

PUBLIC RELATIONS | COURSE BROCHURE

Arabic-English Media Communication Skills

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

Many organisations communicate with media and audiences in both Arabic and English. This course develops bilingual media communication: differences between Arabic and English media styles, transcreation rather than translation, bilingual press materials, terminology consistency, bilingual spokespeople and quality control.

Literal translation weakens messages and can cause embarrassment. You will learn to communicate naturally in both languages.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Comparative analysis of media texts, transcreation exercises, bilingual release drafting and spokesperson practice.

Course objectives

By the end of this course, participants will be able to:
• Compare Arabic and English media writing styles
• Apply transcreation techniques
• Produce bilingual press materials
• Maintain consistent terminology
• Support bilingual spokespeople
• Set up bilingual quality control

Target audience

This course is suitable for:
• Bilingual PR and communication officers
• Translators working in communication
• Media relations staff
• Content writers
• Spokespeople



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Target competencies

Participants will develop competencies in:

- Style awareness
- Transcreation
- Bilingual writing
- Terminology management
- Quality control

Course outline

Day 1: Two Media Cultures

09:00–10:08	Arabic media style
10:08–11:00	English media style
11:00–11:30	**Coffee break**
11:30–11:45	English media style (continued)
11:45–12:53	Comparisons
12:53–14:00	Exercise

Day 2: Transcreation

09:00–10:08	Translation versus transcreation
10:08–11:00	Cultural adaptation
11:00–11:30	**Coffee break**
11:30–11:45	Cultural adaptation (continued)
11:45–12:53	Headlines
12:53–14:00	Workshop

Day 3: Bilingual Materials

09:00–10:08	Press releases
10:08–11:00	Statements
11:00–11:30	**Coffee break**



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11:30–11:45	Statements (continued)
11:45–12:53	Social posts
12:53–14:00	Drafting practice

Day 4: Terminology

09:00–10:08	Glossaries
10:08–11:00	Names and titles
11:00–11:30	**Coffee break**
11:30–11:45	Names and titles (continued)
11:45–12:53	Consistency
12:53–14:00	Exercise

Day 5: Spokespeople and Quality

09:00–10:08	Bilingual interviews
10:08–11:00	Review workflows
11:00–11:30	**Coffee break**
11:30–11:45	Review workflows (continued)
11:45–12:53	Quality checks
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**€3,150.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Dubai Confirmed dates	29 Mar 2027	2 Apr 2027	**€3,150.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Paris Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,860.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	31 May 2027	4 Jun 2027	**€1,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,840.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,940.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online