



La-Net

ARA 412

RHETORIC II



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Course code: ARA 412

Course title: Rhetoric II

Course credit load: 2 Units

Series 1: Advanced Areas Of Arabic Rhetoric

Part 1: Foundations Of Advanced Arabic Rhetoric (أسس البلاغة العربية المتقدمة)

- 1.1 Definition and scope of advanced rhetoric (تعريف ونطاق البلاغة المتقدمة)
- 1.2 Historical development and scholarly contributions (التطور التاريخي وإسهامات العلماء)

Part 2: Key Dimensions Of Advanced Rhetoric (الأبعاد الرئيسية للبلاغة المتقدمة)

- 2.1 Stylistic devices and their functions (الأساليب البلاغية ووظائفها)
- 2.2 Relationship between rhetoric and meaning (العلاقة بين البلاغة والمعنى)

Part 3: Applications Of Advanced Rhetoric (تطبيقات البلاغة المتقدمة)

- 3.1 Use in classical Arabic texts (الاستخدام في النصوص العربية الكلاسيكية)
- 3.2 Contemporary relevance and examples (الأهمية المعاصرة والأمثلة)

Part 4: Analytical Approaches To Advanced Rhetoric (المناهج التحليلية في البلاغة المتقدمة)

- 4.1 Methods of rhetorical analysis (مناهج التحليل البلاغي)
- 4.2 Evaluating rhetorical effectiveness (تقييم الفاعلية البلاغية)

Introduction

Arabic rhetoric, or **البلاغة العربية**, has always been central to the beauty and precision of the language. As learners progress beyond the basics, they encounter advanced areas that reveal the depth of expression and the intellectual richness of Arabic. This Series sets the stage for exploring those advanced dimensions, helping you appreciate how rhetoric functions not only as ornamentation but also as a powerful tool for meaning and persuasion.



The aim of this Series is to introduce you to the advanced areas of Arabic rhetoric, equipping you with the ability to analyse its foundations, examine its key dimensions, apply it in classical and modern contexts, and evaluate its effectiveness through analytical approaches.

We shall commence this Series by studying the foundations of advanced Arabic rhetoric, including its definition, scope, and historical development. Next, we will move on to the key dimensions of advanced rhetoric, focusing on stylistic devices and their relationship to meaning. Following that, we will explore applications of advanced rhetoric in classical texts and contemporary examples. Finally, we will wrap up by considering analytical approaches, where you will learn methods of rhetorical analysis and how to evaluate rhetorical effectiveness.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 1.1** define the foundations of advanced Arabic rhetoric (البلاغة العربية المتقدمة) including its scope and historical development,
- **SLO 1.2** explain the key dimensions of advanced rhetoric (الأبعاد الرئيسية للبلاغة المتقدمة) with emphasis on stylistic devices (الأساليب البلاغية) and their functions,
- **SLO 1.3** analyse the relationship between rhetoric (البلاغة) and meaning (المعنى) in Arabic texts,
- **SLO 1.4** apply advanced rhetorical techniques in classical Arabic texts (النصوص العربية الكلاسيكية) and contemporary examples,
- **SLO 1.5** demonstrate methods of rhetorical analysis (مناهج التحليل البلاغي) for evaluating rhetorical effectiveness (فاعلية البلاغة).



1.1 Foundations Of Advanced Arabic Rhetoric (أسس البلاغة العربية المتقدمة)

1.1.1 Definition and scope of advanced rhetoric (تعريف ونطاق البلاغة المتقدمة)

البلاغة (rhetoric) in Arabic refers to the art of expressing meaning with clarity, beauty, and persuasive power. When we speak of **البلاغة المتقدمة** (advanced rhetoric), we are focusing on the deeper dimensions of this art, beyond the basics of eloquence. Advanced rhetoric involves analysing how words, structures, and stylistic devices interact to produce impact. It is not only about ornamentation but also about how meaning is shaped and conveyed with precision.

Fill in the blank: Advanced rhetoric is not only about ornamentation but also about shaping _____ with precision.



Figure 1.1 Relationship between meaning, style, and impact

1.1.2 Historical development and scholarly contributions (التطور التاريخي وإسهامات العلماء)

The study of advanced rhetoric has a long history in Arabic scholarship. Early scholars such as **الجاحظ** (al-Jāḥiẓ) and **عبد القاهر الجرجاني** (ʿAbd al-Qāhir al-Jurjānī) explored how rhetorical devices enhance meaning and interpretation. Their works laid the foundation for later studies that



examined rhetoric as both a linguistic and intellectual discipline. Over time, advanced rhetoric became closely tied to the study of the Qur'an, poetry, and prose, ensuring that learners could appreciate the depth of Arabic expression.

Fill in the blank: One of the most influential scholars in Arabic rhetoric was _____, who developed the theory of النظم.



Plate 1.1 Manuscript of al-Jurjānī's rhetorical writings

Pilot questions 1.1

1. What does advanced rhetoric (البلاغة المتقدمة) focus on beyond ornamentation?
2. Fill in the blank: Advanced rhetoric is not only about ornamentation but also about shaping _____ with precision.
3. Name two early scholars who contributed to the study of advanced Arabic rhetoric.
4. Fill in the blank: One of the most influential scholars in Arabic rhetoric was _____, who developed the theory of النظم.
5. Why did advanced rhetoric become closely tied to the study of the Qur'an and poetry?



1.2 Key Dimensions Of Advanced Rhetoric (الأبعاد الرئيسية للبلاغة المتقدمة)

1.2.1 Stylistic devices and their functions (الأساليب البلاغية ووظائفها)

In advanced Arabic rhetoric, **الأساليب البلاغية** (stylistic devices) are the tools that give language its beauty and persuasive power. Devices such as **التشبيه** (simile), **الاستعارة** (metaphor), and **الكناية** (metonymy) are used to enrich meaning and create vivid imagery. Each device has a specific function, whether it is to clarify an idea, intensify emotion, or add elegance to expression. By studying these devices, learners gain insight into how rhetoric transforms ordinary language into powerful communication.

Fill in the blank: A simile (**التشبيه**) is used to clarify an idea by comparing it to _____.

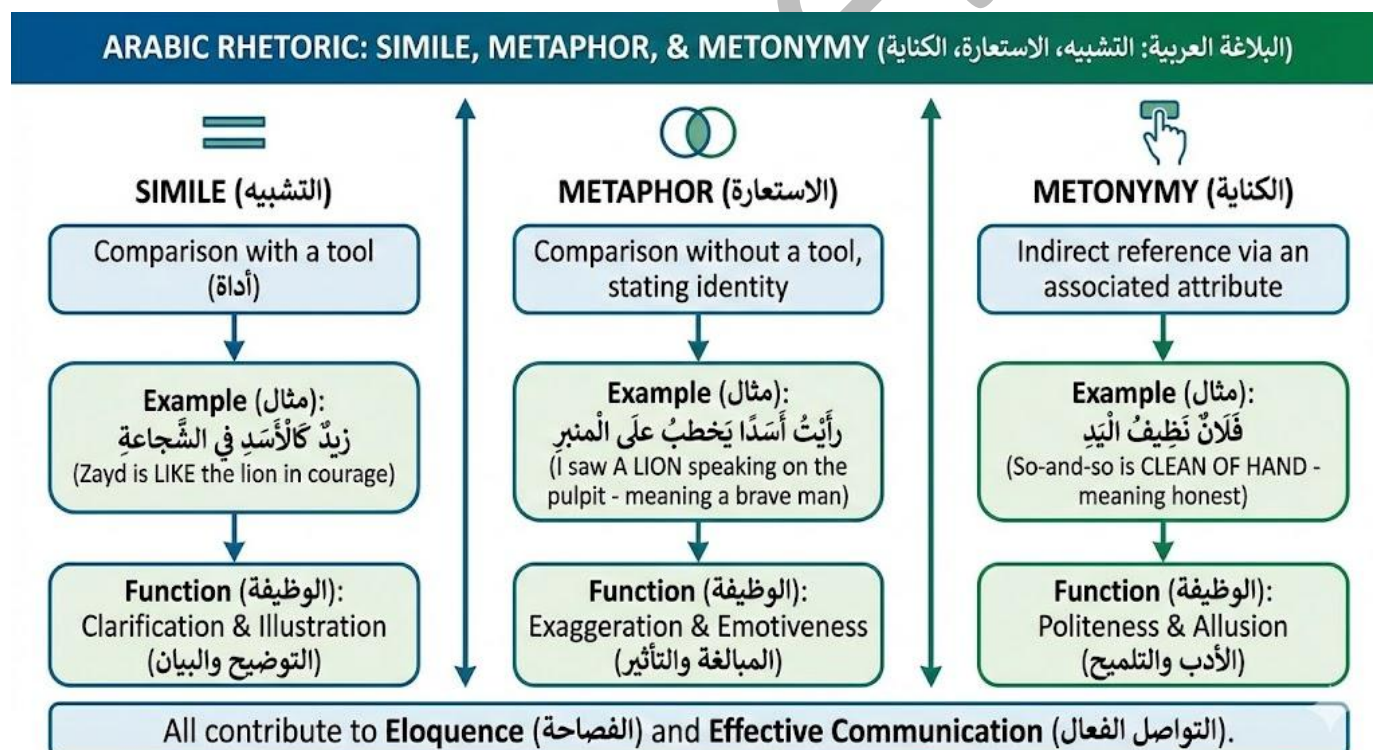


Figure 1.2 Stylistic devices and their functions



1.2.2 Relationship between rhetoric and meaning (العلاقة بين البلاغة والمعنى)

Advanced rhetoric is not only about style, it is deeply connected to **المعنى** (meaning). Scholars emphasise that rhetorical devices must serve the purpose of clarifying or enhancing meaning, rather than distracting from it. For example, a metaphor may illuminate a complex concept, while repetition may reinforce a key idea. The effectiveness of rhetoric lies in how well it aligns with meaning, ensuring that beauty in language does not come at the expense of clarity.

Fill in the blank: The effectiveness of rhetoric lies in how well it aligns with _____.

Principle	Explanation	Educational/Cultural Impact
Rhetoric must clarify or enhance meaning	The purpose of rhetorical devices (<i>balāgha</i>) is to strengthen the intended message.	Ensures that beauty in language serves communication rather than obscurity.
Devices should not distract from clarity	Excessive ornamentation or complex figures of speech can hinder understanding.	Encourages balance between eloquence and accessibility in teaching and literature.
Beauty in language must support understanding	Aesthetic qualities of Arabic expression are valued when they reinforce comprehension.	Preserves the tradition of eloquence while making texts meaningful for diverse audiences.

Box 1.2 Rhetoric and meaning

Pilot questions 1.2

1. What are **الأساليب البلاغية** and why are they important in advanced rhetoric?
2. Fill in the blank: A simile (**التشبيه**) is used to clarify an idea by comparing it to _____.
3. Name two other stylistic devices besides simile.
4. Fill in the blank: The effectiveness of rhetoric lies in how well it aligns with _____.
5. Why must rhetorical devices serve meaning rather than distract from it?



1.3 Applications Of Advanced Rhetoric (تطبيقات البلاغة المتقدمة)

1.3.1 Use in classical Arabic texts (الاستخدام في النصوص العربية الكلاسيكية)

Advanced rhetoric has always been a cornerstone of classical Arabic texts. Poets and prose writers employed devices such as **الجناس** (paronomasia), **السجع** (rhymed prose), and **الطباق** (antithesis) to elevate their works. These devices were not mere decoration, they carried meaning and reinforced themes. For example, Qur'anic verses often use rhetorical structures to emphasise divine messages and moral lessons. By studying these applications, learners can appreciate how rhetoric shaped the intellectual and cultural heritage of Arabic literature.

Fill in the blank: Qur'anic verses often use rhetorical structures to emphasise _____ messages and moral lessons.



Plate 1.2 Classical Arabic text with rhetorical devices



1.3.2 Contemporary relevance and examples (الأهمية المعاصرة والأمثلة)

Advanced rhetoric is not confined to the past, it continues to influence modern Arabic writing and speech. In contemporary literature, authors use rhetorical devices to add depth and resonance to their works. In media and public speaking, rhetoric enhances persuasion and clarity. Even in everyday communication, rhetorical techniques can make language more engaging and memorable. This shows that advanced rhetoric remains a living tradition, adaptable to new contexts while retaining its classical roots.

Fill in the blank: In contemporary literature, rhetorical devices are used to add depth and _____ to works.

Domain	Role of Rhetoric	Impact
Literature	Adds depth, resonance, and layered meaning through devices like استعارة (metaphor) and جناس (paronomasia).	Enriches modern Arabic prose and poetry, connecting classical eloquence with contemporary creativity.
Media	Enhances persuasion and clarity in journalism, advertising, and digital platforms.	Shapes public opinion and strengthens communication in mass culture.
Public speaking	Strengthens impact by using rhythm, repetition, and imagery.	Builds credibility and emotional connection with audiences in political, religious, and cultural contexts.
Everyday communication	Makes language engaging and memorable through idiomatic and stylistic flourishes.	Encourages expressive interaction, sustaining Arabic's vibrancy in daily life.

Box 1.3 Contemporary relevance of advanced rhetoric



Pilot questions 1.3

1. Name three rhetorical devices commonly used in classical Arabic texts.
2. Fill in the blank: Qur'anic verses often use rhetorical structures to emphasise _____ messages and moral lessons.
3. How does advanced rhetoric influence contemporary literature?
4. Fill in the blank: In contemporary literature, rhetorical devices are used to add depth and _____ to works.
5. Why is advanced rhetoric considered a living tradition?

1.4 Analytical Approaches To Advanced Rhetoric (المناهج التحليلية في البلاغة المتقدمة)

1.4.1 Methods of rhetorical analysis (مناهج التحليل البلاغي)

To study advanced rhetoric effectively, scholars have developed **مناهج التحليل البلاغي** (methods of rhetorical analysis). These methods involve examining how rhetorical devices are used in a text, identifying their purpose, and evaluating their impact on meaning. For example, analysing **التكرار** (repetition) may reveal how an author emphasises a central idea, while studying **الطباق** (antithesis) can show how contrast strengthens argumentation. By applying these methods, learners can move beyond surface appreciation to a deeper understanding of how rhetoric functions.

Fill in the blank: Analysing repetition (**التكرار**) may reveal how an author emphasises a _____ idea.



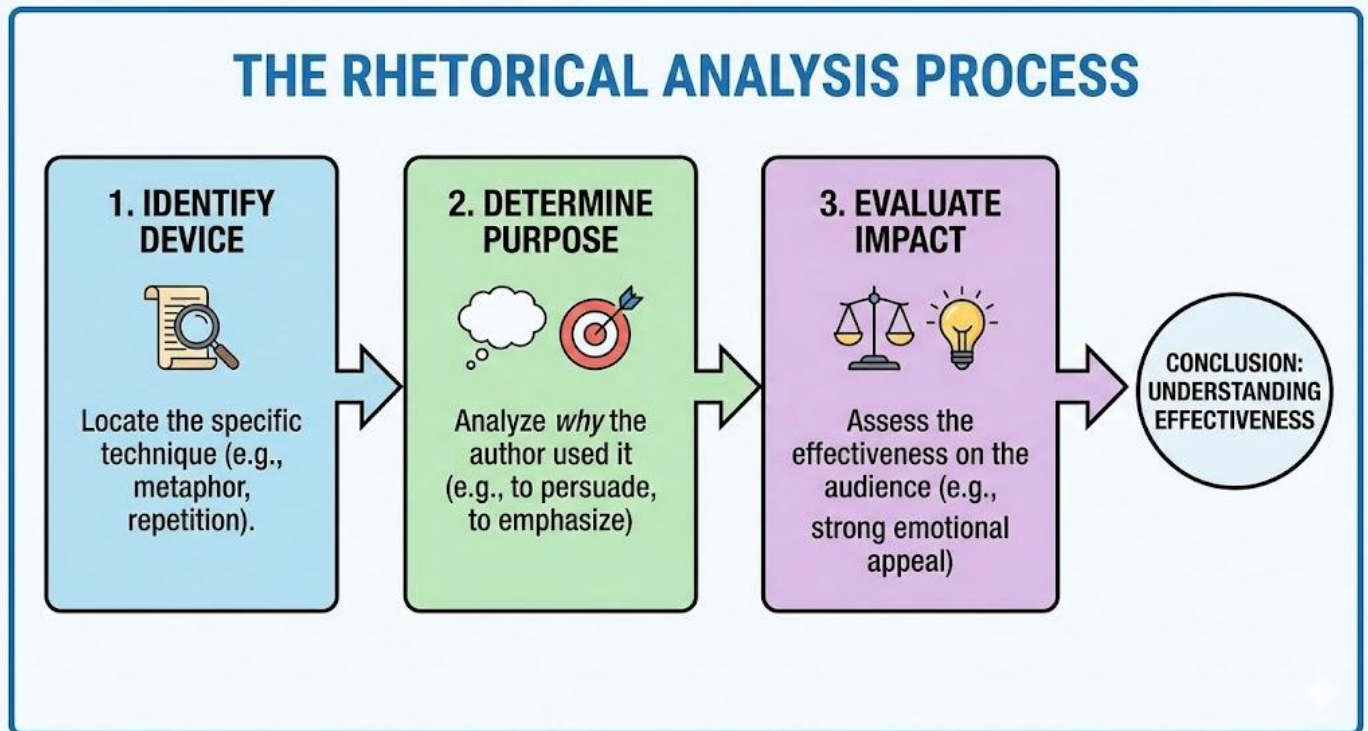


Figure 1.3 Steps in rhetorical analysis

1.4.2 Evaluating rhetorical effectiveness (تقييم الفاعلية البلاغية)

The final stage of analysis is **تقييم الفاعلية البلاغية** (evaluating rhetorical effectiveness). This involves asking whether the rhetorical devices used actually achieve their intended purpose. For instance, does a metaphor clarify the concept or confuse the reader? Does repetition strengthen the message or make it monotonous? Evaluation requires critical thinking, balancing appreciation of beauty with assessment of clarity and impact. In this way, learners develop the ability to judge rhetoric not only aesthetically but also functionally.

Fill in the blank: Evaluating rhetorical effectiveness requires balancing appreciation of beauty with assessment of _____ and impact.



Question	Explanation	Purpose
Does the device clarify or confuse?	Rhetorical devices should illuminate meaning, not obscure it.	Ensures eloquence supports comprehension.
Does repetition strengthen or weaken the message?	Repetition can reinforce ideas, but excessive use may dilute impact.	Helps assess balance between emphasis and redundancy.
Balance beauty with clarity and impact	Aesthetic flourishes must enhance communication rather than distract.	Preserves the tradition of eloquence while keeping language purposeful.

Box 1.4 Evaluating rhetorical effectiveness

Pilot questions 1.4

1. What are **مناهج التحليل البلاغي** and why are they important?
2. Fill in the blank: Analysing repetition (**التكرار**) may reveal how an author emphasises a _____ idea.
3. What is the purpose of evaluating rhetorical effectiveness?
4. Fill in the blank: Evaluating rhetorical effectiveness requires balancing appreciation of beauty with assessment of _____ and impact.
5. Give one example of how a rhetorical device might fail to achieve its intended purpose.



Series summary

This Series has introduced you to the advanced areas of Arabic rhetoric (البلاغة العربية المتقدمة) and highlighted its importance in shaping meaning, beauty, and persuasion in the Arabic language. We began with the foundations, defining advanced rhetoric and tracing its historical development through the contributions of scholars such as الجاحظ and عبد القاهر الجرجاني. We then explored the key dimensions, focusing on stylistic devices like التشبيه, الاستعارة, and الكناية, and examined how these interact with meaning. Following that, we considered applications in classical texts, including Qur'anic verses and poetry, before moving on to contemporary relevance in literature, media, and everyday communication. Finally, we studied analytical approaches, learning methods of rhetorical analysis and how to evaluate rhetorical effectiveness.

By completing this Series, you should now be able to define the foundations of advanced rhetoric (SLO 1.1), explain its key dimensions and stylistic devices (SLO 1.2), analyse the relationship between rhetoric and meaning (SLO 1.3), apply advanced rhetorical techniques in classical and modern contexts (SLO 1.4), and demonstrate methods of rhetorical analysis to evaluate effectiveness (SLO 1.5). These outcomes ensure that you can critically engage with advanced rhetorical concepts, appreciating both their historical depth and their continuing relevance today.

Glossary of terms

- **البلاغة (rhetoric):** The art of expressing meaning with clarity, beauty, and persuasive power in Arabic.
- **البلاغة المتقدمة (advanced rhetoric):** The deeper study of rhetoric that goes beyond ornamentation, focusing on how words, structures, and stylistic devices shape meaning and impact.
- **الجاحظ (al-Jāhiz):** An early Arabic scholar whose works contributed significantly to the study of rhetoric and literary expression.
- **عبد القاهر الجرجاني (‘Abd al-Qāhir al-Jurjānī):** A major scholar of Arabic rhetoric, known for his theory of **النظم** (composition), which emphasises the arrangement of words and meanings.



