



AL-MUNAWWAR VIA MOOC: A PLATFORM FOR LEARNING ARABIC LANGUAGE COMMUNICATION (LEVEL 1- BEGINNER)

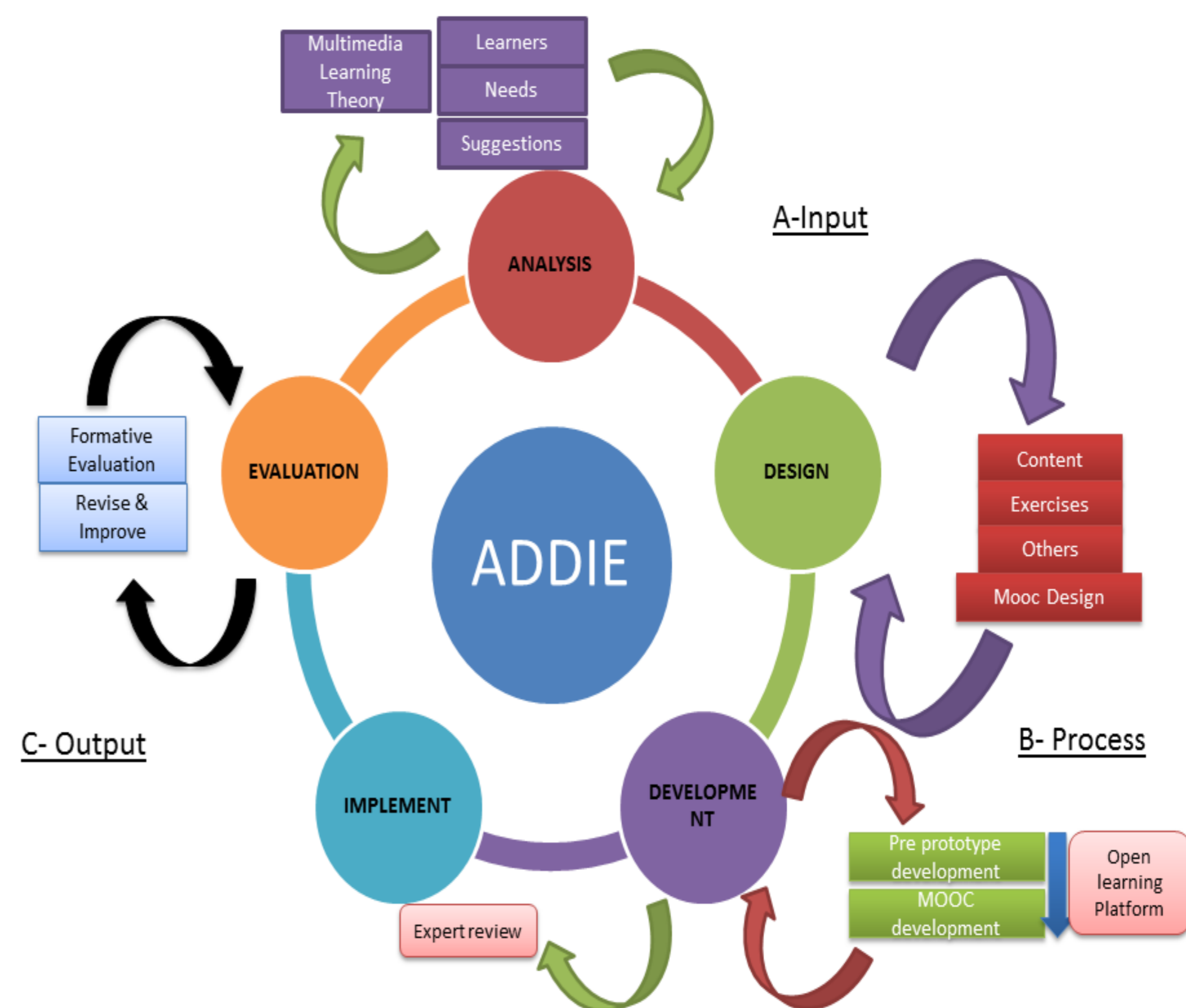
PRODUCT DESCRIPTION

This project presents an online course known as MOOC Al – Munawwar through the platform openlearning.com based on the **ADDIE** instructional design model. The online course was designed based on students’ needs, opinions, and suggestions, which will be evaluated by the participants involved in this study, selected among students who are studying the Arabic language Communication level 1.

Arabic online Course (Level 1) contains six (6) main chapters divided into 14 lessons for this MOOC offer. Each lesson focuses on the application of four language skills ie; written skills, listening skills, reading skills and basic speaking skills for beginners.

