

# i-ArabiC (Interactive Arabic Courseware)

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## ABSTRACT

i-ArabiC is designed specifically for students who have no basis in Arabic language to learn Arabic language. The animation is produced in the form of courseware as aids in the process of teaching and learning (P & P) Arabic. This courseware is more of edutainment (entertainment in learning) so that students can learn the Arabic language in a relaxed and fun environment. The approach adopted in this courseware is to learn through 'seeing, hearing and imitating' by combining graphic presentation and subtitles. It helps and gives a clear understanding of the process of learning Arabic language and encourages independent learning among students.

## i-ArabiC FEATURES

- ✓ To build interest in learning Arabic language among students.
- ✓ To assist the teaching and learning processes of Arabic language.
- ✓ To improve listening and speaking skills among students.

### OBJECTIVES

- ✓ Teaching materials were adapted from the course module to suit the student's level and integrated with animation.

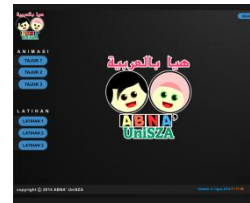
### NOVELTY & INVENTIVENESS

- ✓ Easily accessible at anytime and anywhere.
- ✓ A courseware that encourages self-learning among students.

### USEFULNESS & APPLICATION

- ✓ The opportunity to be on screen on commercial television channels like Al-Hijrah TV and Astro.
- ✓ Targets all Institutions of Higher Learning or Universities.
- ✓ As one of the teaching aids (BBM)

### COMMERCIALIZATION POTENTIAL



Independent learning



The approach of 'seeing, hearing and imitating'



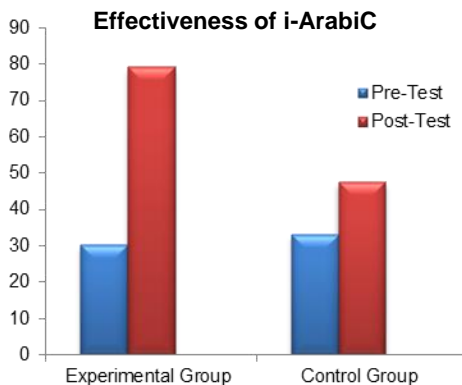
Subtitles in Arabic language



Simple vocabulary



Interactive exercises



## ACHIEVEMENTS

- **Medal:**
- ✓ Silver: Research & Innovation Week (MPI 2014), University of Sultan Zainal Abidin.
- **Conference:**
- ✓ 3rd International Seminar on Quality and Affordable Education 2014 (ISQAE 2014), Faculty of Education, University of Malaya Kuala Lumpur. 25 - 28 November 2014.
- ✓ *Seminar Pengajaran dan Pembelajaran Bahasa Arab 2014, 172-184.*