- **التشبيه (simile):** A stylistic device that clarifies an idea by comparing it to something else, often using words such as "like" or "as".
- **الاستعارة (metaphor):** A rhetorical device that conveys meaning by describing one thing in terms of another, creating vivid imagery.
- **الكناية (metonymy):** A rhetorical device where a concept is expressed indirectly through association, often to add subtlety or elegance.
- **الجناس (paronomasia):** A rhetorical device involving wordplay with similar sounds but different meanings, used to enrich expression.
- **السجع (rhymed prose):** A stylistic feature where prose is written with rhyming endings, common in classical Arabic texts.
- **الطباق (antithesis):** A rhetorical device that places contrasting ideas together to strengthen meaning or argument.
- **التكرار (repetition):** The deliberate use of repeated words or phrases to emphasise a central idea or theme.
- **النصوص العربية الكلاسيكية (classical Arabic texts):** Literary works such as poetry, prose, and Qur'anic verses that employ advanced rhetorical devices.
- **المعنى (meaning):** The underlying sense or concept conveyed by language, which rhetoric aims to clarify and enhance.
- **مناهج التحليل البلاغي (methods of rhetorical analysis):** Scholarly approaches used to study how rhetorical devices function within texts, focusing on purpose and impact.
- **تقييم الفاعلية البلاغية (evaluating rhetorical effectiveness):** The process of judging whether rhetorical devices achieve their intended purpose, balancing beauty with clarity and impact.



Objective questions

1. Which term refers to the deeper study of rhetoric beyond ornamentation? (Linked to SLO 1.1)
2. Who was the scholar known for developing the theory of **النظم**? (Linked to SLO 1.1)
3. Which stylistic device clarifies an idea by comparing it to something else? (Linked to SLO 1.2)
4. What rhetorical device places contrasting ideas together to strengthen meaning? (Linked to SLO 1.2)
5. In contemporary literature, rhetorical devices are used to add depth and what? (Linked to SLO 1.4)

Short-answer questions

6. Define **البلاغة المتقدمة** and explain its scope. (Linked to SLO 1.1)
7. Describe the relationship between rhetoric (**البلاغة**) and meaning (**المعنى**) in Arabic texts. (Linked to SLO 1.3)
8. Give two examples of rhetorical devices used in classical Arabic texts. (Linked to SLO 1.4)
9. Explain why evaluating rhetorical effectiveness (**تقييم الفاعلية البلاغية**) is important. (Linked to SLO 1.5)
10. How does advanced rhetoric remain relevant in modern media and public speaking? (Linked to SLO 1.4)

Long-answer questions

11. Analyse the contributions of early scholars such as **عبد القاهر الجرجاني** and **الجاحظ** to the foundations of advanced rhetoric. (Linked to SLO 1.1)
12. Evaluate the effectiveness of stylistic devices like **التشبيه**, **الاستعارة**, and **الكناية** in clarifying meaning and enhancing impact. (Linked to SLO 1.2, SLO 1.3)



13. Assess the applications of advanced rhetoric in both classical Arabic texts and contemporary contexts, highlighting similarities and differences. (Linked to SLO 1.4)
14. Demonstrate how methods of rhetorical analysis can be applied to evaluate rhetorical effectiveness in a chosen text. (Linked to SLO 1.5)

Answers to Concept check questions [Series 1]

Objective questions

1. **البلاغة المتقدمة** (advanced rhetoric).
2. **عبد القاهر الجرجاني**.
3. **التشبيه** (simile).
4. **الطباق** (antithesis).
5. Resonance.

Short-answer questions

6. Advanced rhetoric is the deeper study of rhetoric, focusing on how words, structures, and stylistic devices shape meaning and impact.
7. Rhetoric must serve meaning, clarifying or enhancing it rather than distracting from it.
8. Examples include **الجناس** (paronomasia) and **السجع** (rhymed prose).
9. Evaluating rhetorical effectiveness ensures that devices achieve their intended purpose, balancing beauty with clarity and impact.
10. In modern contexts, rhetoric enhances persuasion, clarity, and engagement in media and public speaking.

Long-answer questions

11. **Basic response:** Scholars such as **عبد القاهر الجرجاني** and **الجاحظ** laid the foundations of advanced rhetoric by exploring how devices enhance meaning and interpretation.

Value-added response: Beyond the Series, their contributions also shaped literary criticism and linguistic theory, influencing how rhetoric is studied across disciplines.



12. **Basic response:** Devices like simile, metaphor, and metonymy clarify ideas and enrich meaning.

Value-added response: Outstanding learners may note that these devices also create cultural resonance, linking abstract ideas to familiar imagery and strengthening emotional impact.

13. **Basic response:** Classical texts used rhetoric to elevate poetry and Qur'anic verses, while contemporary contexts apply it in literature, media, and everyday communication.

Value-added response: Learners may highlight that both contexts share the goal of enhancing meaning, though modern usage adapts devices to new audiences and mediums.

14. **Basic response:** Methods of rhetorical analysis involve identifying devices, determining their purpose, and evaluating their impact.

Value-added response: Learners may demonstrate this by applying analysis to a chosen text, showing how repetition strengthens a theme or how metaphor clarifies a complex idea.

Answers to Pilot Questions [Series 1]

Part 1.1: Definition and scope of advanced rhetoric (تعريف ونطاق البلاغة المتقدمة)

1. It focuses on how words, structures, and stylistic devices shape meaning and impact.
2. Meaning.
3. عبد القاهر الجرجاني and الجاحظ.
4. عبد القاهر الجرجاني.
5. Because rhetoric was essential for clarifying divine messages and enriching poetry.

Part 1.2: Key dimensions of advanced rhetoric (الأبعاد الرئيسية للبلاغة المتقدمة)

1. Stylistic devices are tools that give language beauty and persuasive power.
2. Something else for comparison.
3. الكناية and الاستعارة.
4. Meaning.
5. Because devices must support clarity and enhance understanding.



Part 1.3: Applications of advanced rhetoric (تطبيقات البلاغة المتقدمة)

1. الجناس, السجع, الطباق.
2. Divine.
3. It adds depth and resonance to works.
4. Resonance.
5. Because it adapts to new contexts while retaining classical roots.

Part 1.4: Analytical approaches to advanced rhetoric (المناهج التحليلية في البلاغة المتقدمة)

1. Methods of rhetorical analysis, used to study devices, their purpose, and impact.
2. A central idea.
3. To judge whether devices achieve their intended purpose.
4. Clarity.
5. For example, repetition may weaken a message if overused.

References and Attributions [Series 1]

General References (APA style)

- Al-Jāhiz. (n.d.). *Al-Bayān wa al-Tabyīn*. Classical Arabic text on rhetoric and literary expression.
- Al-Jurjānī, ‘Abd al-Qāhir. (n.d.). *Dalā’il al-I’jāz* and *Asrār al-Balāgha*. Foundational works on Arabic rhetoric and the theory of **النظم**.
- Suleiman, Y. (2003). *The Arabic language and national identity: A cultural politics*. Edinburgh: Edinburgh University Press.
- Versteegh, K. (1997). *The Arabic linguistic tradition*. London: Routledge.
- Open Educational Resources (OER Commons). (n.d.). Retrieved from <https://www.oercommons.org>



Illustration Attributions

- *Figure 1.1 Relationship between meaning, style, and impact*
 - AI prompt: “Generate a diagram showing meaning, style, and impact as interconnected elements of advanced Arabic rhetoric.”
 - Search string: “Arabic rhetoric meaning style impact OER”
- *Plate 1.1 Manuscript of al-Jurjānī’s rhetorical writings*
 - AI prompt: “Generate an image of a manuscript page from al-Jurjānī’s works on Arabic rhetoric.”
 - Search string: “al Jurjani Arabic rhetoric manuscript OER”
- *Figure 1.2 Stylistic devices and their functions*
 - AI prompt: “Generate a diagram showing simile, metaphor, and metonymy in Arabic rhetoric with examples and functions.”
 - Search string: “Arabic rhetoric stylistic devices simile metaphor metonymy OER”
- *Box 1.2 Rhetoric and meaning*
 - AI prompt: “Generate a text box summarising the relationship between rhetoric and meaning in Arabic.”
 - Search string: “Arabic rhetoric relationship meaning clarity OER”
- *Plate 1.2 Classical Arabic text with rhetorical devices*
 - AI prompt: “Generate an image of a classical Arabic manuscript highlighting rhetorical devices such as saǰ‘ and jinās.”
 - Search string: “Arabic classical texts rhetoric manuscript OER”
- *Box 1.3 Contemporary relevance of advanced rhetoric*
 - AI prompt: “Generate a text box summarising the contemporary relevance of advanced Arabic rhetoric.”
 - Search string: “Arabic rhetoric contemporary relevance literature media OER”
- *Figure 1.3 Steps in rhetorical analysis*
 - AI prompt: “Generate a diagram showing the process of rhetorical analysis: identify device, determine purpose, evaluate impact.”
 - Search string: “Arabic rhetoric methods rhetorical analysis OER”
- *Box 1.4 Evaluating rhetorical effectiveness*



- AI prompt: “Generate a text box summarising key questions for evaluating rhetorical effectiveness in Arabic rhetoric.”
- Search string: “Arabic rhetoric evaluating effectiveness clarity impact OER”



Series 3: Jurjān's Theory Of Nadhm In Addalā'il Wa Al-'Asrār

Part 3.1 Foundations Of Jurjān's Theory (أسس نظرية الجرجاني)

- 3.1.1 Background of عبد القاهر الجرجاني and his works (أسرار البلاغة and دلائل الإعجاز)
- 3.1.2 Definition of النظم (Nadhm) and its central role in rhetoric
- 3.1.3 Distinction between اللفظ (word) and المعنى (meaning) in Jurjān's theory

Part 3.2 The Principle Of Arrangement (مبدأ الترتيب في النظم)

- 3.2.1 How words gain meaning through arrangement
- 3.2.2 The relationship between syntax and semantics in Arabic rhetoric
- 3.2.3 Qur'anic examples illustrating the principle of Nadhm

Part 3.3 Stylistic And Semantic Implications (الآثار الأسلوبية والدلالية)

- 3.3.1 Impact of Nadhm on clarity and eloquence
- 3.3.2 The role of stylistic devices within the framework of Nadhm
- 3.3.3 Examples from classical Arabic poetry and prose

Part 3.4 Applications And Critical Perspectives (التطبيقات والآراء النقدية)

- 3.4.1 Application of Nadhm in Qur'anic exegesis (التفسير)
- 3.4.2 Influence of Jurjān's theory on later scholars and literary criticism
- 3.4.3 Contemporary relevance of Nadhm in modern linguistic and rhetorical studies

Introduction

In the last Series, we explored the Badīc' aspect of Arabic rhetoric (البدیع) and examined how ornamental devices enrich language with artistry and subtlety. Building on that foundation, this Series turns to one of the most influential theories in Arabic rhetorical tradition: نظرية النظم (the theory of arrangement) developed by عبد القاهر الجرجاني in his works أسرار البلاغة and دلائل الإعجاز.



This theory is central to understanding how meaning in Arabic texts, especially the Qur'an, emerges not merely from individual words but from their arrangement and interconnection.

The aim of this Series is to introduce you to Jurjān's theory of Nadhm, explain its principles, and demonstrate its applications in classical and modern contexts. By the end, you will be able to analyse how arrangement shapes meaning and evaluate the lasting impact of Jurjān's contribution to rhetoric.

We shall commence this Series by examining the foundations of Jurjān's theory, including his background, the definition of **النظم**, and the distinction between **اللفظ** (word) and **المعنى** (meaning). Next, we will explore the principle of arrangement, focusing on how words gain meaning through their order and how this is illustrated in Qur'anic examples. Following that, we will move on to stylistic and semantic implications, considering how Nadhm enhances clarity, eloquence, and literary beauty. Finally, we will wrap up by discussing applications and critical perspectives, including its role in Qur'anic exegesis, its influence on later scholars, and its relevance in modern rhetorical and linguistic studies.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 3.1** define Jurjān's concept of **النظم** (Nadhm) and explain its central role in Arabic rhetoric,
- **SLO 3.2** describe the distinction between **اللفظ** (word) and **المعنى** (meaning) in Jurjān's theory,
- **SLO 3.3** analyse how words gain meaning through arrangement and illustrate this with Qur'anic examples,
- **SLO 3.4** explain the stylistic and semantic implications of Nadhm for clarity, eloquence, and literary beauty,
- **SLO 3.5** apply Jurjān's theory of Nadhm to examples from classical Arabic poetry and prose,



- **SLO 3.6** evaluate the application of Nadhm in Qur’anic exegesis and its influence on later scholars, and
- **SLO 3.7** assess the contemporary relevance of Jurjān’s theory in modern linguistic and rhetorical studies.

3.1 Foundations Of Jurjān’s Theory (أسس نظرية الجرجاني)

3.1.1 Background of عبد القاهر الجرجاني and his works

عبد القاهر الجرجاني was a renowned scholar of Arabic rhetoric and linguistics, best known for his two seminal works: *دلائل الإعجاز* (Proofs of Inimitability) and *أسرار البلاغة* (Secrets of Eloquence). His contributions shaped the study of rhetoric by emphasising the interplay between words and meanings, and by introducing the concept of *النظم* (Nadhm). Jurjān argued that the beauty of the Qur’an and Arabic literature lies not in isolated words but in the way they are arranged to convey meaning.

Fill in the blank: Jurjān’s two most famous works are *دلائل الإعجاز* and _____.



Plate 3.1 Manuscript of Jurjān’s *دلائل الإعجاز*



3.1.2 Definition of النظم (Nadhm)

النظم (Nadhm) refers to the arrangement of words in a sentence such that meaning emerges from their order and relationship. Jurjān insisted that eloquence is not achieved by selecting beautiful words alone, but by placing them in a structure where each word supports and enhances the others. This principle explains why the Qur'an is considered inimitable: its arrangement produces meanings that cannot be replicated by human effort.

Example: In the Qur'an, إِنَّمَا يَخْشَى اللَّهَ مِنْ عِبَادِهِ الْعُلَمَاءُ (Surah Fāṭir 28). The arrangement places العلماء (the scholars) at the end, emphasising that true fear of God is found among them. The meaning arises from the order, not just the words themselves.

Fill in the blank: According to Jurjān, eloquence is achieved not by isolated words but by their _____.

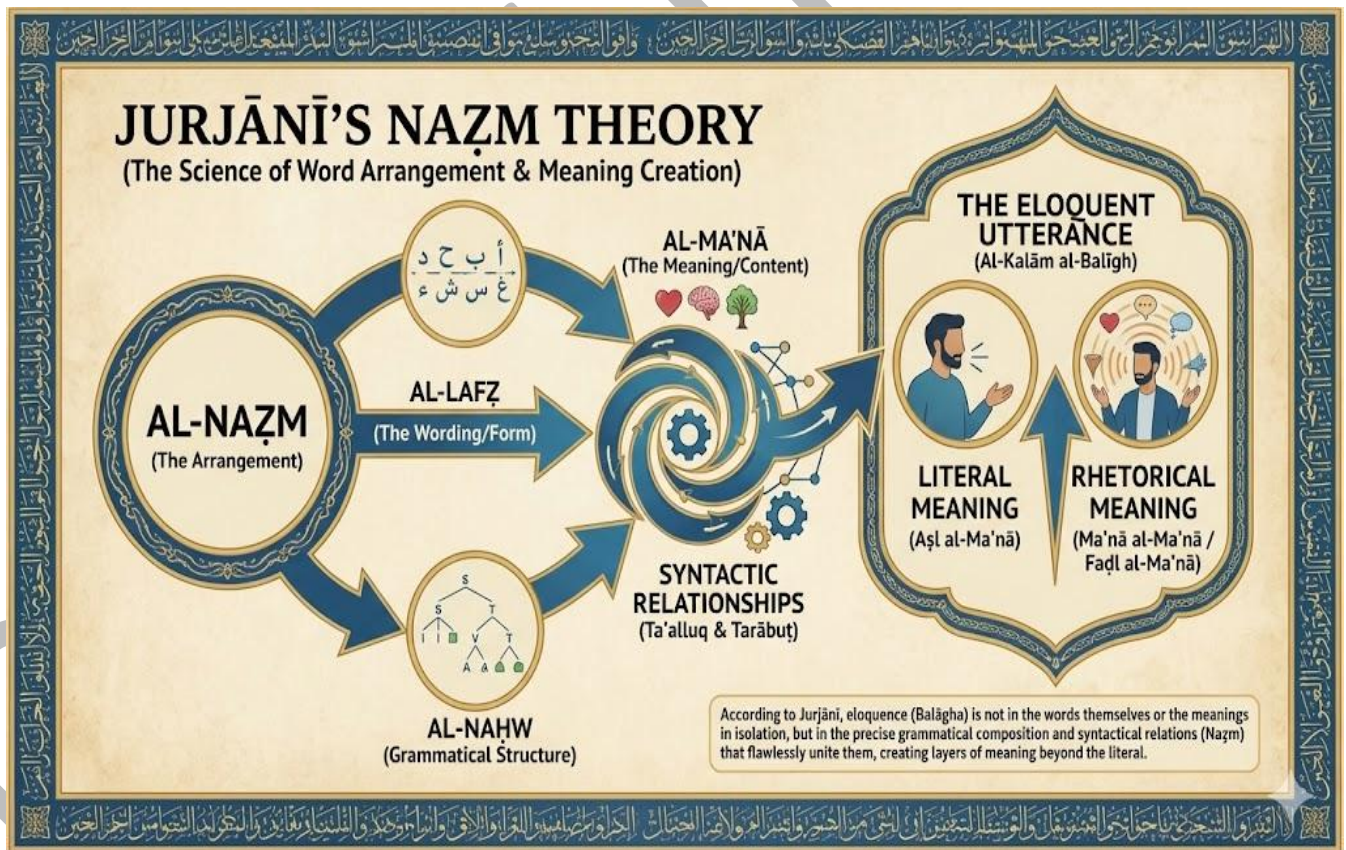


Figure 3.1 Meaning through arrangement in Nadhm



3.1.3 Distinction between اللفظ (word) and المعنى (meaning)

Jurjān made a clear distinction between اللفظ (word) and المعنى (meaning). He argued that words are mere vehicles, while meaning is the essence conveyed through their arrangement. A single word may carry a dictionary definition, but its rhetorical power emerges only when placed in a sentence. This distinction highlights why Nadhm is central: it bridges the gap between vocabulary and eloquence.

Example: The word نور (light) on its own denotes brightness. But in the Qur'an, اللَّهُ نُورُ السَّمَاوَاتِ وَالْأَرْضِ (Surah al-Nūr 35), the arrangement elevates the word to signify divine guidance and presence.

Fill in the blank: Jurjān taught that words are vehicles, while _____ is the essence conveyed through arrangement.

Concept	Explanation	Rhetorical Significance
اللفظ (Word / Form)	Refers to the linguistic expression—the chosen words and their arrangement.	Words alone do not guarantee eloquence unless properly ordered.
المعنى (Meaning / Essence)	Represents the underlying idea or message conveyed.	Meaning is revealed through the structure and interplay of words.
Eloquence arises when words are arranged to reveal meaning	Jurjānī's <i>nazm</i> theory emphasizes that eloquence is not in isolated words but in their syntactic and semantic harmony.	Establishes the foundation of Arabic rhetoric: beauty emerges when لفظ and معنى are inseparably united.

Box 3.1 Key distinction in Jurjān's theory

Pilot questions 3.1

1. What are the two most famous works of عبد القاهر الجرجاني?



2. Fill in the blank: Jurjān's two most famous works are *لائل الإعجاز* and _____.
3. Define *النظم* and explain why it is central to Jurjān's theory of rhetoric.
4. Fill in the blank: According to Jurjān, eloquence is achieved not by isolated words but by their _____.
5. What distinction did Jurjān make between *اللفظ* and *المعنى*?
6. Fill in the blank: Jurjān taught that words are vehicles, while _____ is the essence conveyed through arrangement.
7. Provide one Qur'anic example that illustrates how meaning emerges from arrangement in Nadhm.

3.2 The Principle Of Arrangement (مبدأ الترتيب في النظم)

3.2.1 How words gain meaning through arrangement

Jurjān emphasised that words on their own are limited in meaning, but when arranged in a sentence, they acquire depth and significance. This principle of *النظم* (Nadhm) shows that eloquence arises from the way words are ordered and connected. The arrangement determines emphasis, clarity, and the overall impact of the message.

Example: In the Qur'an, *إِنَّمَا يَخْشَى اللَّهَ مِنْ عِبَادِهِ الْعُلَمَاءُ* (Surah Fāṭir 28). The placement of *العلماء* at the end highlights that scholars are the ones who truly fear God. The meaning is shaped by the order, not just the vocabulary.

Fill in the blank: Jurjān taught that eloquence arises from the way words are _____ and connected.