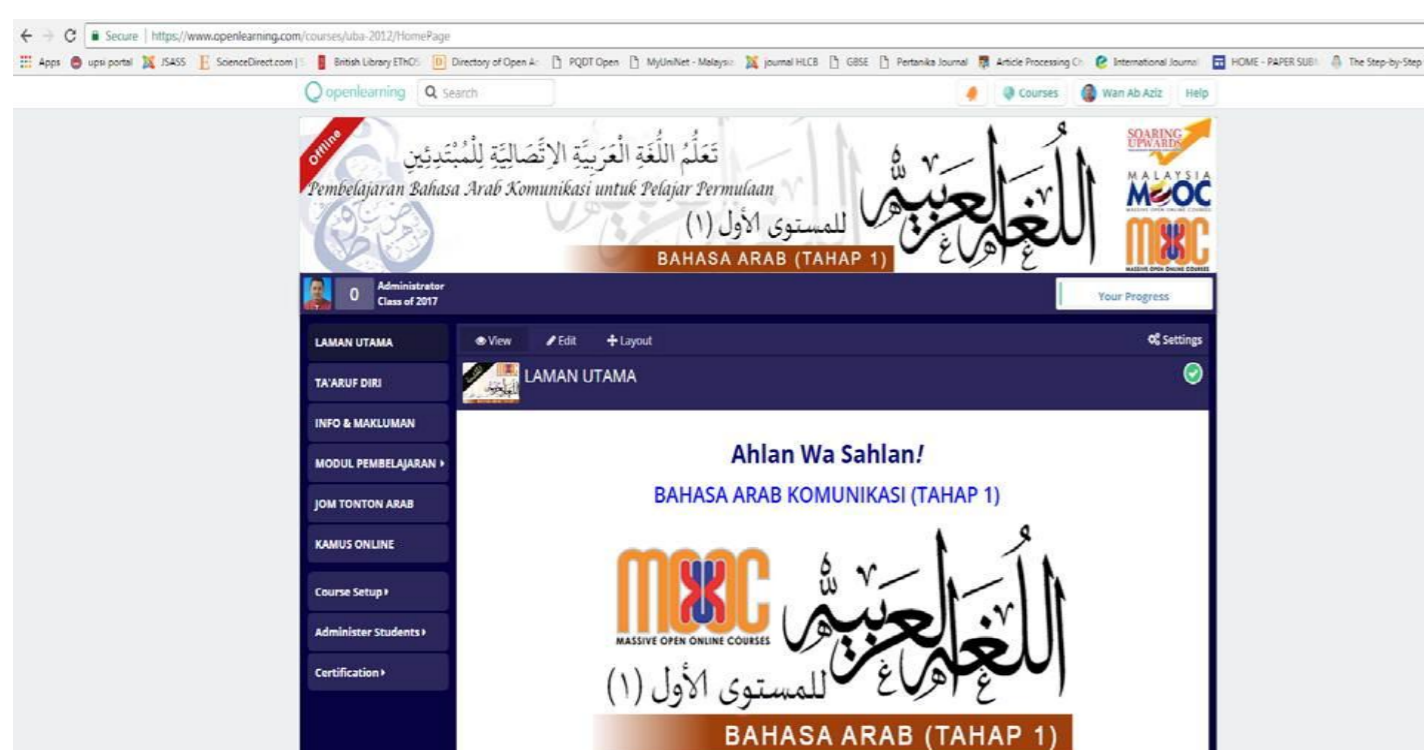
The lessons presented are very simple, easy and suitable for beginner students who have no basic grammar in Arabic. Hence, the main focus of the course is the introduction of the Arabic language itself as well as the basics of Arabic that are easy to understand by beginner students.

METHODOLOGY



COMMERCIAL POTENTIALS

- The product is used as a tool in learning activities as well as an additional reference for students learning Arabic language UBA 2012 in UMK.
- The product has a high level of commercialization and can be used widely in various universities, schools, colleges and educational courses .
- Various levels of learners in different learning institutions and settings.
- The product has an application and website that can be accessed via smart phones and tablets. [URL: https://www.openlearning.com/courses/uba-2012/HomePage](https://www.openlearning.com/courses/uba-2012/HomePage)



RESULT AND DISCUSSION

PERCENTAGE AND INTERPRETATION				
NUMBER OF STUDENTS	NEED ANALYSIS PHASE			
	STUDENT'S NEED	LANGUAGE SKILLS (COMMUNICATIO)	OBSTACLES	LEARNING STRATEGIES (LECTURES)
105 STUDENTS	100% (Very High)	95% (Very High)	90% (High)	90% (Very High)

CONCLUSION

The study found that the majority of the students were positive about learning the Arabic language through the Massive Open learning Courses which increases the students’ desire, motivates them to learn Arabic and gives them opportunities to practice self-learning.

NOVELTIES

RESEARCH-BASED: The prior **needs analysis** for the design and development of this website prototype was conducted among 105 out of 400 students of Arabic language 1 in the 2017/2018 academic year.

PRACTICALITY: Practical use of this MOOC for Arabic language learners in UMK. It is also suitable for all as it is designed for beginners.