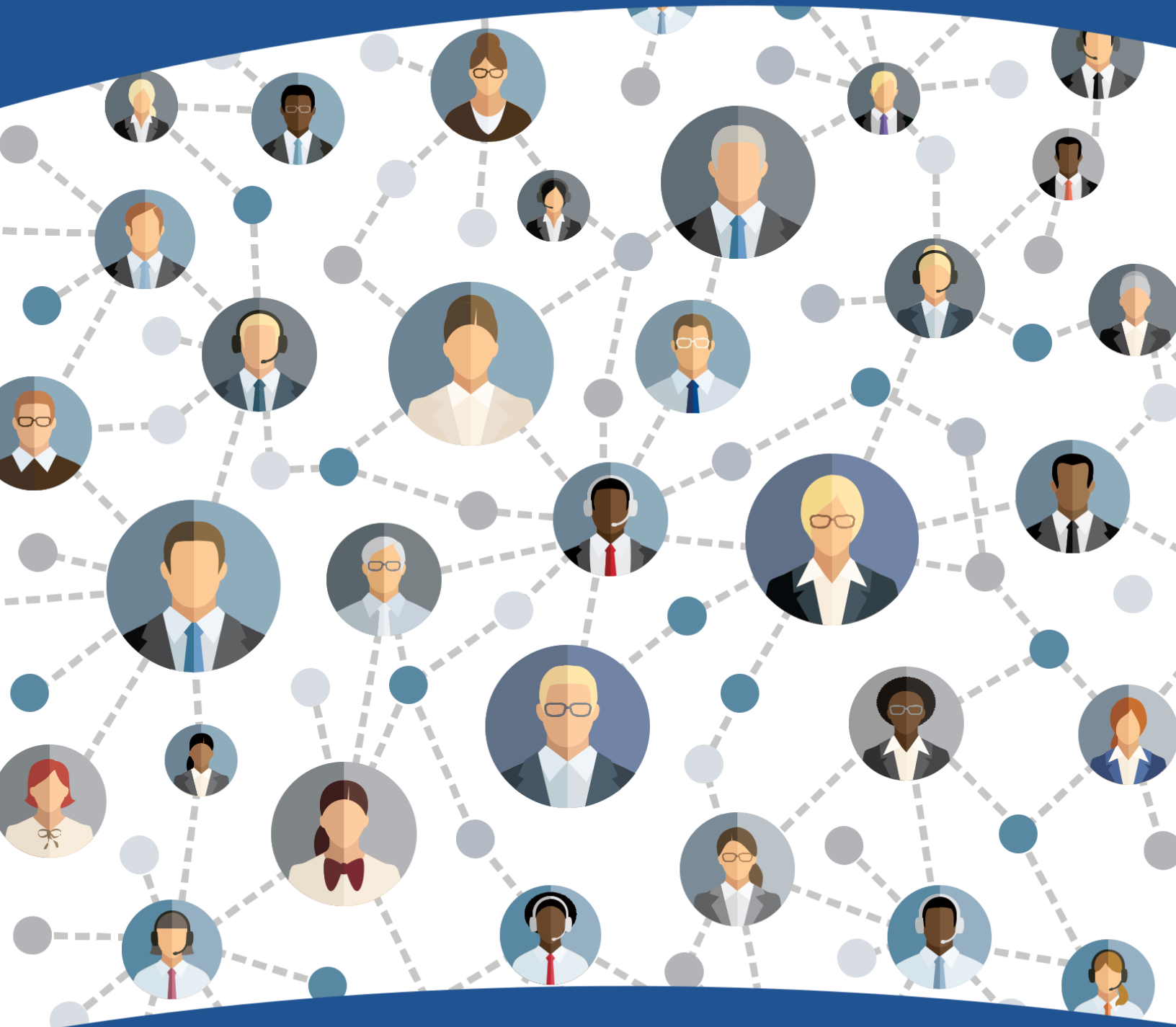


# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
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# Certificate in Professional Arabic Writing Skills

