

The E-Course

Communicating with Media



Language :
Arabic



Total learning hours :
3 learning hours



The target group :
All levels of Employment

This course aims to provide the participant with specialized knowledge of dealing with various media, and the importance of the leader in achieving the Institutional image and reputation by representing the institution in the media. It will also provide the participant with specialized skills to carry out interviews of various kind as well as conducting interviews.




Objectives:

1. Learn the role of the leader in creating the Institutional image and reputation via the media.
2. Discover the specialized skills in the Speech and body language while dealing with media.
3. Understand the various methods to deal with various media.
4. Linking the Institutional vision with the needs of the public.

Passing requirements:

Passing with 60% in cognitive assessment

For More Information:

-  ask@bipa.gov.bh
-  +973 1738 3838
-  www.bipa.gov.bh