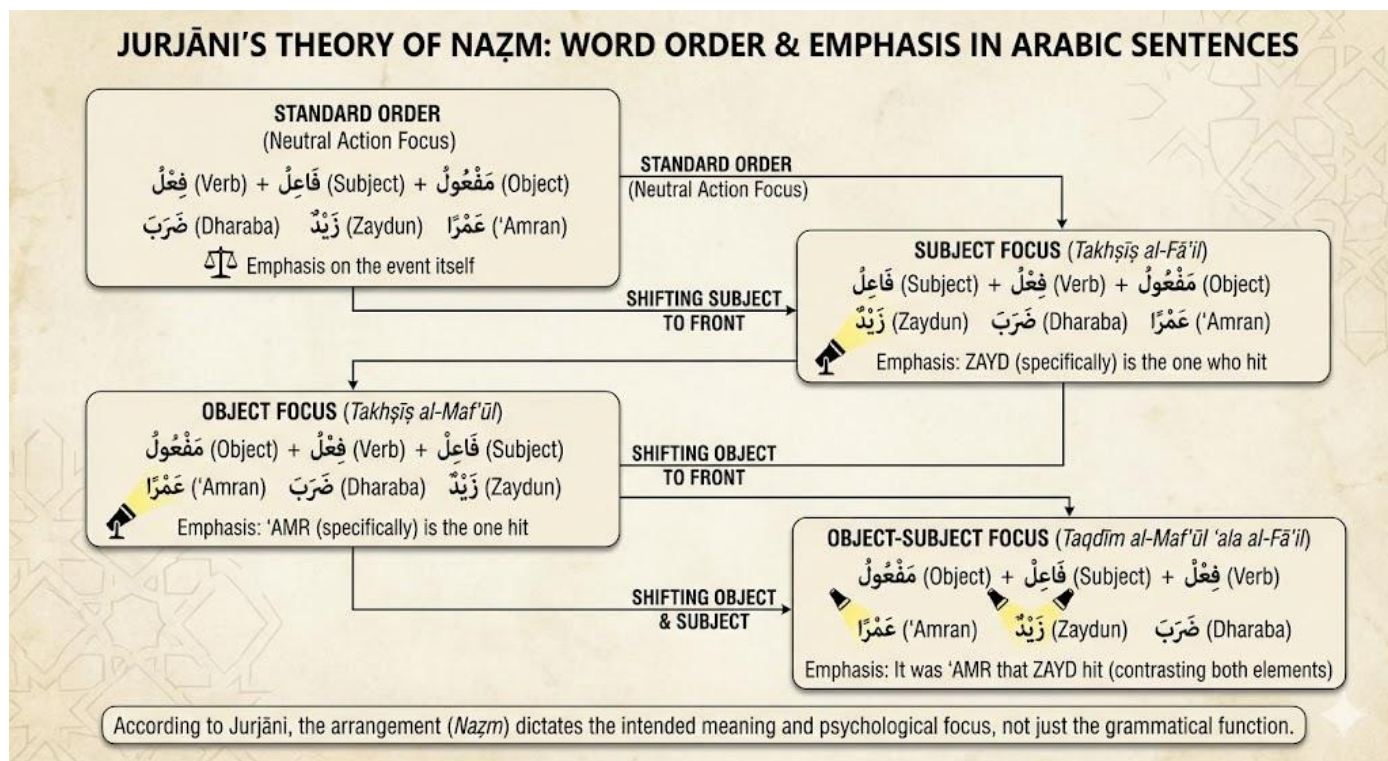


Figure 3.2 Word arrangement and emphasis in *Nadhm*

3.2.2 The relationship between syntax and semantics in Arabic rhetoric

Jurjān argued that **syntax** (النحو) and **semantics** (الدلالة) are inseparable. Syntax provides the structure, while semantics provides the meaning. Together, they form the basis of eloquence. A change in syntax can alter meaning, and meaning cannot be fully conveyed without proper structure. This relationship explains why the Qur'an's arrangement is considered miraculous, as its syntax and semantics work in perfect harmony.

Example: وَمَا رَمَيْتُ إِذْ رَمَيْتُ وَلَكِنَّ اللَّهَ رَمَى (Surah al-Anfāl 17). The syntax here distinguishes between human action and divine will, producing a layered meaning.

Fill in the blank: Jurjān showed that syntax provides the structure, while _____ provides the meaning.

Element	Explanation	Rhetorical Significance
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Syntax (النحو)	Provides the grammatical framework that governs how words are ordered and connected.	Ensures structural coherence and precision in expression.
Semantics (الدلالة)	Supplies the meaning conveyed by words and their relationships.	Anchors the message, guiding interpretation and comprehension.
Eloquence arises when both work together harmoniously	Jurjānī's theory of <i>Nadhm</i> emphasizes that eloquence is achieved when syntax and semantics interact seamlessly.	Establishes that beauty in language emerges from the unity of form and meaning.

Box 3.2 Syntax and semantics in *Nadhm*

3.2.3 Qur'anic examples illustrating the principle of *Nadhm*

Jurjān frequently used Qur'anic verses to demonstrate how arrangement produces meaning. He argued that the Qur'an's eloquence lies in its unique order, which cannot be replicated. Each verse shows how words, when arranged, convey meanings beyond their dictionary definitions.

Example 1: *لِلّٰهِ نُورُ السَّمَاوَاتِ وَالْأَرْضِ* (Surah al-Nūr 35). The arrangement elevates نور (light) to signify divine guidance, not just physical brightness.

Example 2: *صَفًّا صَفًّا وَرَجَاءَ رَبِّكَ وَالْمَلَكُ صَفًّا صَفًّا* (Surah al-Fajr 22). The repetition and arrangement of صَفًّا صَفًّا emphasises order and majesty.

Fill in the blank: Jurjān argued that the Qur'an's eloquence lies in its unique _____, which cannot be replicated.



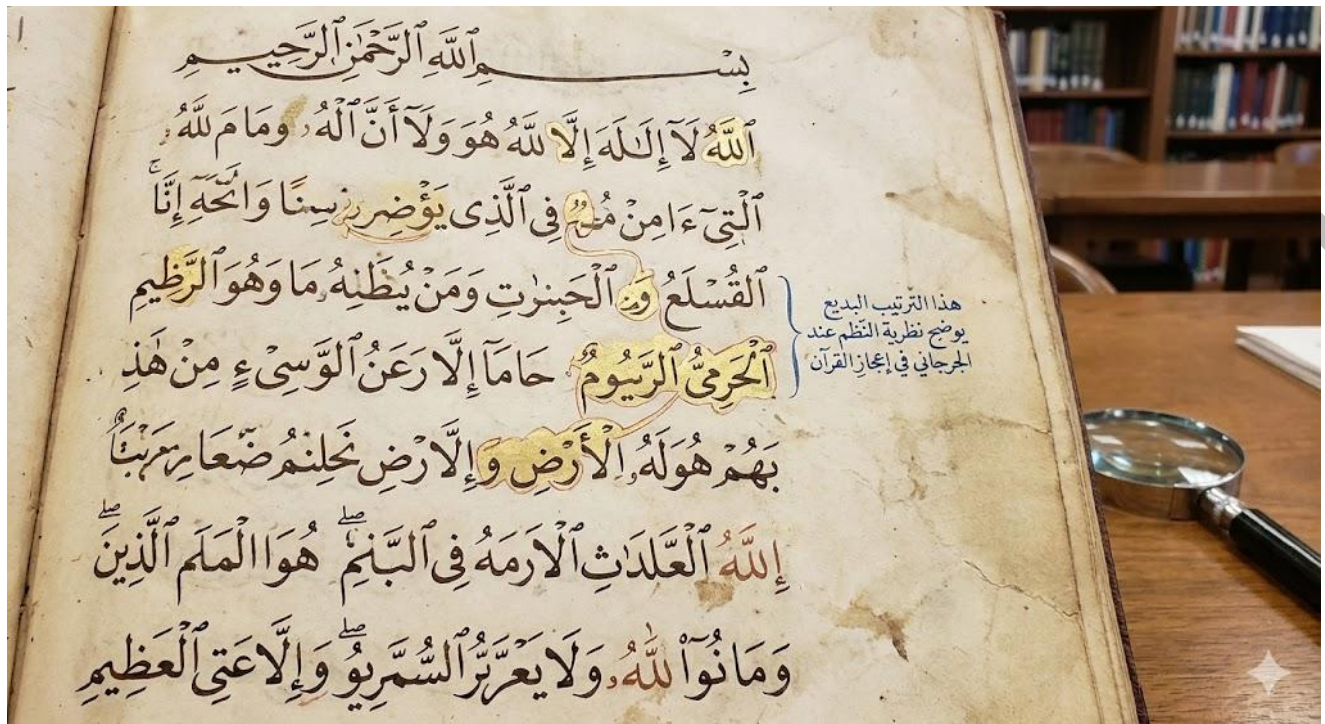


Plate 3.2 Qur'anic manuscript illustrating Nadhm examples

Pilot questions 3.2

1. What does Jurjān mean when he says words gain meaning through arrangement?
2. Fill in the blank: Jurjān taught that eloquence arises from the way words are _____ and connected.
3. How does syntax relate to semantics in Jurjān's theory of Nadhm?
4. Fill in the blank: Jurjān showed that syntax provides the structure, while _____ provides the meaning.
5. Provide one Qur'anic example that illustrates how arrangement produces meaning in Nadhm.
6. Fill in the blank: Jurjān argued that the Qur'an's eloquence lies in its unique _____, which cannot be replicated.



3.3 Stylistic And Semantic Implications (الآثار الأسلوبية والدلالية)

3.3.1 Impact of Nadhm on clarity and eloquence

Jurjān taught that **النظم** (Nadhm) is not only about arranging words but about achieving clarity and eloquence. When words are placed in their proper order, the intended meaning becomes clear and the expression gains beauty. Eloquence, therefore, is the result of precise arrangement that avoids ambiguity and enhances the listener's or reader's understanding.

Example: In the Qur'an, **وَجَعَلْنَا اللَّيْلَ لِبَاسًا، وَجَعَلْنَا النَّهَارَ مَعَاشًا** (Surah al-Naba' 10–11). The arrangement contrasts **ليل** (night) and **نهار** (day), producing clarity and eloquence through balance.

Fill in the blank: Jurjān taught that eloquence results from precise _____ that avoids ambiguity.

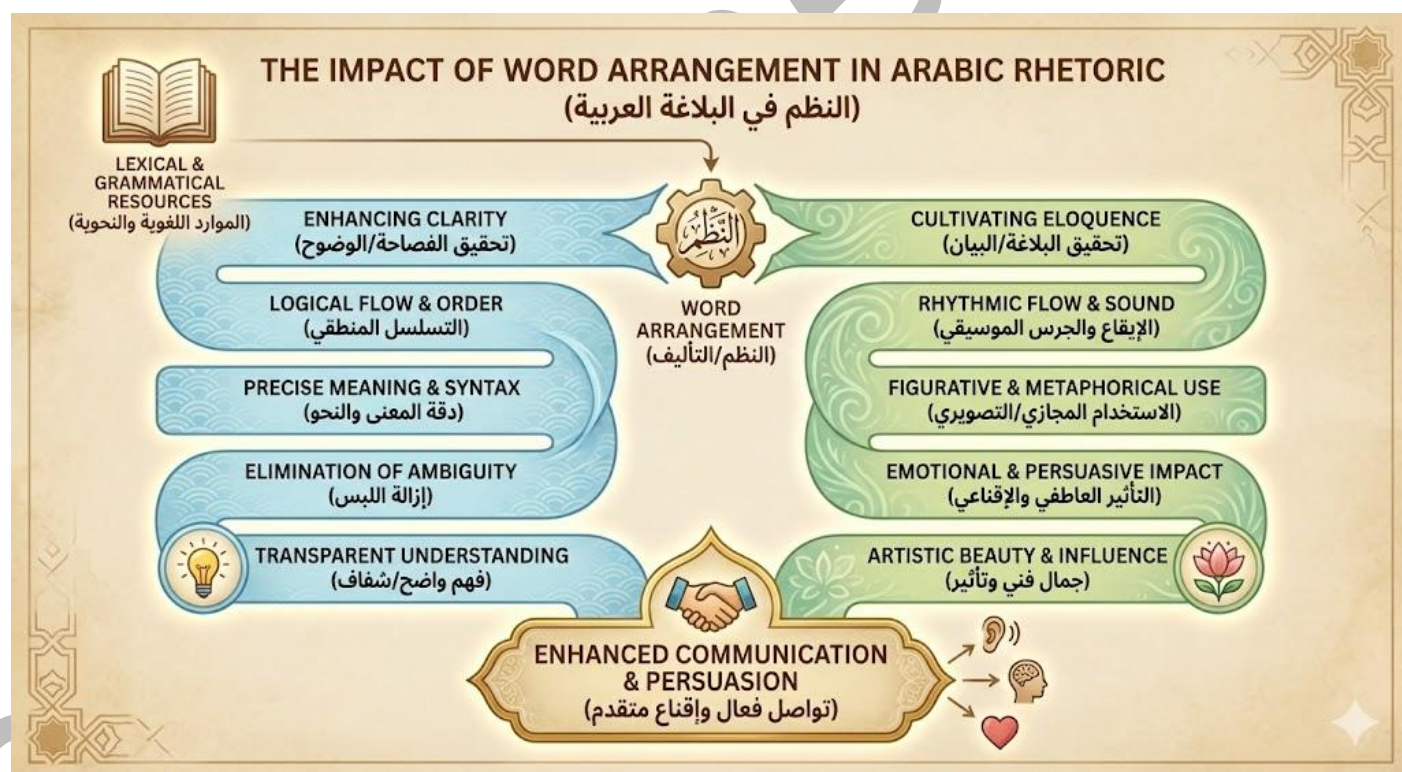


Figure 3.3 Nadhm as a source of clarity and eloquence



3.3.2 The role of stylistic devices within the framework of Nadhm

Jurjān explained that stylistic devices such as **الجناس**(paronomasia), **الطباق**(antithesis), and **السجع** (rhymed prose) gain their rhetorical power only when integrated into proper arrangement.

Without Nadhm, these devices may appear forced or meaningless. Within Nadhm, however, they contribute to rhythm, balance, and persuasive impact.

Example: In Arabic poetry:

إذا أحببت فكنْ وفياً، وإذا أبغضتْ فكنْ عادلاً

(If you love, be loyal; if you hate, be just).

Here, **المقابلة**(parallelism) works effectively because of the balanced arrangement of clauses.

Fill in the blank: Stylistic devices gain rhetorical power only when integrated into proper _____.

Device	Explanation	Role in Nadhm
الجناس (Paronomasia / Wordplay)	Uses sound similarity between words to create playful or layered meaning.	Relies on arrangement to ensure that similarity enhances, rather than obscures, meaning.
الطباق (Antithesis / Contrast of Opposites)	Places opposing ideas side by side for emphasis.	Gains power through balanced syntactic structure that highlights contrast.
السجع (Rhymed Prose)	Employs rhythm and rhyme in prose, often in sermons or Qur'anic passages.	Effectiveness depends on arrangement that unites sound with semantic clarity.
All depend on arrangement for effectiveness	Jurjānī argued that rhetorical beauty emerges only when devices are woven into syntax and semantics harmoniously.	Reinforces his <i>Nadhm</i> principle: eloquence arises from the interplay of form and meaning.

Box 3.3 Stylistic devices in Nadhm



3.3.3 Examples from classical Arabic poetry and prose

Jurjān often cited examples from poetry and prose to demonstrate how arrangement produces stylistic and semantic effects. Poets carefully ordered words to achieve rhythm, emphasis, and emotional resonance. Prose writers likewise relied on arrangement to persuade and delight their audiences.

Example: A poet says:

سَأَصْبِرُ حَتَّى يَنْفَدَ الصَّبْرُ نَفْسُهُ

(I will be patient until patience itself runs out).

This hyperbolic expression gains impact because of the arrangement, which places **الصبر** (patience) at the centre of the statement.

Fill in the blank: In classical Arabic poetry, arrangement was used to achieve rhythm, emphasis, and _____ resonance.

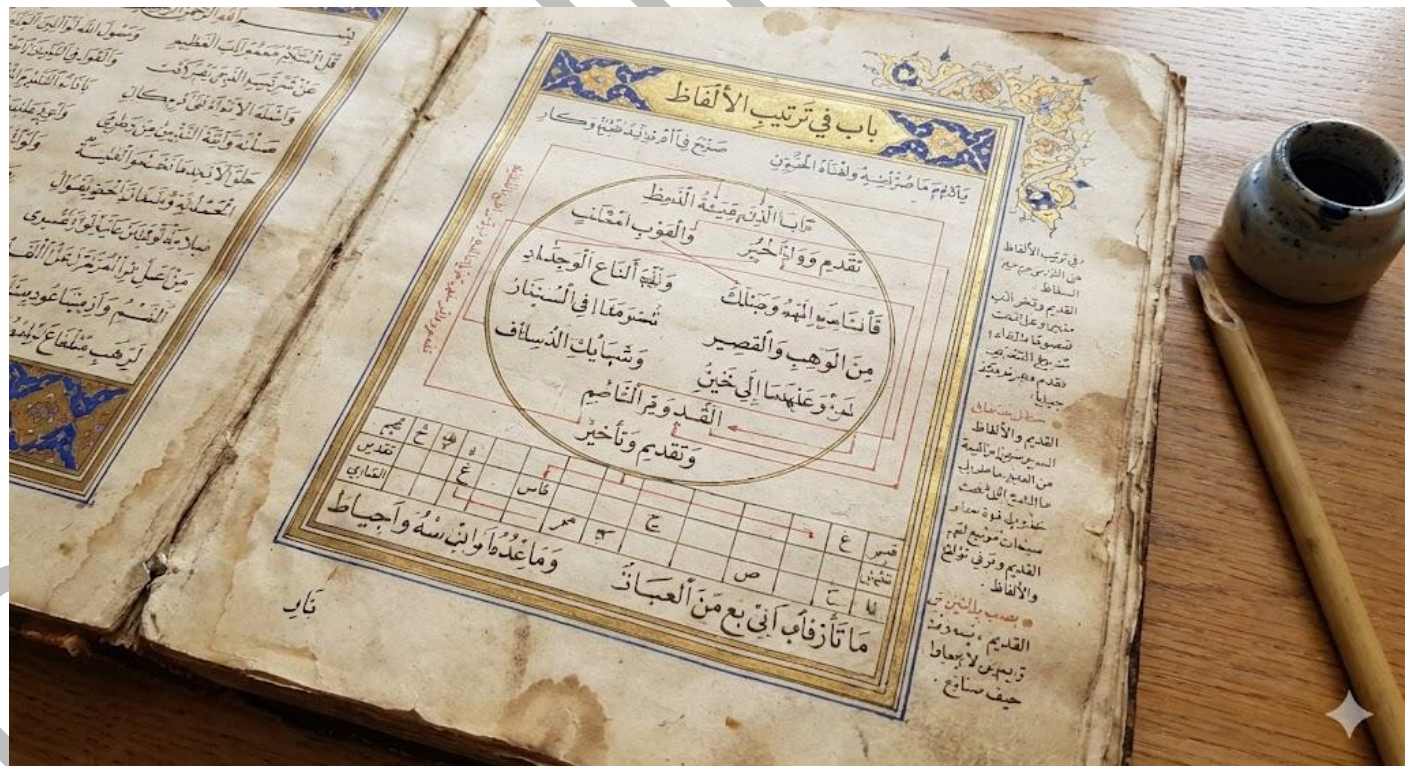


Plate 3.3 Classical Arabic manuscript illustrating stylistic arrangement



Pilot questions 3.3

1. How does Nadhm contribute to clarity and eloquence in Arabic rhetoric?
2. Fill in the blank: Jurjān taught that eloquence results from precise _____ that avoids ambiguity.
3. What role do stylistic devices play within the framework of Nadhm?
4. Fill in the blank: Stylistic devices gain rhetorical power only when integrated into proper _____.
5. Provide one example from Arabic poetry that shows how arrangement produces stylistic and semantic effects.
6. Fill in the blank: In classical Arabic poetry, arrangement was used to achieve rhythm, emphasis, and _____ resonance

3.4 Applications And Critical Perspectives (التطبيقات والآراء النقدية)

3.4.1 Application of Nadhm in Qur'anic exegesis (التفسير)

Jurjān's theory of **النظم** (Nadhm) became a cornerstone in Qur'anic exegesis. Scholars used it to explain why the Qur'an is considered inimitable, focusing on how meaning arises from arrangement rather than isolated words. Jurjān argued that the miraculous nature of the Qur'an lies in its structure, where syntax and semantics combine to produce meanings beyond human capacity.

Example: **رَمَيْتُ إِذْ رَمَيْتُ وَلَكِنَّ اللَّهَ رَمَى** (Surah al-Anfāl 17). The arrangement distinguishes between human effort and divine action, a subtlety that exegetes highlight when applying Nadhm.

Fill in the blank: Jurjān argued that the miraculous nature of the Qur'an lies in its _____, not in isolated words.



