



**TAG Arabic Fluency**

# **The Arabic Fluency Program**

Qualification and Development  
Assessment – Curricula

[www.arabicfluency.com](http://www.arabicfluency.com)



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## Chairman's Message:

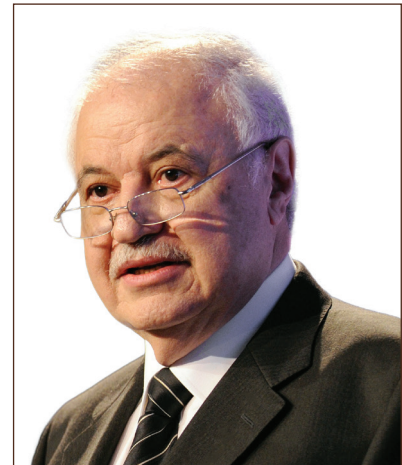
Based on our commitment to promoting and spreading the Arabic language globally, we have launched several Arabic-language programs and initiatives, which have effectively contributed to achieving this important objective.

We are proud to introduce our new Arabic Fluency Program called "Talaqa" which provides comprehensive Arabic language teaching to non-native Arabic speakers, as well as improves the proficiency of Arabic-native speakers. This program is unique globally, as specialists, experts and teachers in the Arabic language have developed its comprehensive curricula in accordance to the highest levels and standards in the field. Moreover, educational courses have been prepared at several levels to prepare students for the "Talaqa" Arabic language certificate.

To assess students' level of language proficiency, we have designed a special Arabic language proficiency exam, similar to proficiency tests available for other languages. This allows us to assess proficiency levels to determine whether students need additional training courses in order to qualify them for our Arabic Language Certificate.

We provide digital training courses and exams through our dedicated, online platform, and apply strict regulations and standards to ensure the credibility of the courses and the examinations that we conduct. We also provide digital training sessions, each tailored to the needs of participants and their schedules, with interactive content, exercises as well as recorded videos and audio recordings.

By providing a range of options, we strive to educate as many beneficiaries as possible and develop their Arabic language proficiency to the best degree possible.



**Talal Abu-Ghazaleh**

## About us

Talal Abu-Ghazaleh Global (TAG.Global) is the largest global group of professional service firms in the fields of Accounting, External Audit, Internal Audit, Corporate Governance, Taxation, Educational Consultancy, Economic and Strategic Studies, Management Advisory Services, Professional and Technical Training, Technology Transfer, Project Management, Investors and Business Advisory Services, Human Resources and Recruitment Services, E-Government, E-Commerce, E-Education, IT and Security Audit, Web Design, Professional Interpretation and Translation, Website Arabization, Domain Names Registration, ICT Strategic Planning, ERP Consulting Services, IT and Internet Skills Training and Examinations, Intellectual Property News Agency, IP Business and Asset Valuation and Branding Services, IP Registration and Protection, Intellectual Property Renewals, IPR Protection and Management, Legal Services, Public Offering, Digital Transformation Services, Design and Manufacture of Technology Devices.

## Our values

- Credibility.
- Commitment.
- Accountability.
- Continuous improvement.

These are the basis of our philosophy for continuous learning.

## Arabic Fluency Program – Overview:

The Arabic Fluency Program has been designed to offer qualification, training, assessment, and curriculum preparation services to spread and promote the Arabic language and culture. Supporting and spreading the glamour and beauty of the Arabic language, as well as the Arab identity throughout the world is one of our top priorities.

## Our vision:

To make the Arabic language a cultural means of communication between individuals in local and global communities.

## Our mission:

Effective, regulated, and professional participation in serving the Arabic language and spreading the Arab culture.

## Our objectives:

1. Providing well-structured and advanced training programs that meet various needs of Arabic language learners, whether native or non-native speakers, in their quest to learn Arabic.
2. Using modern technologies to teach, learn and evaluate Arabic proficiency through our developed Arabic Proficiency Test and Arabic Placement Test.

## **Means and activities to achieve our objectives**

1. Face-to-face or online training inside Jordan and all over the world.
2. Language Proficiency Test and Placement Test.
3. Preparing knowledge resources on the Arabic Fluency online training platform.
4. Preparing the Arabic language learning curricula.

## **Part 1: Qualification and Development**

TAG.Global offers training courses presented by qualified, accredited instructors through live courses, conducted face-to-face, online, or through e-learning on the Arabic Fluency Program platform.

Our aim is to fulfill the needs of teaching and learning the Arabic language. This is because we believe that learning or mastering the language does not only serve identity purposes, but also serves political, religious, economic, social, and aesthetic purposes.

