techniques	English	Dubai	US\$ 4900
1 - 5 Nov, 2020	Organizational and Departmental Communication	Arabic	Dubai	US\$ 4900
15 - 19 Nov, 2020	Business Writing Skills	Arabic	Dubai	US\$ 4900
6 - 10 Dec, 2020	Certificate in Corporate Communications	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Advanced Communication Skills	English	Dubai	US\$ 4900
27 - 31 Dec, 2020	Organizational and Departmental Communication	Arabic	Dubai	US\$ 4900





# Meirc Timeline

○ **2019**

Meirc launches its Professional Qualification training and introduces Hands-on Automation and Process Control courses

○ **2018**

Meirc celebrates its 60th anniversary

○ **2015**

Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai

○ **2014**

Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses

○ **2007**

Meirc opens an office in Jeddah, Saudi Arabia

○ **2004**

Meirc opens an office in Abu Dhabi, UAE

○ **1997**

Meirc is the 1st training company in the region to have its own website

○ **1991**

Meirc becomes headquartered in Dubai, UAE

○ **1967**

Meirc builds its own office building in Beirut

○ **1958**

Meirc is founded in Beirut by the late Simon Siksek

## Call us

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## Email us

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## Website

www.meirc.com