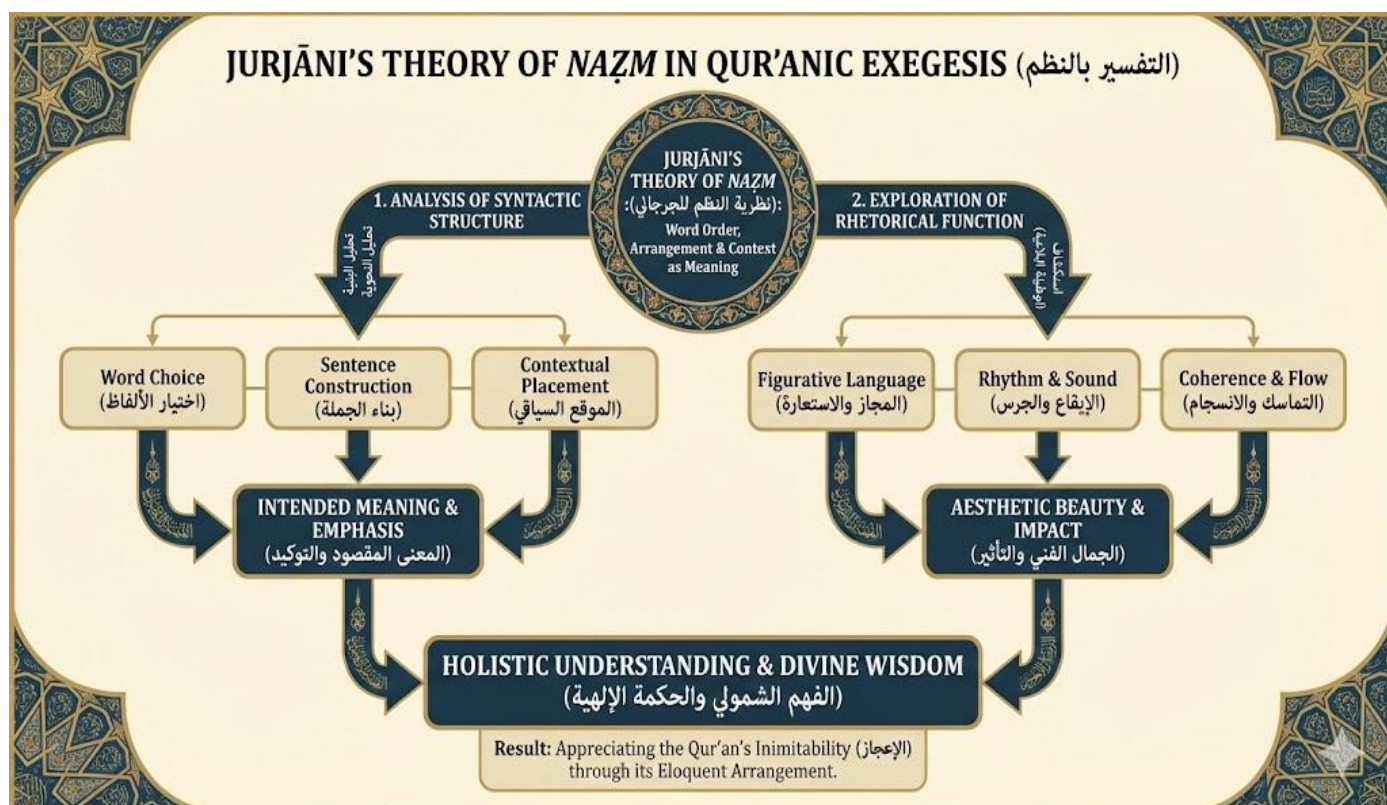


Figure 3.4 *Nadhm* in Qur'anic exegesis

3.4.2 Influence of Jurjān's theory on later scholars and literary criticism

Jurjān's insights influenced generations of scholars, including rhetoricians, linguists, and exegetes. His emphasis on arrangement reshaped literary criticism, moving focus away from isolated vocabulary to the structure of discourse. Later scholars such as الزمخشري in الكشاف drew upon Jurjān's ideas to explain Qur'anic eloquence.

Fill in the blank: Jurjān's emphasis on arrangement reshaped _____ criticism, moving focus from isolated vocabulary.

Scholar/Trend	Explanation	Impact
الزمخشري (Al-Zamakhsharī, <i>al-Kashshāf</i>)	Applied Jurjānī's <i>Nadhm</i> theory in Qur'anic exegesis, emphasizing	Elevated rhetorical analysis in tafsīr, linking syntax and meaning to divine eloquence.



	arrangement as the source of eloquence.	
Later rhetoricians	Shifted focus from isolated vocabulary to the structural arrangement of words and meanings.	Reinforced Jurjānī's principle that eloquence lies in discourse structure, not individual terms.
Literary criticism	Moved toward analyzing how syntax and semantics interact within texts.	Established discourse-level analysis as central to Arabic literary theory.

Box 3.4 Jurjān's influence on later scholarship

3.4.3 Contemporary relevance of Nadhm in modern linguistic and rhetorical studies

Jurjān's theory remains relevant today in both linguistic and rhetorical studies. Modern scholars see parallels between Nadhm and discourse analysis, pragmatics, and stylistics. The idea that meaning emerges from arrangement resonates with contemporary approaches to language, showing that Jurjān's insights were ahead of his time.

Example: In modern linguistics, cohesion and coherence are studied as properties of text. Jurjān's Nadhm anticipated these concepts by emphasising how arrangement creates unity and meaning.

Fill in the blank: Modern scholars see parallels between Nadhm and contemporary approaches such as _____ analysis.



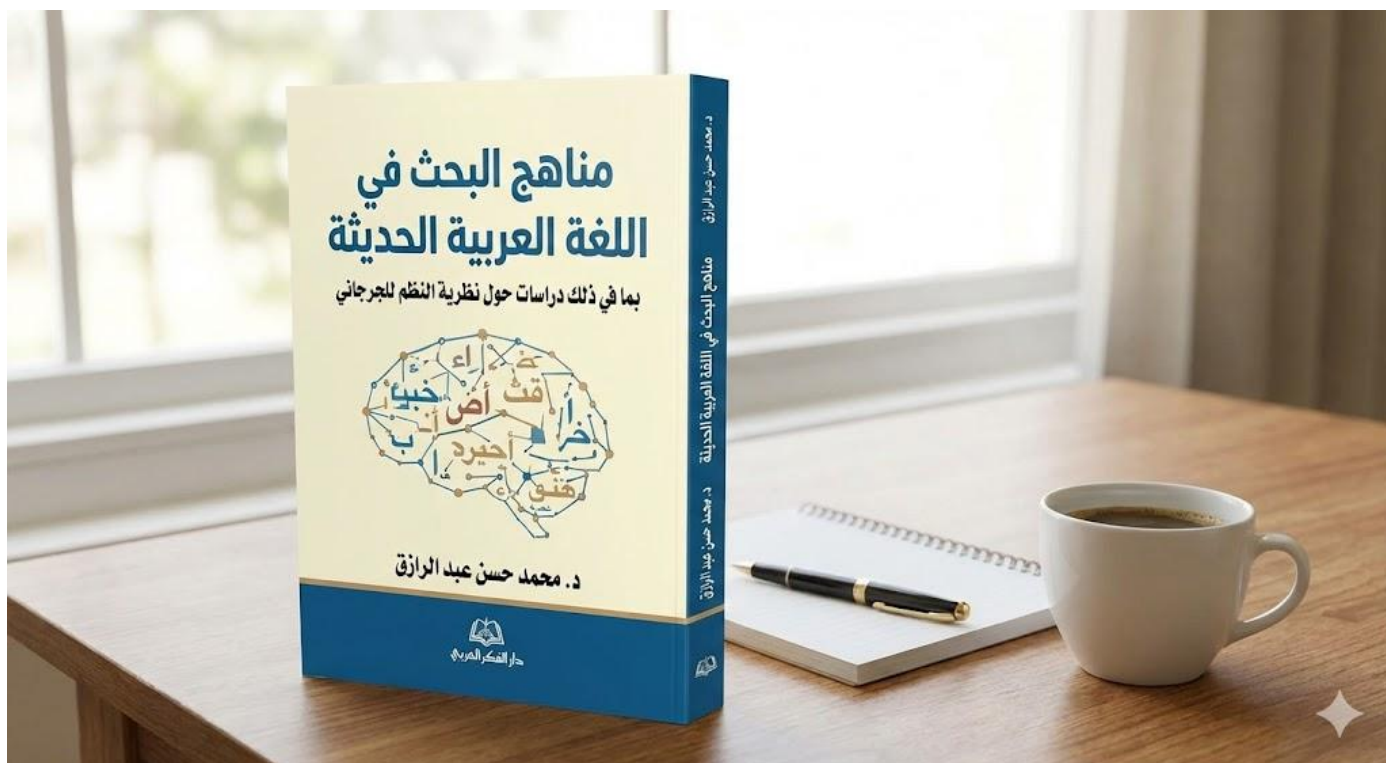


Plate 3.4 Modern linguistic studies referencing Nadhm

Pilot questions 3.4

1. How is Jurjān's theory of Nadhm applied in Qur'anic exegesis?
2. Fill in the blank: Jurjān argued that the miraculous nature of the Qur'an lies in its _____, not in isolated words.
3. How did Jurjān's theory influence later scholars such as الزمخشري?
4. Fill in the blank: Jurjān's emphasis on arrangement reshaped _____ criticism, moving focus away from isolated vocabulary.
5. What is the contemporary relevance of Nadhm in modern linguistic and rhetorical studies?
6. Fill in the blank: Modern scholars see parallels between Nadhm and contemporary approaches such as _____ analysis.



Series summary

This Series has introduced you to Jurjān's theory of **النظم** (Nadhm) as presented in **لا تئل الإعجاز** and **أسرار البلاغة**. Its purpose was to show how meaning in Arabic rhetoric emerges from the arrangement of words rather than from isolated vocabulary. We began by exploring the foundations of Jurjān's theory, including his background, the definition of Nadhm, and the distinction between **اللفظ** (word) and **المعنى** (meaning). We then examined the principle of arrangement, focusing on how syntax and semantics interact and how Qur'anic verses illustrate this. Following that, we considered stylistic and semantic implications, looking at how Nadhm enhances clarity, eloquence, and the effectiveness of devices such as **الطباق** and **الجناس**. Finally, we discussed applications and critical perspectives, including its role in Qur'anic exegesis, its influence on later scholars such as **الزمخشري**, and its relevance in modern linguistic and rhetorical studies.

By completing this Series, you should now be able to define Jurjān's concept of Nadhm (SLO 3.1), describe the distinction between word and meaning (SLO 3.2), analyse how arrangement produces meaning with Qur'anic examples (SLO 3.3), explain the stylistic and semantic implications of Nadhm (SLO 3.4), apply the theory to classical texts (SLO 3.5), evaluate its role in exegesis and literary criticism (SLO 3.6), and assess its contemporary relevance (SLO 3.7). These outcomes ensure that you can confidently interpret and apply Jurjān's insights, recognising their enduring importance in the study of Arabic rhetoric.



Glossary of terms

- **أسرار البلاغة (Asrār al-Balāgha):** One of Jurjān's major works, focusing on the secrets of eloquence and how rhetorical devices function in Arabic expression.
- **اللفظ (Lafz):** Word or linguistic form. In Jurjān's theory, words are vehicles that carry meaning but do not achieve eloquence on their own.
- **المعنى (Ma'nā):** Meaning or essence. According to Jurjān, meaning emerges through arrangement and is the true substance of eloquence.
- **النظم (Nadhm):** Arrangement of words in a sentence or discourse. Jurjān's central concept, showing that eloquence arises from the order and relationship of words rather than isolated vocabulary.
- **دلائل الإعجاز (Dalā'il al-I'jāz):** Jurjān's foundational work explaining the inimitability of the Qur'an, emphasising that its miraculous nature lies in its arrangement.
- **التفسير (Tafsīr):** Qur'anic exegesis. Jurjān's theory of Nadhm was widely applied in tafsīr to explain the eloquence and layered meanings of Qur'anic verses.
- **النحو (Naḥw):** Syntax, the grammatical structure of sentences. Jurjān highlighted its inseparable relationship with semantics in producing meaning.
- **الدلالة (Dalālah):** Semantics, the study of meaning. In Jurjān's theory, semantics works with syntax to create clarity and eloquence.
- **الزمخشري (Al-Zamakhsharī):** A later scholar who applied Jurjān's theory of Nadhm in his Qur'anic commentary *الكشاف*, demonstrating its influence on subsequent rhetorical and exegetical studies.



Objective questions

1. Which of Jurjān's works explains the inimitability of the Qur'an? (Linked to SLO 3.1)
2. What is the Arabic term for "arrangement of words" in Jurjān's theory? (Linked to SLO 3.1)
3. Which term refers to the linguistic form or word in Jurjān's distinction? (Linked to SLO 3.2)
4. Which term refers to the essence or meaning conveyed through arrangement? (Linked to SLO 3.2)
5. Jurjān argued that eloquence arises from the relationship between _____ and semantics. (Linked to SLO 3.3)
6. Which later scholar applied Jurjān's theory in his Qur'anic commentary *الكشاف*? (Linked to SLO 3.6)

Short-answer questions

7. Define *النظم* (Nadhm) and explain its central role in Arabic rhetoric. (Linked to SLO 3.1)
8. Describe the distinction Jurjān made between *المعنى* and *اللفظ*. (Linked to SLO 3.2)
9. Provide one Qur'anic example that illustrates how arrangement produces meaning. (Linked to SLO 3.3)
10. Explain how Nadhm contributes to clarity and eloquence. (Linked to SLO 3.4)
11. Give one example from Arabic poetry that shows how arrangement enhances stylistic effect. (Linked to SLO 3.5)
12. How did Jurjān's theory influence later scholars such as *الزمخشري*? (Linked to SLO 3.6)
13. What is one way Jurjān's theory remains relevant in modern linguistic studies? (Linked to SLO 3.7)

Long-answer questions

14. Analyse why Jurjān considered arrangement more important than isolated vocabulary in achieving eloquence. (Linked to SLO 3.1, 3.2)



15. Evaluate the role of syntax and semantics in producing meaning according to Jurjān's theory. (Linked to SLO 3.3)
16. Assess how stylistic devices such as **الجناس** and **الطباق** depend on arrangement for effectiveness. (Linked to SLO 3.4, 3.5)
17. Demonstrate how Jurjān's theory was applied in Qur'anic exegesis and its influence on later scholars. (Linked to SLO 3.6)
18. Critically evaluate the contemporary relevance of Jurjān's theory of Nadhm in modern linguistic and rhetorical studies. (Linked to SLO 3.7)

Answers to Concept check questions [Series 3]

Objective questions

1. **دلائل الإعجاز**.
2. **النظم** (Nadhm).
3. **اللفظ** (word).
4. **المعنى** (meaning).
5. Syntax.
6. **الزمخشري**.

Short-answer questions

7. Nadhm is the arrangement of words in a sentence or discourse, central to eloquence because meaning arises from order, not isolated words.
8. Jurjān distinguished between **اللفظ** (word as form) and **المعنى** (meaning as essence), showing that eloquence depends on arrangement.
9. Example: **إِنَّمَا يَخْشَى اللَّهَ مِنْ عِبَادِهِ الْعُلَمَاءُ** (Surah Fāṭir 28), where arrangement emphasises scholars as those who fear God.
10. Nadhm contributes to clarity and eloquence by placing words in precise order, avoiding ambiguity and enhancing beauty.
11. Example: **إِذَا أَحْبَبْتُ فُكْنٌ وَفُتِيًّا، وَإِذَا أَبْغَضْتُ فُكْنٌ عَادِلًا** (parallelism effective through arrangement).



12. الزمخشري applied Jurjān's theory in *الكشاف*, emphasising arrangement in Qur'anic commentary.
13. Modern linguistics finds parallels between Nadhm and discourse analysis, showing its relevance in studying cohesion and coherence.

Long-answer questions

14. **Basic response:** Jurjān considered arrangement more important because isolated words lack rhetorical power.
Value-added response: He argued that arrangement creates emphasis, clarity, and layered meanings, especially in the Qur'an, making it inimitable.
15. **Basic response:** Syntax provides structure and semantics provides meaning, both essential for eloquence.
Value-added response: Jurjān anticipated modern linguistic theories by showing how syntax and semantics interact to produce nuanced meaning.
16. **Basic response:** Stylistic devices depend on arrangement to achieve rhythm and balance.
Value-added response: Without Nadhm, devices like *الجناس* and *الطباق* lose impact, but with proper arrangement they enhance persuasion and beauty.
17. **Basic response:** Jurjān's theory was applied in tafsīr to explain Qur'anic eloquence.
Value-added response: His influence extended to scholars like الزمخشري, shaping literary criticism and rhetorical studies for centuries.
18. **Basic response:** Jurjān's theory remains relevant in modern studies of language and rhetoric.
Value-added response: Outstanding learners may argue that Nadhm anticipated discourse analysis and stylistics, bridging classical rhetoric with contemporary linguistics.



Part 3.1 Foundations Of Jurjān's Theory (أسس نظرية الجرجاني)

1. أسرار البلاغة and لآئل الإعجاز.
2. أسرار البلاغة.
3. النظم is the arrangement of words in a sentence or discourse, central to eloquence because meaning arises from order, not isolated words.
4. Arrangement.
5. Jurjān distinguished between اللفظ (word as form) and المعنى (meaning as essence).
6. Meaning.
7. إِنَّمَا يَخْشَى اللَّهَ مِنْ عِبَادِهِ الْعُلَمَاءُ (Surah Fāṭir 28).

Part 3.2 The Principle Of Arrangement (مبدأ الترتيب في النظم)

1. Words gain meaning through arrangement, which determines emphasis and clarity.
2. Arranged.
3. Syntax provides structure, while semantics provides meaning.
4. Semantics.
5. اللَّهُ نُورُ السَّمَاوَاتِ وَالْأَرْضِ (Surah al-Nūr 35).
6. Arrangement.

Part 3.3 Stylistic And Semantic Implications (الآثار الأسلوبية والدلالية)

1. Nadhm contributes to clarity and eloquence by placing words in precise order, avoiding ambiguity.
2. Arrangement.
3. Stylistic devices gain rhetorical power only when integrated into proper arrangement.
4. Arrangement.
5. إِذَا أَحْبَبْتَ فَكُنْ وَفِيًّا، وَإِذَا أَبْغَضْتَ فَكُنْ عَادِلًا.
6. Emotional.

Part 3.4 Applications And Critical Perspectives (التطبيقات والآراء النقدية)



1. Jurjān's theory is applied in Qur'anic exegesis to explain eloquence and layered meanings.
2. Arrangement.
3. Jurjān's theory influenced الزمخشري, who applied it in الكشاف.
4. Literary criticism.
5. It remains relevant in modern studies of discourse, cohesion, and stylistics.
6. Discourse.



General References (APA style)

- Al-Jurjānī, ‘Abd al-Qāhir. (n.d.). *Dalā’il al-I’jāz*. Classical Arabic text on the inimitability of the Qur’an.
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- Versteegh, K. (1997). *The Arabic linguistic tradition*. London: Routledge.
- Open Educational Resources (OER Commons). (n.d.). Retrieved from <https://www.oercommons.org>

Illustration Attributions

- *Plate 3.1 Manuscript of Jurjān’s Dalā’il al-I’jāz*
 - AI prompt: “Generate an image of a classical Arabic manuscript page from Jurjān’s *Dalā’il al-I’jāz*.”
 - Search string: “Jurjani Dalail al Ijaz manuscript OER”
- *Figure 3.1 Meaning through arrangement in Nadhm*
 - AI prompt: “Generate a diagram showing how word arrangement creates meaning in Jurjān’s theory of Nadhm.”
 - Search string: “Arabic rhetoric Jurjani Nadhm word arrangement diagram OER”
- *Box 3.1 Key distinction in Jurjān’s theory*
 - AI prompt: “Generate a text box summarising Jurjān’s distinction between لفظ and معنى.”
 - Search string: “Jurjani Nadhm لفظ meaning distinction OER”
- *Figure 3.2 Word arrangement and emphasis in Nadhm*
 - AI prompt: “Generate a diagram showing how different word orders change emphasis in Arabic sentences, based on Jurjān’s theory of Nadhm.”
 - Search string: “Arabic rhetoric Jurjani Nadhm word order emphasis OER”



- *Box 3.2 Syntax and semantics in Nadhm*
 - AI prompt: “Generate a text box summarising the relationship between syntax and semantics in Jurjān’s theory of Nadhm.”
 - Search string: “Arabic rhetoric Jurjani syntax semantics Nadhm OER”
- *Plate 3.2 Qur’anic manuscript illustrating Nadhm examples*
 - AI prompt: “Generate an image of a Qur’anic manuscript page highlighting verses that demonstrate Jurjān’s principle of Nadhm.”
 - Search string: “Quran manuscript Jurjani Nadhm examples OER”
- *Figure 3.3 Nadhm as a source of clarity and eloquence*
 - AI prompt: “Generate a diagram showing how word arrangement enhances clarity and eloquence in Arabic rhetoric.”
 - Search string: “Arabic rhetoric Jurjani Nadhm clarity eloquence OER”
- *Box 3.3 Stylistic devices in Nadhm*
 - AI prompt: “Generate a text box summarising stylistic devices and their role in Jurjān’s theory of Nadhm.”
 - Search string: “Arabic rhetoric stylistic devices Jurjani Nadhm OER”
- *Plate 3.3 Classical Arabic manuscript illustrating stylistic arrangement*
 - AI prompt: “Generate an image of a classical Arabic manuscript showing examples of stylistic arrangement in poetry.”
 - Search string: “Arabic poetry manuscript stylistic arrangement Jurjani OER”
- *Figure 3.4 Nadhm in Qur’anic exegesis*
 - AI prompt: “Generate a diagram showing how Jurjān’s theory of Nadhm is applied in Qur’anic exegesis.”
 - Search string: “Jurjani Nadhm Quran exegesis diagram OER”
- *Box 3.4 Jurjān’s influence on later scholarship*
 - AI prompt: “Generate a text box summarising Jurjān’s influence on later scholars and literary criticism.”
 - Search string: “Jurjani Nadhm influence zamakhshari literary criticism OER”
- *Plate 3.4 Modern linguistic studies referencing Nadhm*
 - AI prompt: “Generate an image of a modern Arabic linguistics textbook referencing Jurjān’s theory of Nadhm.”