### **Methodology and programs:**

TAG.Global offers Arabic language learning programs with the aim to:

- Enable the participants to enhance their linguistic capabilities at all levels, starting from the basic to excellence levels; (Elementary, A1, A2, B1, B2, C1, C2, Intermediate, and Outstanding levels).
- Develop the Arabic language learning methods in light of the successful educational and technical expertise and in accordance with approved internationally approved standards.

Moreover, the training programs focus on improving the four basic linguistic skills; including (reading, listening, conversation, and writing). These skills would contribute to enabling the participants to communicate effectively in various life situations, covering religious, academic, political, and economic scenarios. Such skills further qualify advanced learners to master specialized, professional Arabic in domains such as literature, diplomacy, media, religion, and tourism, as well as helping participants prepare for the Arabic Language Proficiency Test. They also ensure the integration of students in the local communities and successfully engage in dialogues using different Arabic language techniques, including:

- Attracting students to study the Arabic language in Jordan; to learn about customs and traditions.
- Providing suitable and useful accommodation in vibrant city areas, where the participants get to practice and improve their Arabic language during daily situations while using means of transportation, in grocery stores, during social visits, etc.
- Encouraging friendship relationships between foreign participants and local language partners.
- Involving students in a variety of life and culture-related situations and various community activities. This is in order to get them ready for daily interaction with all segments of the community.

- Focusing on teaching the best practical strategies that support learning out-of-classroom, such as trips, field visits, and interactive exercises, which are beneficial to promote the student's language proficiency.

## **Training programs sections:**

We offer a range of programs that target all language learners around the world and are tailored to any purpose the language is taught for. Such programs include:

### **First: Program Levels:**

1. **Basic Program:** Teaching Arabic to non-native speakers. It includes two integrated training sections: classical Arabic and colloquial Arabic, to facilitate the integration of learners into the local community.
2. **Language Partner Program:** A program that is offered in parallel to the Basic Program. Its importance lies in the following:
  - Enabling concentrated one-on-one conversations without interference from others, and away from the classroom pressures.
  - Enabling individuals, who lack confidence, to have spontaneous conversations.
  - Conducting in-depth conversations for a specific period. This aims to practice and improve thinking skills in Arabic.

### **Second: Special programs:**

We further provide special programs that target advanced Arabic language learners and users or native speakers, who wish to polish their linguistic and cultural skills. Therefore, these courses vary according to the purpose of studying the language, whether this be for professional, academic, religious, political, or economic purposes).or otherwise. These programs include:

1. **Advanced courses:** They rely on the advanced practice of the language, such as analyzing texts; studying advanced grammar and morphology rules, dialogue and debate rules, Jordanian media and community; and learning various Arabic dialects.
2. **Learning Arabic for professional purposes:** In this program, the trainee will be introduced to the vocabulary and structures used in his/her field of work. On the cultural level, the trainee will confidently engage with the dos and don'ts in his/her field of work.
3. **Special lessons:** These are tailor-made according to the needs of the learner, provided as, and when requested.
4. **Complementary courses:** These include Arabic calligraphy, poetry, proverbs, and assessing Arabic classical songs. During the courses, learners will be introduced to the most prominent Arab calligraphists, poets, and singers with samples of their works.
5. **Arabic fluency test preparation program:** This program is offered based on a curriculum that is divided into units, to develop greater proficiency in four linguistic skills (listening, conversation, reading, and writing), in integration with numerous linguistic levels (phonetics, vocabulary, structures, and semantics). The program takes into account linguistic, communicative, and cultural competencies.

At the end of the training course, sample preparatory tests are provided, so that the candidate can sit for the actual test with ease.

6. **Remote learning:** TAG.Global offers a unique opportunity for learners to complete a range of linguistic tracks by utilizing the adequate learning tools available online, with the help of professionals specialized in different areas.
7. **Online platform (courses.arabicfluency.com):** Allows those wishing to learn the Arabic language to do so easily anytime anywhere.

The online Arabic language-learning course is offered through videos, audio recordings, and interactive exercises. The videos are translated into English and will soon be translated into other languages.

The screenshot shows the website 'ARABIC FLUENCY COURSES' with a navigation bar (HOME, COURSES, CONTACT) and a search bar. The main content area is titled 'Available Courses' and displays three course cards:

- Elementary Level Arabic Language for Non Native Speakers:** Updated 30/11/21, priced at \$35. The image shows four people sitting around a table.
- Talal Abu Ghazaleh Arabic Language Learning Book:** Updated 28/11/21, priced at \$12. The image shows the book cover with Arabic text.
- The Skills in Arabic Fluency Book:** Updated 5/08/21, priced at \$15. The image shows the book cover with Arabic text.