## 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

### 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

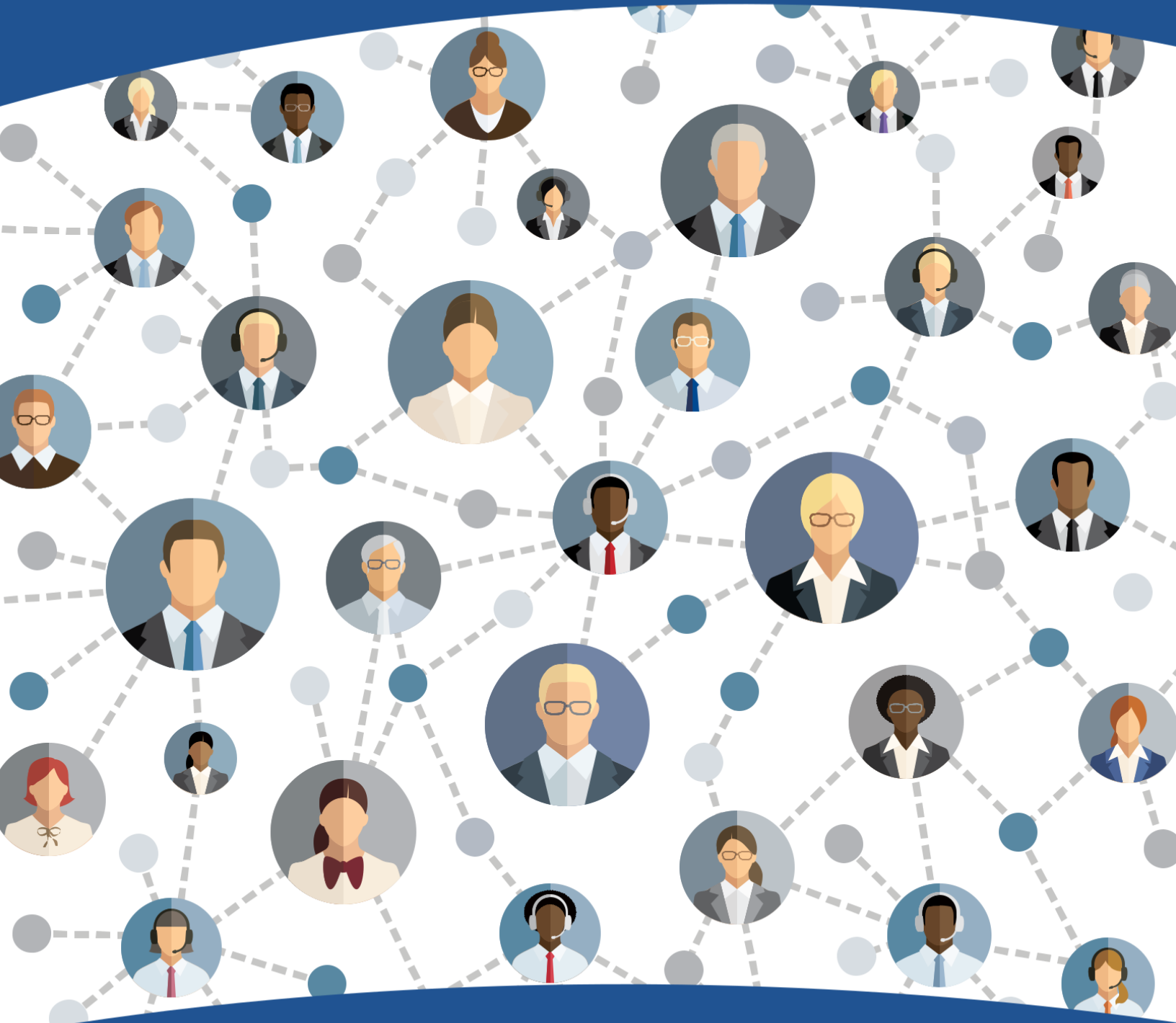
## Punctuation

- 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

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