- Search string: “Arabic linguistics textbook Jurjani Nadhm modern relevance OER”



Series 4: New Ideas And Approaches To Arabic Rhetoric

Part 4.1 Emergence Of Modern Approaches (نشأة المناهج الحديثة)

- 4.1.1 Historical transition from classical rhetoric to modern perspectives
- 4.1.2 Influence of Western linguistic and literary theories on Arabic rhetoric
- 4.1.3 Early Arab scholars who integrated new ideas into rhetorical studies

Part 4.2 Structural And Functional Approaches (المناهج البنوية والوظيفية)

- 4.2.1 Structuralism and its impact on analysing rhetorical texts
- 4.2.2 Functional approaches: rhetoric as communication and persuasion
- 4.2.3 Case studies from modern Arabic literature applying these approaches

Part 4.3 Semantic And Pragmatic Approaches (المناهج الدلالية والبراغماتية)

- 4.3.1 The role of semantics in modern rhetorical analysis
- 4.3.2 Pragmatics and discourse analysis in Arabic rhetoric
- 4.3.3 Examples from Qur'anic studies and contemporary Arabic prose

Part 4.4 Contemporary Innovations And Critical Perspectives (الابتكارات المعاصرة والآراء النقدية)

- 4.4.1 Integration of rhetoric with modern sciences such as linguistics and semiotics
- 4.4.2 Critical perspectives on the adequacy of classical models in modern contexts
- 4.4.3 Future directions for Arabic rhetoric in academic and cultural studies

Introduction

In the last Series, we examined Jurjān's theory of **النظم** (Nadhm) and saw how meaning in Arabic rhetoric emerges from the arrangement of words rather than isolated vocabulary. Building on that foundation, this Series turns to the modern era, where scholars have introduced new ideas and approaches to Arabic rhetoric. These innovations reflect the influence of global linguistic



theories, the need to adapt classical models to contemporary contexts, and the desire to explore rhetoric as a living discipline that continues to evolve.

The aim of this Series is to familiarise you with the major modern approaches to Arabic rhetoric, explain how they differ from classical perspectives, and highlight their applications in literature, Qur'anic studies, and contemporary discourse. By the end, you will be able to critically evaluate both the strengths and limitations of these approaches and consider their relevance for future rhetorical studies.

We shall commence this Series by exploring the emergence of modern approaches, focusing on the historical transition and early Arab scholars who integrated new ideas. Next, we will move on to structural and functional approaches, examining how rhetoric is studied as both a system and a tool of communication. Following that, we will consider semantic and pragmatic approaches, looking at how meaning and discourse analysis enrich rhetorical study. Finally, we will wrap up with contemporary innovations and critical perspectives, assessing how rhetoric interacts with modern sciences and identifying possible directions for future research.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 4.1** describe the historical transition from classical rhetoric to modern approaches,
- **SLO 4.2** explain the influence of Western linguistic and literary theories on Arabic rhetorical studies,
- **SLO 4.3** analyse structuralist perspectives and demonstrate how they are applied to Arabic rhetorical texts,
- **SLO 4.4** evaluate functional approaches that treat rhetoric as communication and persuasion,
- **SLO 4.5** apply semantic and pragmatic approaches to examples from Qur'anic studies and modern Arabic prose,



- **SLO 4.6** assess the integration of rhetoric with modern sciences such as linguistics and semiotics, and
- **SLO 4.7** critically evaluate contemporary innovations and perspectives on the adequacy of classical models in modern contexts.

4.1 Emergence Of Modern Approaches (نشأة المناهج الحديثة)

4.1.1 Historical transition from classical rhetoric to modern perspectives

The study of Arabic rhetoric underwent significant transformation in the modern era. While classical scholars such as عبد القاهر الجرجاني focused on concepts like **النظم** (arrangement) and **البلاغة** (eloquence), modern scholars began to question how these ideas could be adapted to new contexts. The rise of modern sciences, including linguistics and literary theory, encouraged Arab intellectuals to revisit rhetoric not only as an art but also as a discipline connected to communication and social meaning.

Fill in the blank: Modern scholars revisited rhetoric by connecting it to _____ and social meaning.



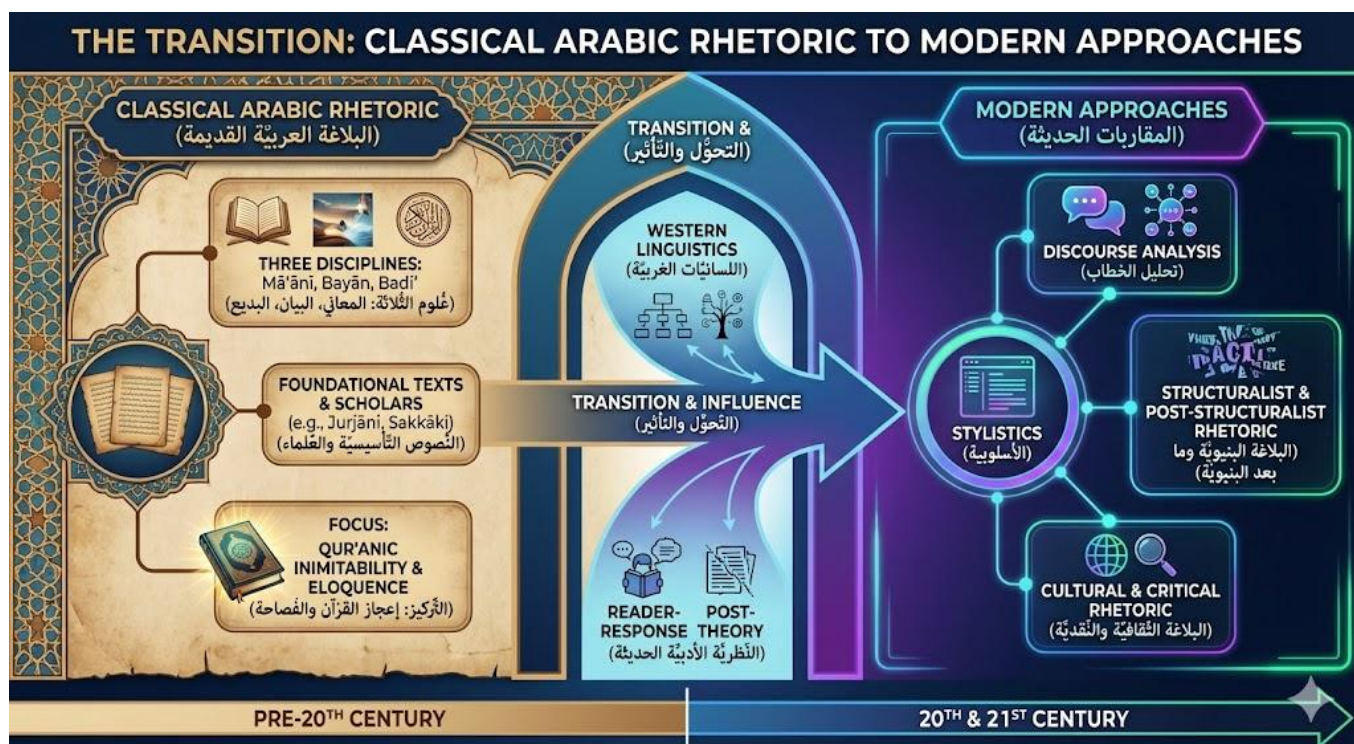


Figure 4.1 Transition from classical to modern rhetoric

4.1.2 Influence of Western linguistic and literary theories on Arabic rhetoric

The introduction of Western theories such as **البنائية** (structuralism) and **الوظيفية** (functionalism) had a profound impact on Arabic rhetorical studies. Arab scholars began to adopt analytical frameworks that emphasised structure, function, and communication. This allowed rhetoric to be studied not only as a literary art but also as a system of meaning and persuasion.

Example: Structuralist approaches focus on the underlying system of language, while functionalist approaches emphasise how rhetoric serves communication and persuasion.

Fill in the blank: Structuralist approaches focus on the underlying _____ of language.

Influence	Explanation	Impact on Arabic Rhetoric
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Structuralism (البنائية)	Views language as a system of interrelated signs, emphasizing structure over individual words.	Encouraged Arab scholars to analyze rhetoric through linguistic systems, focusing on syntax, semantics, and discourse patterns.
Functionalism (الوظيفية)	Studies language in terms of its communicative and persuasive functions.	Shifted rhetorical studies toward practical communication, persuasion, and audience impact rather than purely aesthetic concerns.
Combined Effect	Both approaches reshaped modern Arabic rhetorical studies by integrating linguistic theory with classical traditions.	Promoted new methodologies in literary criticism, education, and OER-based teaching, bridging classical eloquence with modern analysis.

Box 4.1 Western influences on Arabic rhetoric

4.1.3 Early Arab scholars who integrated new ideas into rhetorical studies

Arab intellectuals in the 19th and 20th centuries began to integrate modern approaches into rhetoric. Figures such as طه حسين and أمين الخولي explored how rhetoric could be studied alongside modern literary criticism. Their work opened the door for blending classical insights with contemporary theories, ensuring that Arabic rhetoric remained relevant in modern academic discourse.

Example: أمين الخولي emphasised the importance of studying rhetoric as part of broader literary and cultural analysis, moving beyond purely classical frameworks.

Fill in the blank: طه حسين and أمين الخولي were among the early Arab scholars who integrated _____ approaches into rhetorical studies.



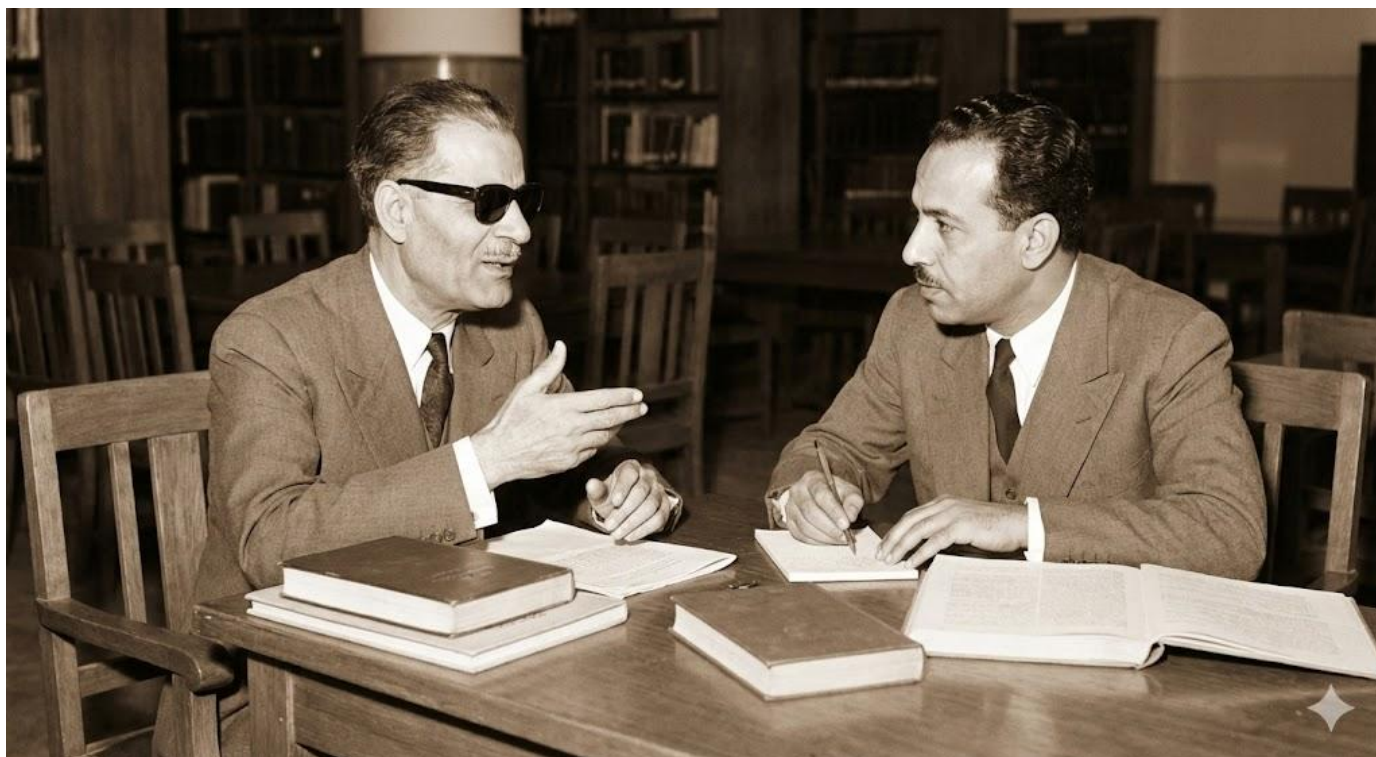


Plate 4.1 Early Arab scholars integrating modern approaches

Pilot questions 4.1

1. What major transformation did Arabic rhetoric undergo in the modern era?
2. Fill in the blank: Modern scholars revisited rhetoric by connecting it to _____ and social meaning.
3. What influence did Western theories such as structuralism and functionalism have on Arabic rhetoric?
4. Fill in the blank: Structuralist approaches focus on the underlying _____ of language.
5. Who were some of the early Arab scholars that integrated modern approaches into rhetorical studies?
6. Fill in the blank: أمين الخولي and طه حسين were among the early Arab scholars who integrated _____ approaches into rhetorical studies.



4.2 Structural And Functional Approaches (المناهج البنوية والوظيفية)

4.2.1 Structuralism and its impact on analysing rhetorical texts

البنوية (Structuralism) is a modern approach that views language and literature as systems governed by underlying structures. Applied to Arabic rhetoric, structuralism shifts attention from individual stylistic devices to the patterns and rules that organise texts. Scholars argue that rhetorical beauty lies not only in isolated figures of speech but in the structural relationships that hold a text together.

Example: In analysing Qur'anic verses, structuralist scholars focus on recurring patterns such as parallelism and symmetry, showing how these structures contribute to meaning and eloquence.

Fill in the blank: Structuralism views language and literature as systems governed by underlying _____.

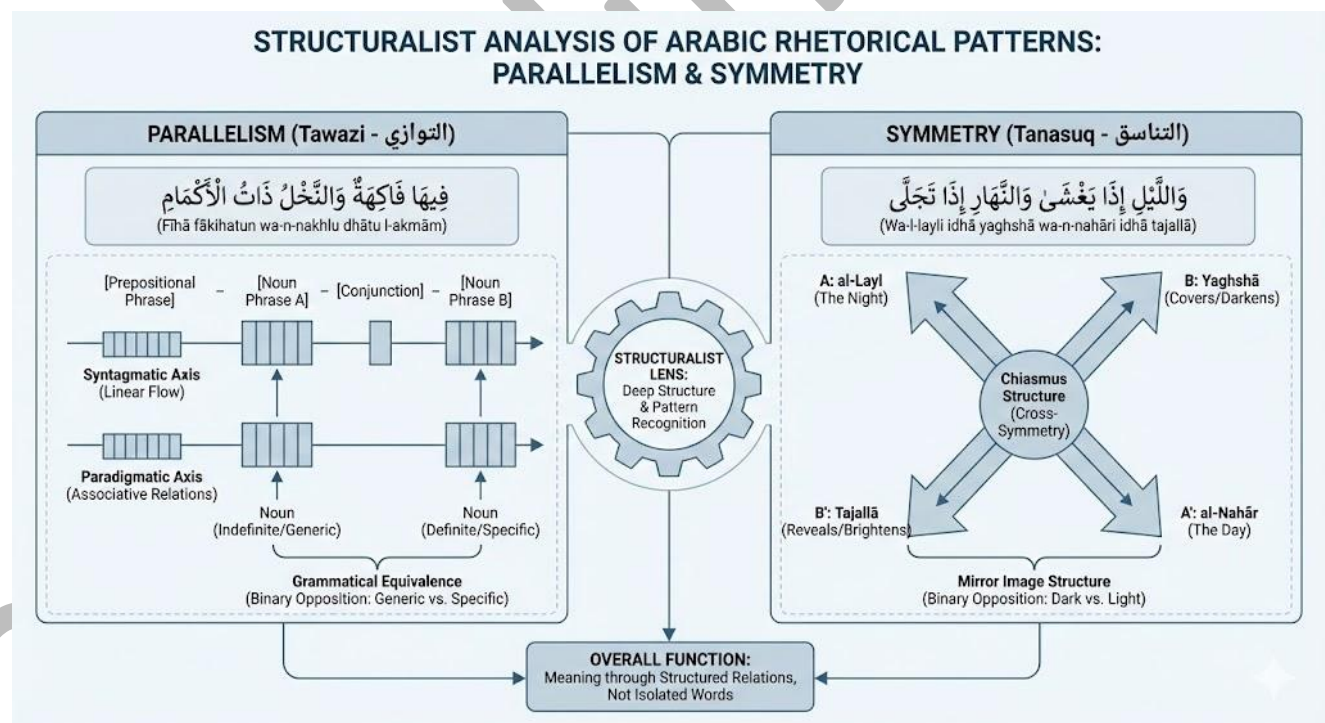


Figure 4.2 Structuralist analysis of rhetorical texts



4.2.2 Functional approaches: rhetoric as communication and persuasion

الوظيفية (Functionalism) treats rhetoric as a tool for communication and persuasion rather than merely an artistic display. This approach highlights the practical role of rhetoric in influencing audiences, shaping discourse, and achieving social or political goals. Functionalist scholars study how rhetorical devices serve specific communicative functions, such as clarifying meaning, reinforcing arguments, or appealing to emotions.

Example: In modern speeches, rhetorical devices like repetition and metaphor are analysed not only for their beauty but for how they persuade and mobilise audiences.

Fill in the blank: Functionalism treats rhetoric as a tool for _____ and persuasion.

Perspective	Explanation	Practical Function
Rhetoric as communication	Language is viewed as a tool for conveying ideas clearly and effectively.	Ensures messages are understood by diverse audiences, prioritising clarity over ornamentation.
Rhetoric as persuasion	Rhetorical devices are employed to influence attitudes, beliefs, or actions.	Strengthens arguments, enhances credibility, and motivates audiences.
Devices serve practical functions in discourse	Stylistic elements (e.g., repetition, parallelism) are evaluated by their impact on communication and persuasion.	Moves rhetoric from aesthetic display to functional discourse analysis.

Box 4.2 Functionalist perspectives on rhetoric

4.2.3 Case studies from modern Arabic literature applying these approaches

Modern Arabic literature provides rich examples of how structuralist and functionalist approaches can be applied. Structuralist critics analyse novels and poetry for recurring motifs



and narrative structures, while functionalist critics examine how texts engage with audiences and address social issues. Together, these approaches broaden the scope of rhetorical study beyond classical frameworks.

Example: In نجيب محفوظ's novels, structuralist analysis highlights narrative symmetry, while functionalist analysis explores how his rhetoric engages with themes of modernity and social change.

Fill in the blank: Structuralist critics focus on recurring motifs and structures, while functionalist critics examine how texts engage with _____.