## Our instructors and staff

TAG.Global recruits specialists in teaching the Arabic language, who are selected carefully in accordance with approved standards, including:

- Academic degree and major.
- Professional certificates.
- Practical expertise.
- Distinguished training capabilities.
- Linguistic competence.
- Reputation and fame.
- Creativity and contributions.

Our instructors and staff are always available to help all the participants, whether native or non-native speakers.

## Second: **Assessment**

The Arabic Language Fluency Test and Placement Test have been designed and developed to be robust, professional tools that assess the skills in using the Arabic language.

### 1. Arabic Language Fluency Test

Having a computerized and standardized test for the Arabic language serves as a tool that protects the language, enhances its presence, and elevates its status on a global scale.

The test serves as a systematic approach that assesses the candidates' knowledge of the Arabic language and Arab culture. It also identifies the extent of their familiarity with the language's rules and principles and measures their linguistic abilities in the various communication skills.

The test has been developed by Arabic language experts, conducted in special standard circumstances, and is corrected professionally.

It is standardized and comprehensive that covers all elements and sections of the Arabic language and is carried out with a high level of professionalism.

The Arabic Fluency Test consists of five sections that **assess the following skills:**

1. Reading, analyzing, and interpreting a text, and understanding the meaning of its words.
2. Common Arabic terms and expressions, and the rules of their composition.
3. Listening and comprehension of audio material and the ability to understand it.
4. Conducting a conversation in the Arabic language.
5. Correct writing, both stylistically and syntactically.

The duration of the test is 200 minutes, distributed as follows:

No.	Section	Duration	Grades	Correction Range
1	Reading	65 minutes	50 marks	0-50
2	Vocabulary and Grammar	20 minutes	20 marks	0-20
3	Listening	45 minutes	30 marks	0-30
4	Conversation	25 minutes	50 marks	0-50
5	Writing	45 minutes	50 marks	0-50

#### **First: Reading:**

Here, it is required to read various pieces of poetry and prose, consisting of sections of different lengths that involve around 60 to 300 words per piece. The section includes:

- Answering a total of 50 direct or indirect questions.
- The questions assess the extent of understanding and comprehension of texts and their main ideas, such as searching for a piece of information, selecting a title for the text, or defining the meaning of a word depending on the context, the relations between the sentences, and connection of sentences using conjunctions and pronominal anaphora.
- The section also assesses the ability to understand the logical arguments, points of view, and the purpose of the text.

#### **Second: Vocabulary and grammar:**

In this section, the candidate is required to answer 20 various questions on vocabulary, famous Arabic concepts, and commonly used grammar and syntactic rules and their meanings. This is in order to assess the accuracy of using some short phrases, sentences, and conjunctions connecting them.

**Third: Listening:**

In this section, the candidate will listen to six texts and answer about 30 questions that assess the candidate's skills of comprehension, memory, observation, understanding, and analysis. This includes for example questions about the main idea of the text, the information embedded in it, and the meaning of words and their antonyms. The levels of the questions vary according to the subject of the text.

**Fourth: Conversation:**

In this section, the candidate is requested to record an audio recording, where he/she is asked to talk about himself/herself, the reasons for studying a specific major, and a topic chosen by the candidate.

The specialists will listen to the recording later and give the grades based on several criteria, including commitment to the subject and time, sound language, expressive style, terms, pronunciation, and compliance with the rules of the Arabic language.

**Fifth: Writing:**

This section of the test assesses the linguistic and cultural knowledge of the candidate and his/her ability to organize phrases and paragraphs by asking them to write down two topics in Arabic:

- The first topic is functional, where the candidate writes an essay on practical life after graduation, a report, minutes of a meeting, or a job application, etc.
- The second topic is creative. The candidate selects one of two general cultural topics, such as the life of the Arabs, their customs, traditions, tourism, religious and national events, etc.

In this section, the candidate is requested to write in a sound language, using proper style, as well as grammar, spelling, and punctuation techniques.

In addition, the elements of the topic should be comprehensive, consisting of an introduction, body, and conclusion. The writing should be thorough to ensure that the meaning corresponds to the title.

**2. Arabic Placement Test**

This test assesses the student's ability to understand Arabic and his or her skills; not only his/her familiarity with the Arabic language. The test assesses A1, A2, B1, B2, C1 levels.

