

## “Learning Arabic Language for Approaching Arab Countries to Increase Business and Mutual Understanding”

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### Abstract

The main aim of the project is to create a set of innovative tools to promote and facilitate the acquisition of basic Arabic language skills, as well as a better knowledge of Arab culture among European citizens, with the main objectives of promoting understanding among different cultures, promoting the continuance of common projects with those countries, increasing competitiveness of European companies when doing business, facilitate the communication and understanding with Arab people living in EU. The Website ([www.learningarabic.eu](http://www.learningarabic.eu)) and online course produced is easy-to-use and amusing material available to European citizens which will encourage them to start learning this language.

The main product of the project is the Arabic language course on an electronic platform, specifically designed to satisfy the needs of the target group. This course is available in Arabic, with the translations in all the partner languages. This course was designed to be attractive, and easy to use. The main issues are as following:

- Practical and useful situations for the dialogues
- Practical grammar extracted from the situations, no more theoretical explanations
- Different exercises and games leading to the automatic acquisition of information
- Practical cultural references and explanations probably expressed via the dialogues

The course is available on the website which has been developed as part of this project ([www.learningarabic.eu](http://www.learningarabic.eu)).

The partnership has been selected on the basis of their complementary skills, expertise and experience, which will ensure the capacity of the consortium as a whole to properly carry out the project activities and reach the required level of quality. Regarding their competence to carry out the different kind of project activities we can mention: producing the Arabic language material; producing the e-learning platform; dissemination; management; quality assurance; evaluation of products; exploitation of results.

The results will be useful for anybody interested in learning Arabic or just in improving their knowledge of Arab culture. During the project life its products will be particularly disseminated among:

- Companies in sectors dealing with Arab countries or trying to start business with these countries. This will be made by contacting: Small and mid-sized business associations, Chambers of Commerce, organisations of different kinds giving continuing training courses to company staff and public bodies in charge of promoting foreign affairs.
- Organisations in charge of receiving, assisting or giving training courses to immigrants.
- Language schools and other organisations giving courses of Arabic language.
- Websites related to Arabic or Arab culture.