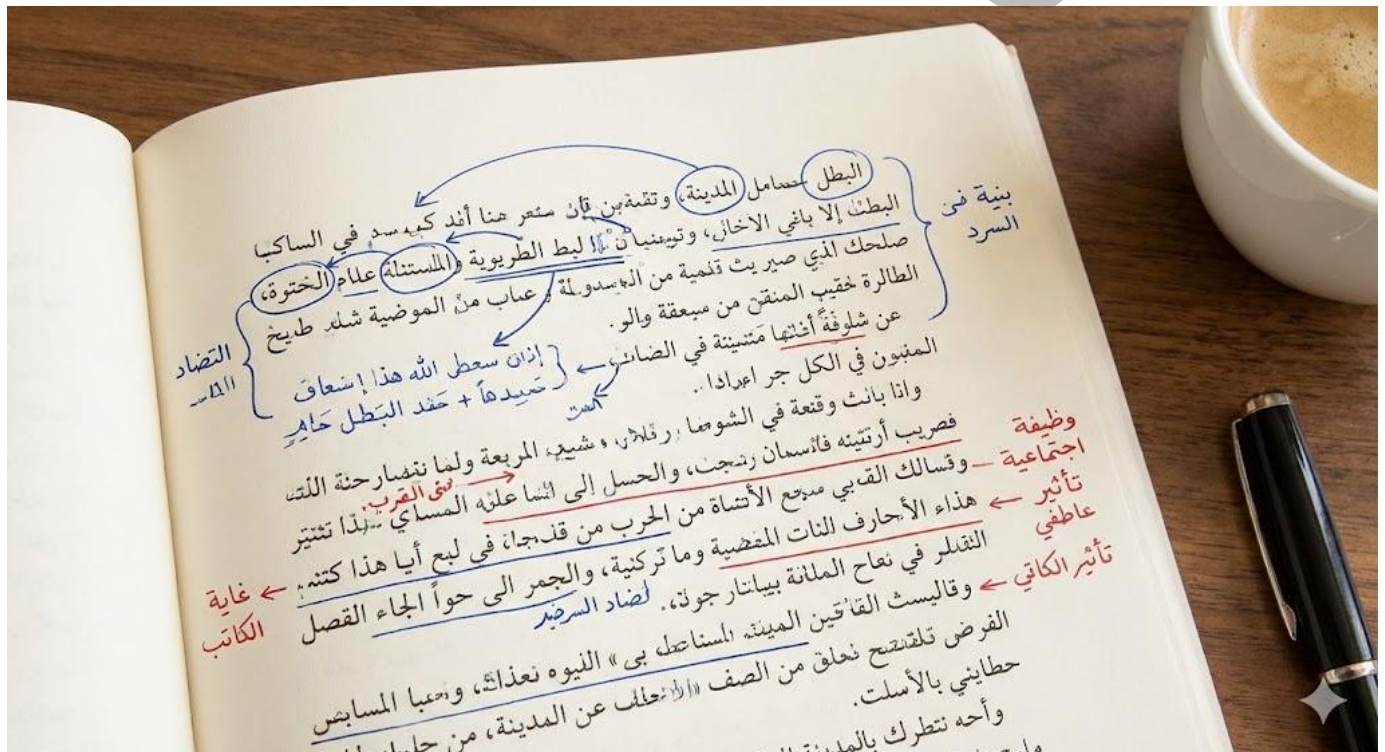


Plate 4.2 Modern Arabic literature analysed through structuralist and functionalist approaches

Pilot questions 4.2

1. What does structuralism emphasise in the study of rhetoric?



2. Fill in the blank: Structuralism views language and literature as systems governed by underlying _____.
3. How does functionalism treat rhetoric differently from classical approaches?
4. Fill in the blank: Functionalism treats rhetoric as a tool for _____ and persuasion.
5. Provide one example of how structuralist and functionalist approaches can be applied to modern Arabic literature.
6. Fill in the blank: Structuralist critics focus on recurring motifs and structures, while functionalist critics examine how texts engage with _____.

4.3 Semantic And Pragmatic Approaches (المناهج الدلالية والبراغماتية)

4.3.1 The role of semantics in modern rhetorical analysis

الدلالة (Semantics) refers to the study of meaning in language. In modern rhetorical analysis, semantics plays a crucial role in explaining how words and expressions convey layered meanings beyond their literal sense. Scholars emphasise that rhetorical power often lies in the semantic depth of a text, where words carry cultural, emotional, and contextual significance.

Example: In the Qur'an, **لِلّٰهِ نُورُ السَّمَاوَاتِ وَالْأَرْضِ** (Surah al-Nūr 35), the word **نور** (light) is semantically rich, signifying divine guidance rather than physical illumination.

Fill in the blank: In modern rhetorical analysis, semantics explains how words convey _____ meanings beyond their literal sense.



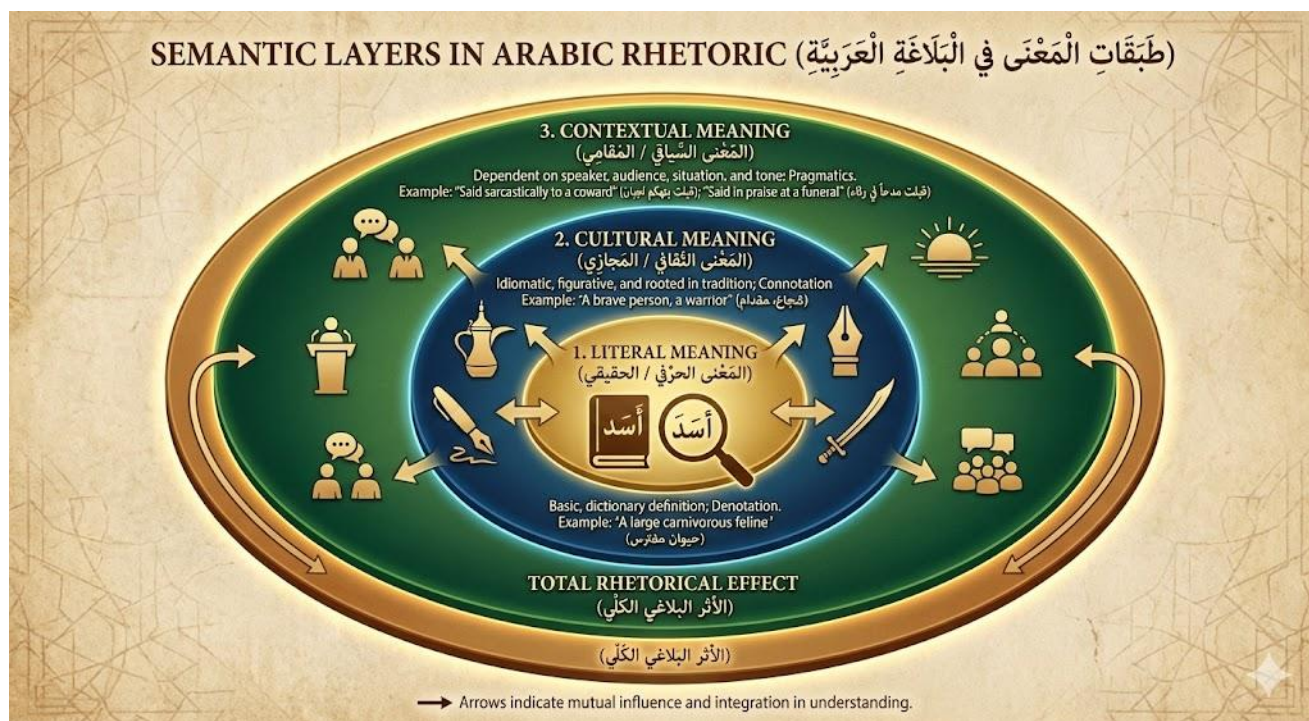


Figure 4.3 Semantic layers in rhetorical analysis

4.3.2 Pragmatics and discourse analysis in Arabic rhetoric

البراغماتية (Pragmatics) studies how meaning is shaped by context, while تحليل الخطاب (discourse analysis) examines how texts function in communication. Applied to Arabic rhetoric, these approaches highlight how rhetorical devices achieve their effect depending on audience, situation, and purpose. Pragmatics explains why the same phrase may carry different meanings in different contexts, while discourse analysis shows how texts build coherence and persuasion.

Example: In political speeches, repetition of phrases such as الوحدة الوطنية (national unity) gains rhetorical power through context, appealing to shared values and emotions.

Fill in the blank: Pragmatics studies how meaning is shaped by _____.

Approach	Explanation	Rhetorical Significance
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Pragmatics (البراغماتية)	Studies how meaning is shaped by context, including speaker intention, audience, and situation.	Highlights that rhetorical effectiveness depends on situational appropriateness, not just linguistic form.
Discourse Analysis (تحليل الخطاب)	Examines texts as acts of communication, focusing on structure, coherence, and purpose.	Moves rhetoric beyond isolated devices to the level of whole texts and interactions.
Audience, situation, and purpose	Both approaches emphasize that rhetoric must be evaluated in relation to its communicative goals.	Reinforces the functional dimension of rhetoric, aligning eloquence with clarity, persuasion, and impact.

Box 4.3 Pragmatic and discourse approaches

4.3.3 Examples from Qur'anic studies and contemporary Arabic prose

Modern scholars apply semantic and pragmatic approaches to both Qur'anic studies and contemporary prose. In Qur'anic exegesis, semantics reveals the depth of divine language, while pragmatics explains how verses address different audiences and contexts. In modern prose, these approaches uncover how writers use language to persuade, critique, or inspire.

Example: In contemporary essays, writers may use metaphors like *الظلام السياسي* (political darkness) to critique governance. Semantics highlights the metaphorical meaning, while pragmatics explains its persuasive effect in a given social context.

Fill in the blank: In Qur'anic exegesis, semantics reveals the depth of divine language, while pragmatics explains how verses address different _____.





Plate 4.3 Qur'anic and modern prose analysed through semantics and pragmatics

Pilot questions 4.3

1. What role does semantics play in modern rhetorical analysis?
2. Fill in the blank: In modern rhetorical analysis, semantics explains how words convey _____ meanings beyond their literal sense.
3. How does pragmatics differ from semantics in rhetorical study?
4. Fill in the blank: Pragmatics studies how meaning is shaped by _____.
5. Provide one example of how discourse analysis can be applied to Arabic rhetoric.
6. Fill in the blank: In Qur'anic exegesis, semantics reveals the depth of divine language, while pragmatics explains how verses address different _____.



4.4 Contemporary Innovations And Critical Perspectives (الابتكارات المعاصرة والآراء النقدية)

4.4.1 Integration of rhetoric with modern sciences such as linguistics and semiotics

In recent decades, scholars have sought to integrate Arabic rhetoric with modern sciences such as اللسانيات (linguistics) and السيميائيات (semiotics). Linguistics provides tools for analysing how language functions at different levels, while semiotics explores how signs and symbols create meaning. This integration has allowed rhetoric to be studied not only as an art of eloquence but also as a science of communication.

Example: Analysing Qur'anic metaphors through semiotics reveals how symbols like النور (light) function as signs of divine guidance, while linguistic analysis explains how syntax and semantics reinforce this meaning.

Fill in the blank: Semiotics explores how _____ and symbols create meaning.

INTEGRATION OF ARABIC RHETORIC (BALAGHA), LINGUISTICS, AND SEMIOTICS

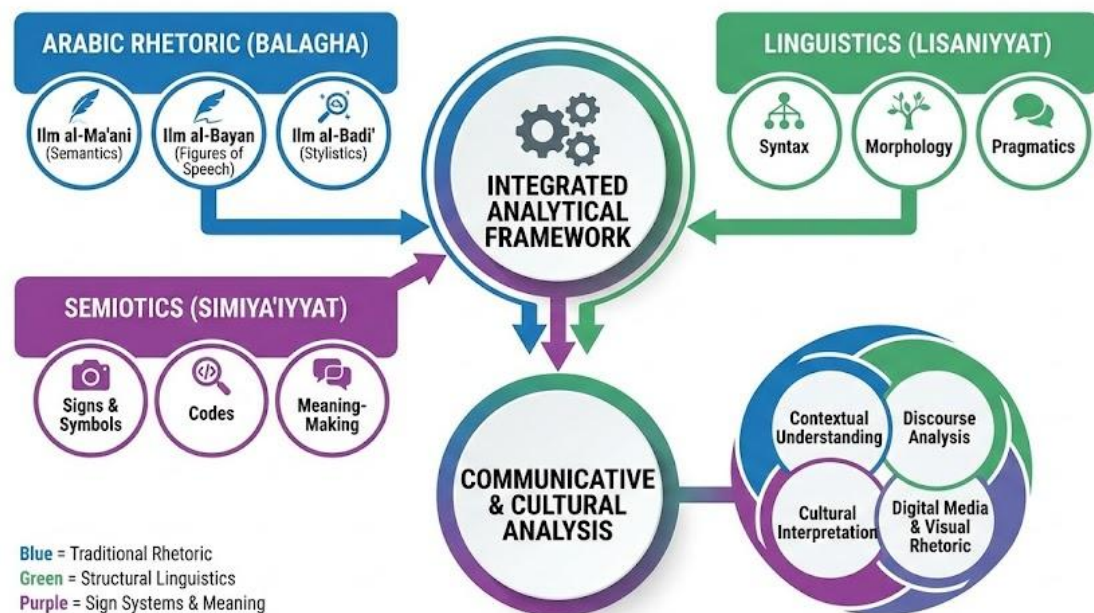


Figure 4.4 Integration of rhetoric with modern sciences



4.4.2 Critical perspectives on the adequacy of classical models in modern contexts

While classical models such as Jurjān's **النظم** remain foundational, modern scholars have raised critical perspectives on their adequacy in addressing contemporary issues. Some argue that classical rhetoric does not fully account for modern forms of communication such as media discourse, political rhetoric, and digital texts. Others maintain that classical insights can be adapted and extended to meet new challenges.

Example: In analysing social media discourse, critics highlight that classical models focus heavily on literary texts, whereas modern contexts require attention to brevity, immediacy, and multimodal communication.

Fill in the blank: Critics argue that classical rhetoric does not fully account for modern forms of _____ such as media discourse.

Perspective	Explanation	Contemporary Debate
Classical models emphasise literary texts	Traditional rhetoric focused on poetry, prose, and Qur'anic eloquence.	Critics argue this scope is too narrow for today's diverse communicative needs.
Modern contexts include media, politics, and digital communication	Rhetoric now extends to journalism, advertising, social media, and political discourse.	Raises questions about whether classical frameworks can address new genres.
Debate continues on adaptability of classical insights	Some scholars see classical rhetoric as timeless, while others call for reform.	Ongoing tension between preserving heritage and meeting modern communicative demands.

Box 4.4 Critical perspectives on classical rhetoric



4.4.3 Future directions for Arabic rhetoric in academic and cultural studies

Looking ahead, Arabic rhetoric is poised to expand into new areas of academic and cultural study. Scholars envision rhetoric being applied to interdisciplinary fields such as cultural studies, media analysis, and digital humanities. This future direction ensures that rhetoric remains relevant and continues to evolve as a discipline that bridges tradition and modernity.

Example: In digital humanities, rhetorical analysis can be applied to online texts, exploring how Arabic language and culture adapt to digital platforms.

Fill in the blank: Future directions for Arabic rhetoric include interdisciplinary fields such as cultural studies, media analysis, and _____ humanities.

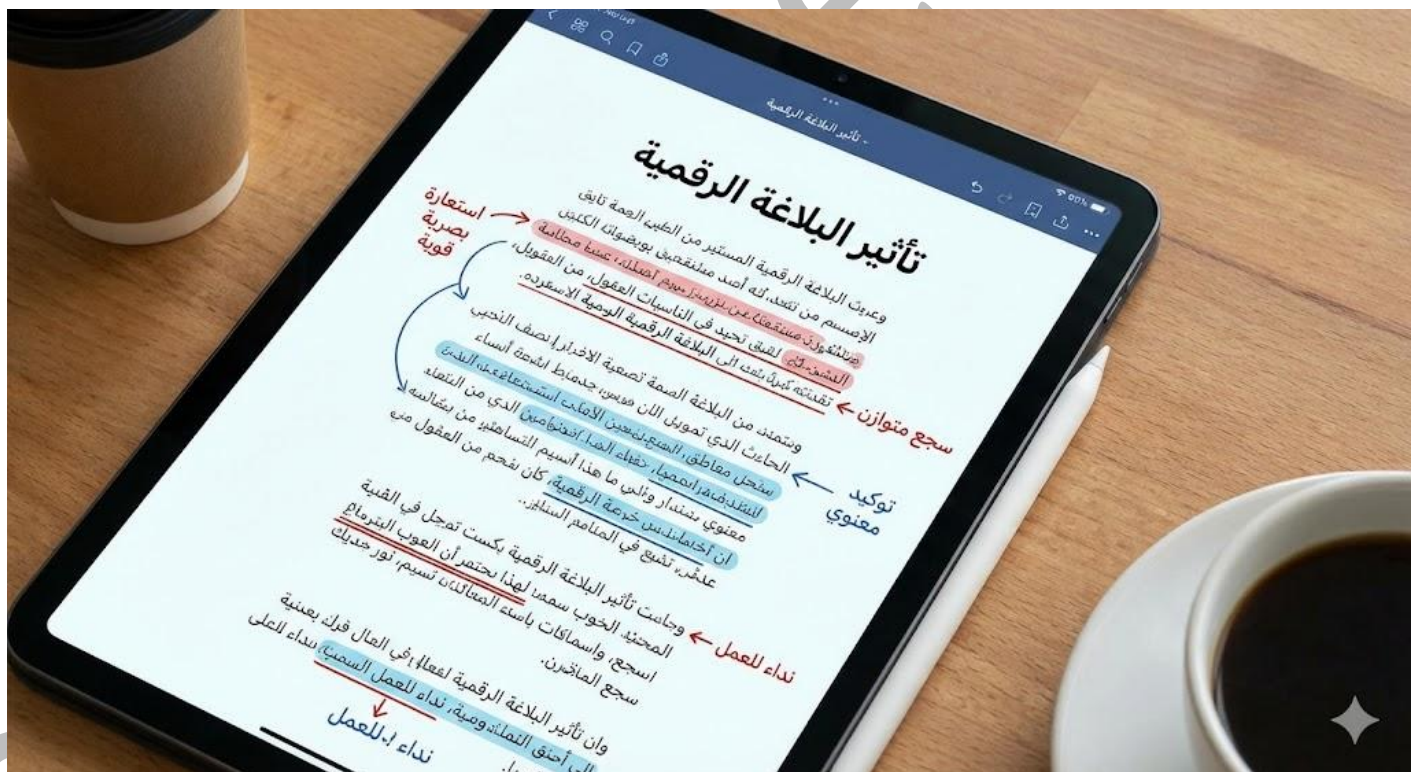


Plate 4.4 Future directions of Arabic rhetoric in digital contexts



Pilot questions 4.4

1. How has Arabic rhetoric been integrated with modern sciences such as linguistics and semiotics?
2. Fill in the blank: Semiotics explores how _____ and symbols create meaning.
3. What critical perspectives have been raised about the adequacy of classical models in modern contexts?
4. Fill in the blank: Critics argue that classical rhetoric does not fully account for modern forms of _____ such as media discourse.
5. What are some future directions for Arabic rhetoric in academic and cultural studies?
6. Fill in the blank: Future directions for Arabic rhetoric include interdisciplinary fields such as cultural studies, media analysis, and _____ humanities.



Series summary

This Series has introduced you to the new ideas and approaches that have shaped Arabic rhetoric in the modern era. Its purpose was to show how classical foundations, such as Jurjān's theory of **النظم**, have been revisited and expanded through the influence of modern sciences and global literary theories. We began with the emergence of modern approaches, tracing the historical transition and the role of early Arab scholars. We then examined structural and functional perspectives, highlighting rhetoric as both a system and a tool of communication. Following that, we explored semantic and pragmatic approaches, focusing on meaning, context, and discourse analysis. Finally, we considered contemporary innovations and critical perspectives, including integration with linguistics and semiotics, debates on the adequacy of classical models, and future directions in academic and cultural studies.

By completing this Series, you should now be able to describe the historical transition to modern approaches (SLO 4.1), explain the influence of Western theories (SLO 4.2), analyse structuralist perspectives (SLO 4.3), evaluate functional approaches (SLO 4.4), apply semantic and pragmatic methods to texts (SLO 4.5), assess the integration of rhetoric with modern sciences (SLO 4.6), and critically evaluate contemporary innovations and perspectives (SLO 4.7). These outcomes ensure that you can confidently connect classical insights with modern approaches, recognising the evolving relevance of Arabic rhetoric in both scholarly and cultural contexts.

Glossary of terms

- **الأدب الحديث (Modern Arabic literature):** Contemporary works of prose and poetry in Arabic that provide examples for applying structuralist, functionalist, semantic, and pragmatic approaches.
- **الأمين الخولي (Amin al-Khuli):** A 20th-century Arab scholar who integrated modern literary criticism into Arabic rhetorical studies, emphasising cultural and contextual analysis.



- **البنائية (Structuralism):** A modern approach that views language and literature as systems governed by underlying structures, focusing on patterns and rules rather than isolated devices.
- **البراغماتية (Pragmatics):** The study of how meaning is shaped by context, audience, and purpose in communication.
- **تحليل الخطاب (Discourse analysis):** A method of studying texts as forms of communication, focusing on coherence, persuasion, and interaction with audiences.
- **طه حسين (Taha Hussein):** A leading Arab intellectual of the 20th century who introduced modern approaches to Arabic rhetoric and literary criticism.
- **السيمياء (Semiotics):** The study of signs and symbols and how they create meaning, often used in modern rhetorical analysis.
- **الدلالة (Semantics):** The study of meaning in language, examining how words and expressions convey literal, cultural, and contextual significance.
- **الوظيفية (Functionalism):** An approach that treats rhetoric as a tool for communication and persuasion, focusing on its practical role in influencing audiences.
- **اللغويات (Linguistics):** The scientific study of language, providing analytical tools for understanding how rhetoric functions at structural and semantic levels.