The Placement Test also assesses the proficiency of candidates wishing to study or teach Arabic, as it evaluates the level needed to enroll, outlines the starting point, determines the curricula the student needs to study, and determines the period required to achieve them.

The Test consists of four sections: reading, vocabulary, grammar, and listening. The questions cover different subjects that assess the linguistic knowledge of the applicant, his/her knowledge of synonyms, and understanding of grammar among other Arabic language skills.

**Mechanism for applying for the tests:**

Applying for the tests starts by reading the candidate's manual posted on the Arabic Fluency Program website (<https://ArabicFluency.com>). This will help candidates gain appropriate knowledge about the tests' training requirements, registration mechanism, and fees associated, in addition to the available scheduled periods. The candidate may then sit for the test at any of TAG.Global premises or at the nearby-accredited center in the candidate's country.

### **Beneficiaries and target groups:**

The Arabic Fluency Test and Placement Test are used for the following purposes:

1. Joining language programs or academic tracks that require a specific level of language proficiency.
2. University admission tests and exemption from some academic requirements in universities.
3. Applying for jobs that require knowledge of the Arabic language.
4. Documenting the linguistic level of the student during and after the study.
5. For non-native expats working in the Arab region.

### **Test advantages:**

These tests are highly credible, accurate proof of the level of proficiency of the candidate taking the Arabic test, owing to several factors:

- The test is standard and covers all Arabic language skills, including conversation skills, where the candidate records his or her linguistic output according to a structured, organized mechanism in a quiet test environment.
- The test has been prepared in accordance with globally recognized standards of assessing language proficiency, namely CEFR and ACTFL instructions for language teaching, taking into consideration the specifics of the Arabic language.
- The test is fully computerized and is offered online at accredited centers.
- All candidates sit for the test in the same conditions, in terms of environment and test content.
- The test is highly stable, efficient, in a highly-secured environment, and confidential.
- The test sections are corrected while concealing the identity of the candidate.
- The candidate may change his/her answers and move between the questions of any section during the test if needed.
- The test is offered by Talal Abu-Ghazaleh Global (TAG.Global), the global organization for professional services, education, and tech products, operating in more than 100 offices around the world, with its regional office located in Jordan.

### **Certificate:**

The Arabic Fluency Certificate is issued by TAG.Global and handed over to the candidates through TAG.Global's offices or accredited centers worldwide.

An updated list of the TAG.Global offices and accredited centers is available on our website.

## **Third: Books and curricula**

### **1. Talal Abu-Ghazaleh Arabic Literacy Book**

The book is an Arabic language learning curriculum for beginners, designed for introductory-level learners, whether illiterates or non-native Arabic speakers.

The book's material has been developed in line with modern concepts of teaching. It aims to develop the student's knowledge and skills and provide them with social skills that help them master Arabic reading and writing skills. This will help them effectively take part in the development processes and promote their role in communities. The book also introduces learners to the language skills needed to interact with others, i.e. develop the skills necessary to communicate and participate with others, as well as adapt to changes, absorb them, face them, and live with them through practical applications that are centered on the learners and the circumstances they face every day.

## 2. Fluency in Arabic Language Skills Book:

An excellent readable and audible reference and a comprehensive resource for the Arabic linguistic skills that prepare the candidates to sit for the fluency test. It is divided in a manner that enables the learner to study it on his/her own or as part of a training course.

It is designed for intermediate and advanced Arabic language learners, seeking to overcome the difficulties that hinder mastering the four language skills (reading, writing, speaking, and listening) and aims to train the reader to activate these skills in his/her daily life. The book is divided, therefore, into four modules; each of them is named after the skill it offers.

The book adopts a straightforward approach, presenting its material (readable and audible) in a clear, precise language, and introduces the rules of the Arabic language in a manner that helps the students master these skills and bridge the gap between knowledge of the rules and their application.

The book is full of modern and vibrant literary texts and includes a variety of exercises that are carefully designed to assist the reader and learner evaluate their overall performance and skills. The book also includes a rhetoric lesson and a spelling lesson, followed by a number of exercises, model answers, and the common mistakes in the lessons of each unit.

A hard copy of the books can be obtained from Talal Abu-Ghazaleh Global or any of its accredited centers around the world. A soft copy of the two books is also available online on:

- The Arabic Fluency Online Platform  
<https://courses.arabicfluency.com>

TAG.Global adopts other curricula that cover the needs of all levels, based on the study conditions. It is also possible to adopt any curricula that comply with the University's standards.



### **Contact us**

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