

# Why Sorbonne University Abu Dhabi?

In today's world, it has become a necessity to broaden possibilities, improve capacities and develop leadership skills. The Department of Continuing & Executive Education at Sorbonne University Abu Dhabi offers specialised programmes that are designed for individuals and entities to enhance professional development and career growth. These programmes are tailored to the current market needs and can be also developed upon the request of private and public entities.

All programmes are prepared in collaboration with the academic teams of the Sorbonne University in Paris in order to meet the standards of excellence offered by Sorbonne University Abu Dhabi.

CONTINUING &  
EXECUTIVE EDUCATION  
DEPARTMENT



## Gulf and Media Arabic Intensive Training Session



For more information, please contact:

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[sorbonne.ae](http://sorbonne.ae)

**This training session offers a high-level language course focused on media training in both Modern Standard Arabic and Gulf Arabic for advanced students in need of enhancing their proficiency, fluency and mastery of current idioms. It presents a cultural approach to the Gulf region's history and current geopolitics.**

This intensive training session, taught in Arabic, is jointly organised by Sorbonne Abu Dhabi and the Centre Français d'Archéologie et Sciences Sociales (CEFAS), a regional research centre promoting studies on the Arabian Peninsula, and a part of the French foreign research institutes network (Ministry for Europe and Foreign Affairs and French National Center for Scientific Research – CNRS).

This programme targets diplomats, army and marine officers, business executives, journalists and consultants located within or planning development in the Gulf region and the general public interested in Arabic and Gulf studies.

The training duration is 2 weeks. Classes are taught on a daily basis from Sunday to Thursday and activities can be planned during the evening or on weekends.



### Module 1

9:00am to 10:30am

#### Gulf Arabic courses (taught in Gulf Arabic)

- Basics of day-to-day conversations.
- Cultural productions and traditions of the Gulf region: TV and cinema, music and songs, Nabati poetry etc.

### Module 2

10:45am to 12:15pm

#### Civilisation courses (taught in Standard Arabic)

- History of the Gulf region.
- Development issues in the Gulf region.
- Geopolitics.
- Gulf region dialectology.

### Module 3 and 4

1:30pm to 3:30pm  
4:00pm to 5:30pm

#### Media training

- Oral expression in standard and mixed Arabic for radio, television and internet media.
- Interaction with peers and officials.
- Conversational abilities.
- Written expression in standard Arabic for communiqués, announcements, social media.

### Module 5

#### Out of site activities (early evening and weekends)

- Visits to key economic and cultural sites of the UAE with an Arabic speaking host.

## Course instructor

**Courses in history, geopolitics, linguistics, Gulf dialect and culture will be taught by local experts and faculty members teaching in UAE universities. Courses in Arabic media will be taught by local media training specialists and Arabic as a Foreign Language teachers.**

All teachings will be supervised and coordinated by the delegate of CEFAS research center at Sorbonne University Abu Dhabi.

## Admission requirements

**B2 level in Arabic language**

## Programme outcomes

**After completing the intensive 2-week session, trainees will have:**

- The ability to reconstitute and synthesise a written source orally (news article, essay, announcement and bulletin), an oral source (TV or radio programme, interview, debate and declaration), whether in Standard Arabic, Gulf Arabic or Mixed Arabic.
- The ability to express oneself fluently on audio or audiovisual media on any subject linked to courses from the morning sessions, and current affairs of the Arab region.
- Conversational skills with peers or dignitaries on bilateral relationship matters.
- Mastery of how to write up communiqués in Standard Arabic and react on social media in appropriate ways.
- Strong knowledge of the Gulf region's history, trends, cultural and linguistic features.

#### Tuition Fees

**AED 15,000 AED** (approx. EUR 3,620)

For those wishing to stay at the students' residence during their training, the following fees will apply:

- Residence fees for 14 nights: AED 2,200 (approx. EUR 526)
- AED 1,000 refundable deposit