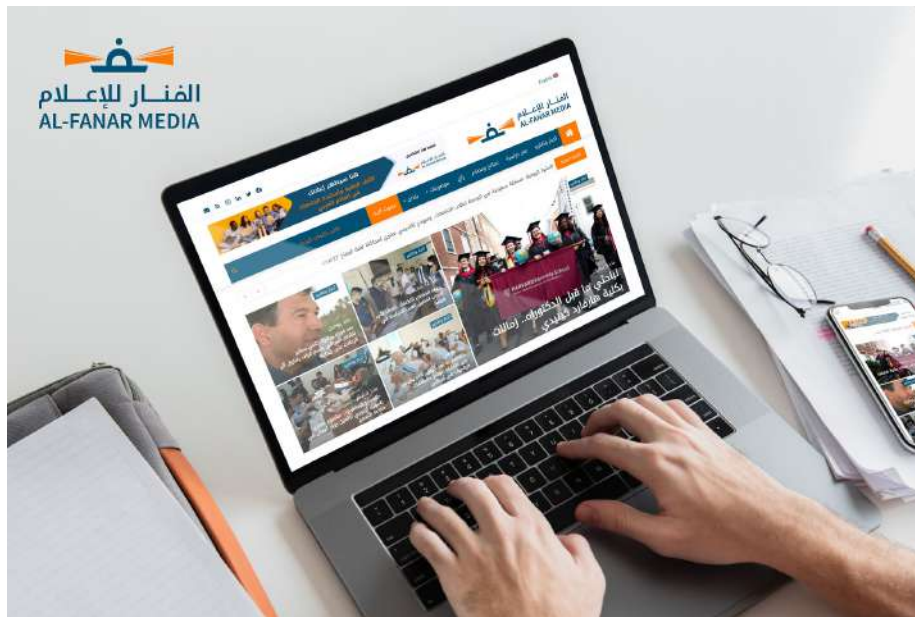




المنار للإعلام
AL-FANAR MEDIA

Al-Fanar Media Re-Launches Its Website with a New Visual Identity



20th September, 2022

After a yearlong effort, Al-Fanar Media re-launches its website today with a new visual identity that will help our readers have a better, more-interactive and flexible experience, with an attractive modern outlook.

Al-Fanar Media is the most prominent website covering higher education, research, and culture in the Arab world, both in Arabic and English.

Nadia El-Gowely, Executive Director of Al-Fanar Media, said: “In its [new version](#), the website provides visitors with distinguished journalistic content that meets their needs in higher education and research, in addition to culture and arts, in an attractive visual framework. The new design will provide an enjoyable browsing experience.”

In its new guise, the website bears a new logo to convey Al-Fanar Media’s visual identity. “We were also keen to preserve the Al-Fanar Media archive, which includes hundreds of reports and stories that monitor higher education in the Arab world since the website was first launched in 2013,” added El-Gowely.

Al-Fanar Media also offers its readers a database of scholarships from around the world, and a daily newsletter in Arabic, bringing the latest developments in higher education in the Arab world. It also provides a bi-monthly newsletter to subscribers highlighting its most prominent stories, and another newsletter about higher education issues for refugees and in conflict zones.

Mohamed El-Hawary, Al-Fanar Media’s editor-in-chief, said that the new website “culminates a year of content development that was carried out in parallel with the website’s technical development; to present it anew with useful and comprehensive content about the most prominent issues of higher education in the Arab world.”

The website also provides its content in English, to address university educators and students in the Arab world and other interested readers in the wider public, through content that focuses on all education levels, including pre-university education, undergraduate and graduate students, as well as academics and researchers across interests and disciplines.

“Our content helps users make their decisions on choosing university majors, upskilling for the post-graduation stage, and finding financial assistance through our scholarship database,” added El-Hawary.

Omar Mostafa, Al-Fanar Media’s digital strategist, said that the website development had taken every detail into account “to provide users with a smooth experience, and to enable them to browse the content in a variety of ways, on computers or smartphones. Al-Fanar Media’s Arabic and English readers can browse the content by sections, topics and countries.”

“The content has been restructured and classified to make it easier to find and browse, for both our most recent and most read stories,” he said. “The new version has seen fundamental improvements at the level of design, and to ensure a smooth browsing and using experience.”

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