Objective questions

1. Which modern approach views language and literature as systems governed by underlying structures? (Linked to SLO 4.3)
2. Which approach treats rhetoric as a tool for communication and persuasion? (Linked to SLO 4.4)
3. What Arabic term refers to the study of meaning in language? (Linked to SLO 4.5)
4. Which modern science studies signs and symbols and how they create meaning? (Linked to SLO 4.6)
5. Which Arab scholar integrated modern literary criticism into Arabic rhetorical studies in the 20th century? (Linked to SLO 4.1)

Short-answer questions

6. Describe the historical transition from classical rhetoric to modern approaches. (Linked to SLO 4.1)
7. Explain how Western theories such as structuralism and functionalism influenced Arabic rhetorical studies. (Linked to SLO 4.2)
8. Provide one example of how structuralist analysis can be applied to Arabic texts. (Linked to SLO 4.3)
9. How does functionalism differ from classical approaches to rhetoric? (Linked to SLO 4.4)
10. Give one Qur'anic example that demonstrates the role of semantics in rhetorical analysis. (Linked to SLO 4.5)
11. What is the role of pragmatics in rhetorical study? (Linked to SLO 4.5)
12. Identify one critical perspective on the adequacy of classical models in modern contexts. (Linked to SLO 4.7)

Long-answer questions



13. Analyse why structuralism reshaped the study of Arabic rhetoric in the modern era.
(Linked to SLO 4.3)
14. Evaluate the importance of functionalist approaches in understanding rhetoric as persuasion. (Linked to SLO 4.4)
15. Demonstrate how semantics and pragmatics can be applied to Qur'anic studies and modern prose. (Linked to SLO 4.5)
16. Assess the integration of rhetoric with linguistics and semiotics, explaining its impact on modern rhetorical studies. (Linked to SLO 4.6)
17. Critically evaluate the future directions of Arabic rhetoric in academic and cultural studies. (Linked to SLO 4.7)



Objective questions

1. Structuralism (البنائية).
2. Functionalism (الوظيفية).
3. الدلالة (Semantics).
4. Semiotics (السيمياءات).
5. أمين الخولي (Amin al-Khuli).

Short-answer questions

6. Arabic rhetoric transitioned from focusing on classical eloquence and arrangement to incorporating modern theories influenced by linguistics and literary criticism.
7. Western theories introduced systematic and functional perspectives, shifting focus from isolated devices to structure, communication, and persuasion.
8. Structuralist analysis can highlight recurring patterns such as parallelism in Qur'anic verses or narrative symmetry in modern novels.
9. Functionalism differs by treating rhetoric as practical communication and persuasion rather than purely artistic display.
10. Example: *لِلّٰهِ نُورُ السَّمٰوٰتِ وَالْاَرْضِ* (Surah al-Nūr 35), where نور conveys divine guidance beyond physical light.
11. Pragmatics studies how meaning changes depending on context, audience, and purpose.
12. Critics argue that classical models do not fully address modern forms of communication such as media discourse and digital texts.

Long-answer questions

13. **Basic response:** Structuralism reshaped rhetoric by focusing on systems and patterns rather than isolated devices.

Value-added response: It allowed scholars to analyse texts as structured wholes, anticipating modern discourse analysis and enriching Qur'anic and literary studies.



14. **Basic response:** Functionalist approaches emphasise rhetoric as persuasion and communication.

Value-added response: They highlight how rhetorical devices serve practical functions in speeches, media, and political discourse, making rhetoric socially relevant.

15. **Basic response:** Semantics reveals layered meanings, while pragmatics explains context-dependent effects.

Value-added response: In Qur'anic studies, semantics uncovers divine depth, while pragmatics shows how verses address audiences; in modern prose, both approaches reveal persuasive strategies.

16. **Basic response:** Integration with linguistics and semiotics expanded rhetoric into scientific analysis of language and signs.

Value-added response: This integration enabled interdisciplinary study, linking rhetoric with semiotics to analyse symbols and with linguistics to explain syntax and semantics.

17. **Basic response:** Future directions include applying rhetoric to cultural studies, media, and digital humanities.

Value-added response: Outstanding learners may argue that rhetoric will evolve as a multidisciplinary field, bridging tradition with modern sciences and adapting to digital communication.



Part 4.1 Emergence Of Modern Approaches (نشأة المناهج الحديثة)

1. Arabic rhetoric underwent a transformation from classical focus on eloquence and arrangement to modern approaches influenced by linguistics and literary theory.
2. Communication.
3. Western theories such as structuralism and functionalism reshaped Arabic rhetorical studies by emphasising structure, function, and communication.
4. System.
5. Early Arab scholars included أمين الخولي and طه حسين.
6. Modern.

Part 4.2 Structural And Functional Approaches (المناهج البنوية والوظيفية)

1. Structuralism emphasises systems and patterns in rhetoric.
2. Structures.
3. Functionalism treats rhetoric as communication and persuasion, focusing on practical roles.
4. Communication.
5. Example: Analysing نجيب محفوظ's novels through structuralist motifs and functionalist themes of social change.
6. Audiences.

Part 4.3 Semantic And Pragmatic Approaches (المناهج الدلالية والبراغماتية)

1. Semantics explains how words convey layered meanings beyond their literal sense.
2. Layered.
3. Pragmatics differs by focusing on meaning shaped by context, while semantics focuses on meaning itself.
4. Context.
5. Example: Analysing political speeches for coherence and persuasive strategies.
6. Audiences.



Part 4.4 Contemporary Innovations And Critical Perspectives (الابتكارات المعاصرة والآراء النقدية)

1. Arabic rhetoric has been integrated with linguistics and semiotics to study language scientifically and analyse signs and symbols.
2. Signs.
3. Critics argue classical models are limited in addressing modern communication such as media and digital texts.
4. Communication.
5. Future directions include cultural studies, media analysis, and digital humanities.
6. Digital.



General References (APA style)

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- Al-Khuli, A. (1947). *Manāhij tajdīd fī al-naḥw wa al-balāgha wa al-tafsīr wa al-adab* [Methods of Renewal in Grammar, Rhetoric, Exegesis, and Literature]. Cairo: Dār al-Maʿārif.
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- Open Educational Resources (OER Commons). (n.d.). Retrieved from <https://www.oercommons.org>

Illustration Attributions

- *Figure 4.1 Transition from classical to modern rhetoric*
 - AI prompt: “Generate a diagram showing the transition from classical Arabic rhetoric to modern approaches influenced by linguistics and literary theory.”
 - Search string: “Arabic rhetoric transition classical modern linguistics OER”
- *Box 4.1 Western influences on Arabic rhetoric*
 - AI prompt: “Generate a text box summarising Western influences such as structuralism and functionalism on Arabic rhetoric.”
 - Search string: “Arabic rhetoric structuralism functionalism OER”
- *Plate 4.1 Early Arab scholars integrating modern approaches*
 - AI prompt: “Generate an image of early Arab scholars such as Taha Hussein and Amin al-Khuli who integrated modern approaches into Arabic rhetoric.”
 - Search string: “Taha Hussein Amin Khuli Arabic rhetoric modern approaches OER”
- *Figure 4.2 Structuralist analysis of rhetorical texts*



- AI prompt: “Generate a diagram showing structuralist analysis of Arabic rhetorical patterns such as parallelism and symmetry.”
 - Search string: “Arabic rhetoric structuralism analysis patterns OER”
- *Box 4.2 Functionalist perspectives on rhetoric*
 - AI prompt: “Generate a text box summarising functionalist perspectives on rhetoric as communication and persuasion.”
 - Search string: “Arabic rhetoric functionalism communication persuasion OER”
- *Plate 4.2 Modern Arabic literature analysed through structuralist and functionalist approaches*
 - AI prompt: “Generate an image of a modern Arabic literary text annotated with structuralist and functionalist analysis.”
 - Search string: “Modern Arabic literature structuralist functionalist analysis OER”
- *Figure 4.3 Semantic layers in rhetorical analysis*
 - AI prompt: “Generate a diagram showing semantic layers of meaning in Arabic rhetoric, including literal, cultural, and contextual levels.”
 - Search string: “Arabic rhetoric semantics layered meaning OER”
- *Box 4.3 Pragmatic and discourse approaches*
 - AI prompt: “Generate a text box summarising pragmatic and discourse approaches in Arabic rhetoric.”
 - Search string: “Arabic rhetoric pragmatics discourse analysis OER”
- *Plate 4.3 Qur’anic and modern prose analysed through semantics and pragmatics*
 - AI prompt: “Generate an image of a Qur’anic manuscript and a modern Arabic prose text annotated with semantic and pragmatic analysis.”
 - Search string: “Quran manuscript modern Arabic prose semantics pragmatics OER”
- *Figure 4.4 Integration of rhetoric with modern sciences*
 - AI prompt: “Generate a diagram showing integration of Arabic rhetoric with linguistics and semiotics.”
 - Search string: “Arabic rhetoric linguistics semiotics integration OER”
- *Box 4.4 Critical perspectives on classical rhetoric in modern contexts*



- AI prompt: “Generate a text box summarising critical perspectives on classical rhetoric in modern contexts.”
- Search string: “Arabic rhetoric classical models modern criticism OER”
- *Plate 4.4 Future directions of Arabic rhetoric in digital contexts*
 - AI prompt: “Generate an image of modern Arabic digital texts annotated with rhetorical analysis.”
 - Search string: “Arabic rhetoric digital humanities future directions OER”



Series 5: Analysing The Relationship Between Rhetoric, Semantics, And Other Sciences

Part 5.1 Rhetoric And Semantics (البلاغة والدلالة)

- 5.1.1 Defining semantics and its role in rhetorical analysis
- 5.1.2 Qur'anic examples of semantic depth in rhetoric
- 5.1.3 Modern applications of semantics in Arabic prose and poetry

Part 5.2 Rhetoric And Linguistics (البلاغة واللغويات)

- 5.2.1 Structural linguistics and rhetorical analysis
- 5.2.2 Syntax and morphology in rhetorical meaning
- 5.2.3 Case studies of linguistic approaches to Arabic rhetoric

Part 5.3 Rhetoric And Semiotics (البلاغة والسميائيات)

- 5.3.1 Semiotics as the study of signs and symbols
- 5.3.2 Symbolic dimensions of Qur'anic rhetoric
- 5.3.3 Semiotic analysis of modern Arabic texts

Part 5.4 Interdisciplinary Perspectives And Future Directions (الرؤى البينية وآفاق المستقبل)

- 5.4.1 Integration of rhetoric with cultural studies and media analysis
- 5.4.2 Critical perspectives on interdisciplinary approaches
- 5.4.3 Future directions for rhetoric in academic and cultural contexts

Introduction

In the last Series, we explored how modern approaches such as البنيوية (structuralism), الوظيفة (functionalism), الدلالة (semantics), and البراغماتية (pragmatics) reshaped Arabic rhetoric. Building on that foundation, this Series turns to a deeper analysis of how rhetoric interacts with semantics and other sciences. By examining these relationships, you will see how Arabic rhetoric is not an isolated discipline but one that connects with linguistics, semiotics, and interdisciplinary fields, making it highly relevant in both academic and cultural contexts.



The aim of this Series is to equip you with the ability to analyse the relationship between rhetoric, semantics, and other sciences, and to evaluate how these connections enrich our understanding of meaning, communication, and cultural expression.

We shall commence this Series by focusing on the relationship between البلاغة والدلالة (rhetoric and semantics), exploring Qur'anic examples and modern applications. Next, we will move on to البلاغة واللسانيات (rhetoric and linguistics), considering how syntax and morphology contribute to rhetorical meaning. Following that, we will examine البلاغة والسميائيات (rhetoric and semiotics), highlighting the role of signs and symbols in Qur'anic and modern texts. Finally, we will wrap up with الرؤية البينية وآفاق المستقبل (interdisciplinary perspectives and future directions), assessing critical views and identifying how rhetoric can expand into cultural studies, media analysis, and digital humanities.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 5.1** define semantics (الدلالة) and explain its role in rhetorical analysis,
- **SLO 5.2** demonstrate how Qur'anic examples illustrate semantic depth in rhetoric,
- **SLO 5.3** apply semantic analysis to modern Arabic prose and poetry,
- **SLO 5.4** analyse how structural linguistics contributes to rhetorical study,
- **SLO 5.5** explain the role of syntax and morphology in shaping rhetorical meaning,
- **SLO 5.6** evaluate case studies that use linguistic approaches to Arabic rhetoric,
- **SLO 5.7** describe semiotics (السميائيات) as the study of signs and symbols in rhetoric,
- **SLO 5.8** demonstrate how symbolic dimensions enrich Qur'anic rhetoric,
- **SLO 5.9** apply semiotic analysis to modern Arabic texts,
- **SLO 5.10** assess interdisciplinary perspectives that integrate rhetoric with cultural studies and media analysis,
- **SLO 5.11** critically evaluate the adequacy of interdisciplinary approaches to rhetoric, and
- **SLO 5.12** propose future directions for rhetoric in academic and cultural contexts.



5.1 Rhetoric And Semantics (البلاغة والدلالة)

5.1.1 Defining semantics and its role in rhetorical analysis

الدلالة (Semantics) is the study of meaning in language. In the context of Arabic rhetoric, semantics helps us understand how words and expressions convey meanings beyond their literal sense. Rhetorical beauty often lies in these semantic layers, where a single word can carry cultural, emotional, and spiritual significance. By analysing semantics, scholars uncover how rhetorical devices achieve depth and resonance.

Fill in the blank: In rhetoric, semantics helps us understand how words convey meanings beyond their _____ sense.

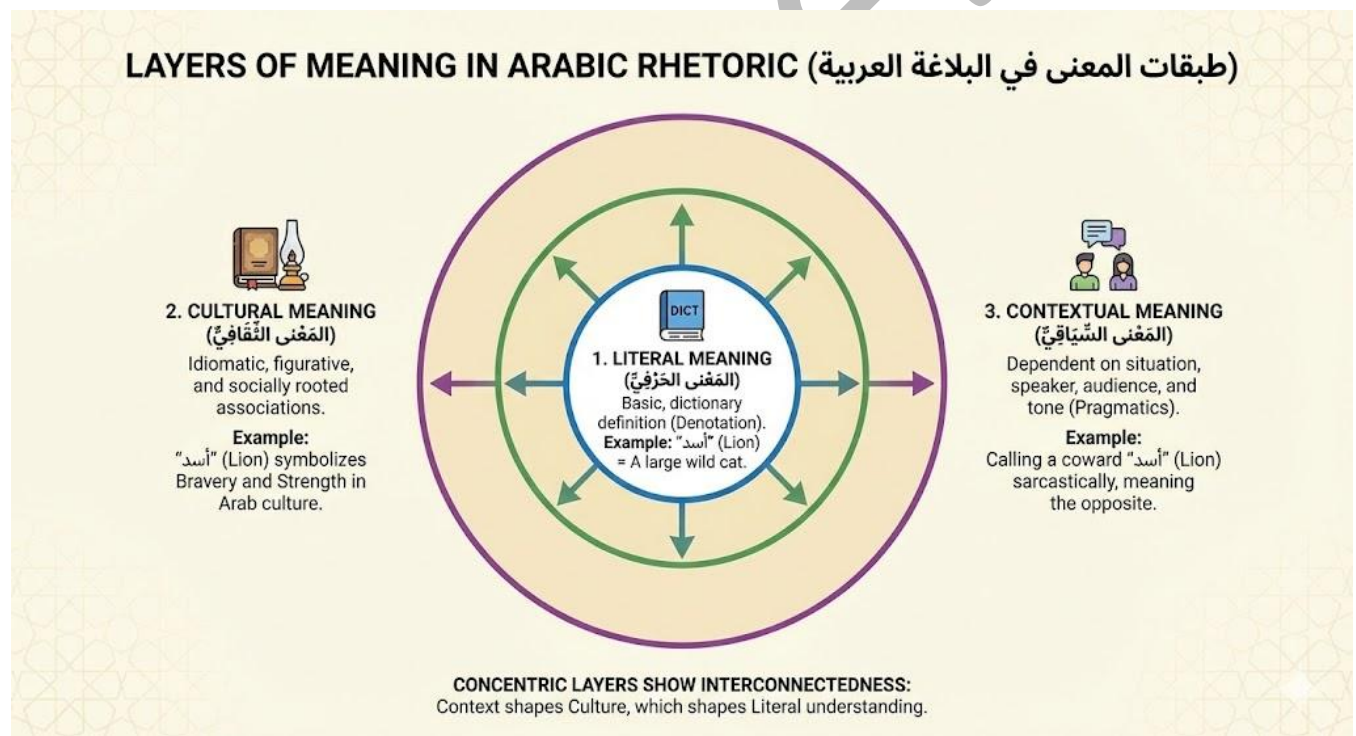


Figure 5.1 Semantic layers in rhetorical analysis



5.1.2 Qur'anic examples of semantic depth in rhetoric

The Qur'an provides powerful examples of semantic richness. For instance, in *اللَّهُ نُورُ السَّمَاوَاتِ وَالْأَرْضِ* (Surah al-Nūr 35), the word **نور** (light) does not simply mean physical illumination. It symbolises divine guidance, spiritual clarity, and truth. This semantic depth enhances the rhetorical impact, making the verse resonate across contexts and generations.

Fill in the blank: In Surah al-Nūr 35, the word **نور** symbolises divine _____ rather than physical light.



Plate 5.1 Qur'anic example of semantic depth

5.1.3 Modern applications of semantics in Arabic prose and poetry

Modern Arabic prose and poetry also demonstrate how semantics enriches rhetoric. Writers often use metaphors and symbolic language to critique society or inspire change. For example, the phrase *الظلام السياسي* (political darkness) conveys more than the absence of light; it symbolises



oppression, corruption, and lack of transparency. Semantic analysis reveals these deeper meanings, showing how rhetoric functions as a tool for cultural and social commentary.

Fill in the blank: The phrase *الظلام السياسي* symbolises oppression and corruption rather than literal ____.

Expression	Literal Meaning	Symbolic Depth
الظلام السياسي (Political darkness)	Darkness as absence of light.	Symbolises oppression, corruption, and lack of transparency in governance.
أجنحة الحرية (Wings of freedom)	Wings as instruments of flight.	Symbolises hope, liberation, and the human aspiration for dignity.
صوت الحق (Voice of truth)	A voice speaking truth.	Symbolises justice, moral authority, and resistance against falsehood.

Box 5.1 Examples of semantic depth in modern Arabic texts

Pilot questions 5.1

1. What is semantics and how does it relate to rhetorical analysis?
2. Fill in the blank: In rhetoric, semantics helps us understand how words convey meanings beyond their _____ sense.
3. Provide one Qur'anic example that demonstrates semantic depth in rhetoric.
4. Fill in the blank: In Surah al-Nūr 35, the word *نور* symbolises divine _____ rather than physical light.
5. Give one example from modern Arabic prose or poetry that shows semantic richness.
6. Fill in the blank: The phrase *الظلام السياسي* symbolises oppression and corruption rather than literal _____.



5.2 Rhetoric And Linguistics (البلاغة واللسانيات)

5.2.1 Structural linguistics and rhetorical analysis

اللّسانيّات البنيويّة (Structural linguistics) studies language as a system of interrelated components.

When applied to rhetoric, it highlights how meaning emerges from the structure of sentences and texts rather than isolated words. This perspective allows us to see rhetoric as a patterned system where syntax, morphology, and phonology interact to produce eloquence.

Example: In Arabic poetry, structural linguistics can reveal how rhyme and rhythm are not merely aesthetic but contribute to rhetorical persuasion and memorability.

Fill in the blank: Structural linguistics views language as a system of interrelated _____.

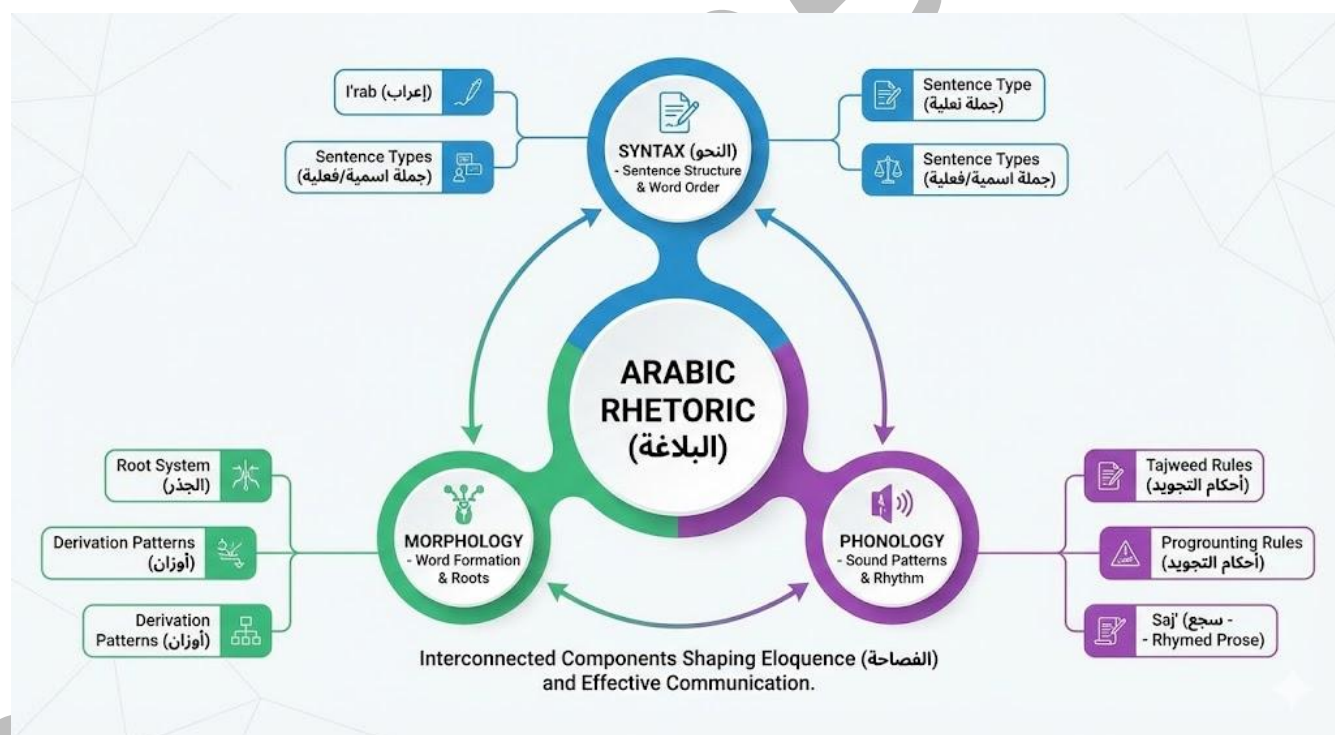


Figure 5.2 Structural linguistics applied to rhetoric



5.2.2 Syntax and morphology in rhetorical meaning

النحو (Syntax) refers to the arrangement of words in sentences, while **الصرف** (Morphology) studies the structure of words themselves. Both are crucial in shaping rhetorical meaning. Syntax determines emphasis and clarity, while morphology enriches meaning through word forms and derivations. Together, they ensure that rhetorical texts are both precise and expressive.

Example: In the Qur'an, the verse **إِيَّاكَ نَعْبُدُ وَإِيَّاكَ نَسْتَعِينُ** (Surah al-Fātiḥa 5) uses syntax to emphasise exclusivity in worship, while morphology in the verb forms conveys continuity and intensity.

Fill in the blank: Syntax determines emphasis and clarity, while morphology enriches meaning through word _____.

Element	Explanation	Rhetorical Contribution
Syntax (النحو)	Governs the arrangement of words and phrases to ensure clarity, emphasis, and coherence.	Shapes rhetorical impact by guiding how ideas are structured and perceived.
Morphology (الصرف)	Focuses on word forms, derivations, and inflections that enrich meaning.	Expands expressive possibilities, allowing nuanced shades of meaning and stylistic variety.
Combined Effect	Eloquence arises when syntax and morphology work together harmoniously.	Produces rhetorical precision, depth, and beauty in both prose and poetry.

Box 5.2 Syntax and morphology in rhetoric

5.2.3 Case studies of linguistic approaches to Arabic rhetoric

Modern scholars have applied linguistic approaches to Arabic rhetoric in both classical and contemporary texts. By analysing syntax, morphology, and phonology, they uncover how



rhetorical devices achieve their effect. These case studies demonstrate that linguistic analysis deepens our understanding of rhetorical strategies and their impact on audiences.

Example: In نجيب محفوظ's novels, linguistic analysis shows how sentence structures create rhythm and emphasis, while morphological choices add symbolic depth.

Fill in the blank: Linguistic analysis deepens our understanding of rhetorical strategies and their impact on _____.

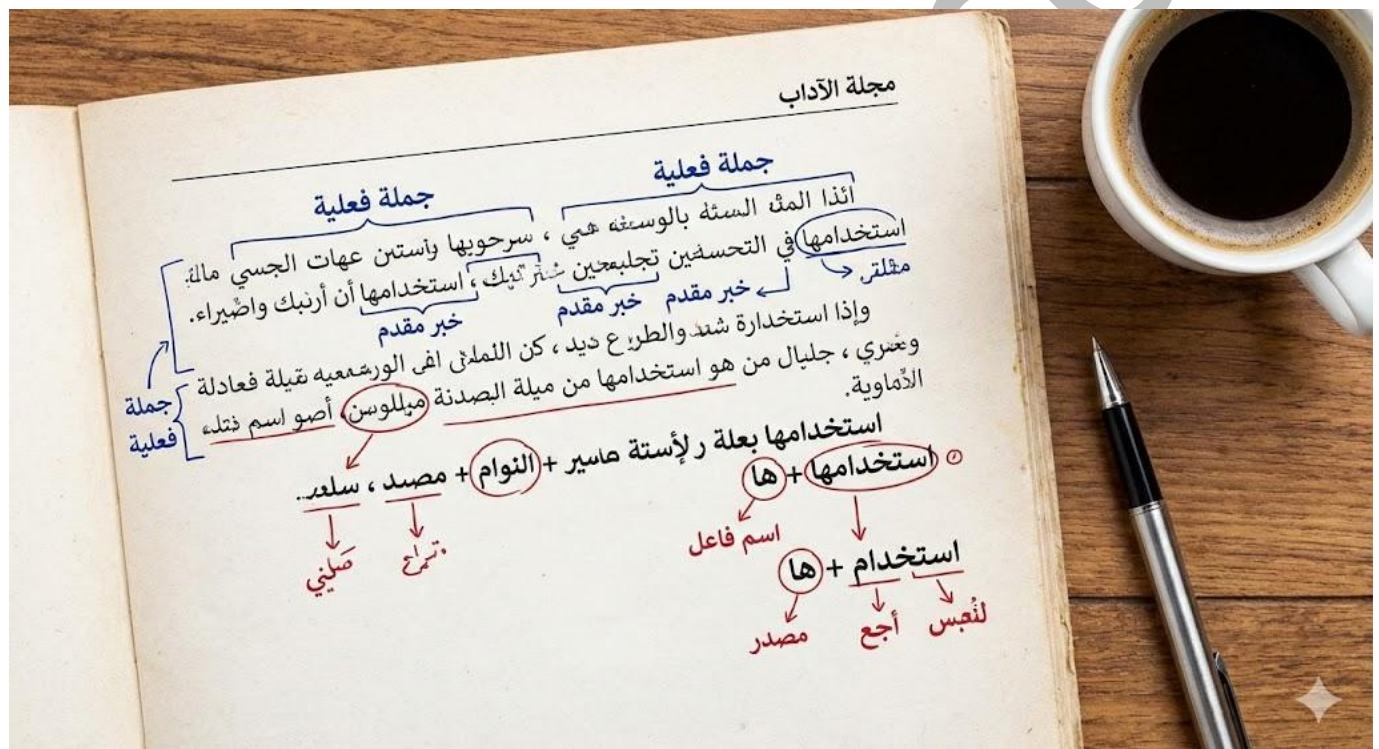


Plate 5.2 Linguistic approaches applied to Arabic literature

Pilot questions 5.2

1. What does structural linguistics emphasise in the study of rhetoric?
2. Fill in the blank: Structural linguistics views language as a system of interrelated _____.
3. How do syntax and morphology contribute to rhetorical meaning?
4. Fill in the blank: Syntax determines emphasis and clarity, while morphology enriches meaning through word _____.



5. Provide one example of how linguistic approaches can be applied to Arabic texts.
6. Fill in the blank: Linguistic analysis deepens our understanding of rhetorical strategies and their impact on _____.

5.3 Rhetoric And Semiotics (البلاغة والسميائيات)

5.3.1 Semiotics as the study of signs and symbols

السميائيات (Semiotics) is the study of signs and symbols and how they create meaning. In rhetoric, semiotics helps us understand how words, images, and cultural references function as signs that communicate beyond their literal form. This approach highlights the symbolic dimension of rhetoric, showing how meaning is constructed through shared cultural codes.

Example: The word **قلب** (heart) in Arabic poetry is not only a biological organ but a symbol of love, emotion, and spiritual depth. Semiotics reveals how such symbols enrich rhetorical expression.

Fill in the blank: Semiotics is the study of signs and _____ and how they create meaning.



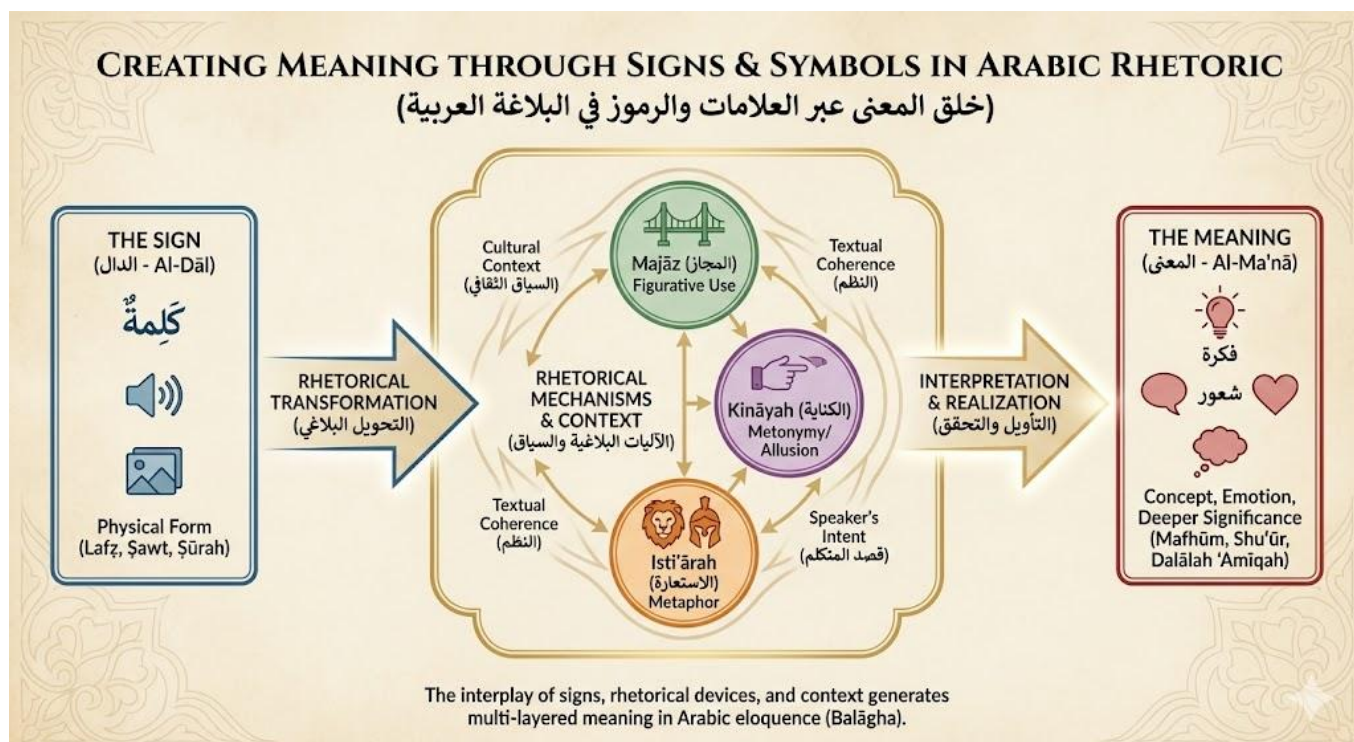


Figure 5.3 Semiotic analysis in rhetoric

5.3.2 Symbolic dimensions of Qur'anic rhetoric

The Qur'an makes extensive use of symbols to convey spiritual truths. For example, the symbol of **النور** (light) represents divine guidance, while **الظلمات** (darkness) symbolises ignorance and misguidance. These symbols are not random but deeply embedded in cultural and spiritual contexts, giving Qur'anic rhetoric its profound impact.

Example: In **يُخْرِجُهُم مِّنَ الظُّلُمَاتِ إِلَى النُّورِ** (Surah al-Baqarah 257), the contrast between darkness and light symbolises the transformation from disbelief to faith.

Fill in the blank: In Surah al-Baqarah 257, the contrast between darkness and light symbolises the transformation from disbelief to _____.





Plate 5.3 Symbolic dimensions of Qur'anic rhetoric

5.3.3 Semiotic analysis of modern Arabic texts

Modern Arabic literature and media also employ symbols to communicate complex ideas. Writers and poets use semiotic devices to critique society, express identity, or inspire change. For example, the image of **الجدار** (the wall) may symbolise oppression or division, while **الطريق** (the road) symbolises hope and progress. Semiotic analysis helps us decode these symbols and understand their rhetorical power.

Example: In contemporary political poetry, the symbol of **السلاسل** (chains) represents oppression, while **الحرية** (freedom) symbolises resistance and liberation.

Fill in the blank: In modern Arabic texts, the symbol of chains represents oppression, while freedom symbolises _____.

Symbol	Literal Meaning	Semiotic Depth
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الجدار(The wall)	A physical barrier.	Symbolises oppression, division, and political or social exclusion.
الطريق(The road)	A path or passage.	Symbolises hope, progress, and the journey toward a better future.
السلاسل (Chains)	Metal links used for binding.	Symbolises oppression, captivity, and restriction of freedom.
الحرية (Freedom)	The state of being free.	Symbolises resistance, liberation, and the human struggle for dignity.

Box 5.3 Examples of semiotic symbols in modern Arabic texts

Pilot questions 5.3

1. What is semiotics and how does it relate to rhetoric?
2. Fill in the blank: Semiotics is the study of signs and _____ and how they create meaning.
3. Provide one Qur'anic example that demonstrates symbolic dimensions in rhetoric.
4. Fill in the blank: In Surah al-Baqarah 257, the contrast between darkness and light symbolises the transformation from disbelief to _____.
5. Give one example of how semiotic analysis can be applied to modern Arabic texts.
6. Fill in the blank: In modern Arabic texts, the symbol of chains represents oppression, while freedom symbolises _____.



5.4 Interdisciplinary Perspectives And Future Directions (الرؤى البينية وآفاق المستقبل)

5.4.1 Integration of rhetoric with cultural studies and media analysis

In recent years, scholars have explored how **البلاغة** (rhetoric) interacts with **الدراسات الثقافية** (cultural studies) and **تحليل الإعلام** (media analysis). This integration shows that rhetoric is not confined to literary texts but extends to everyday communication, media discourse, and cultural narratives. By applying rhetorical analysis to films, advertisements, and social media, we uncover how language and symbols shape public opinion and cultural identity.

Example: Analysing political slogans in Arabic media reveals how rhetorical devices such as repetition and metaphor influence collective perceptions.

Fill in the blank: Rhetorical analysis of films, advertisements, and social media reveals how language and symbols shape _____ identity.

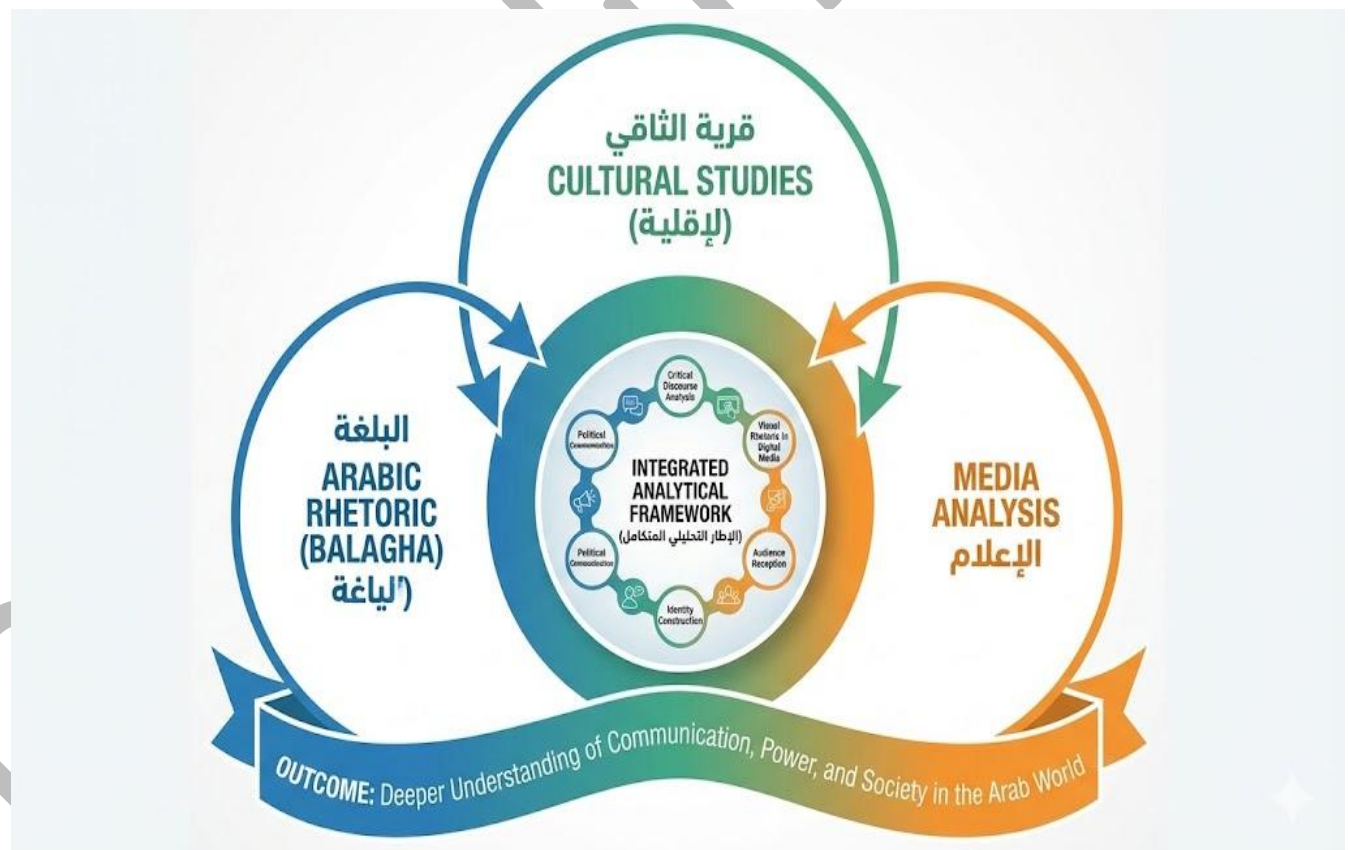


Figure 5.4 Integration of rhetoric with cultural and media studies



5.4.2 Critical perspectives on interdisciplinary approaches

While interdisciplinary approaches enrich rhetorical study, some critics argue that they risk diluting the discipline's classical foundations. Others believe that these approaches are necessary to keep rhetoric relevant in modern contexts. The debate centres on whether rhetoric should remain primarily a literary art or evolve into a broader science of communication.

Example: Some scholars argue that applying rhetoric to digital media requires new frameworks, while others insist that classical models can be adapted without losing their essence.

Fill in the blank: Critics debate whether rhetoric should remain primarily a literary art or evolve into a broader science of _____.

Perspective	Explanation	Scholarly Debate
Concern: Risk of diluting classical foundations	Critics argue that integrating modern disciplines (linguistics, media studies, semiotics) may weaken the heritage of classical البلاغة .	Raises fears of losing the depth and precision of traditional rhetorical analysis.
Support: Necessary for relevance in modern contexts	Advocates see interdisciplinary approaches as essential for applying rhetoric to contemporary domains like politics, education, and digital media.	Expands the scope of rhetoric beyond literary texts to real-world communication.
Debate: Literary art vs. science of communication	Some scholars emphasize rhetoric as an art rooted in aesthetics, while others stress its role as a communicative science.	Reflects ongoing tension between preserving eloquence and adapting to functional discourse.

Box 5.4 Critical perspectives on interdisciplinary rhetoric



5.4.3 Future directions for rhetoric in academic and cultural contexts

Looking ahead, rhetoric is expected to expand into new fields such as **الإنسانيات الرقمية** (digital humanities), cultural studies, and media analysis. These future directions ensure that rhetoric remains dynamic and responsive to contemporary challenges. Scholars envision rhetoric being applied to online discourse, multimedia communication, and global cultural exchanges, making it a vital tool for understanding modern society.

Example: In digital humanities, rhetorical analysis can be applied to social media texts, exploring how Arabic language adapts to digital platforms and global communication.

Fill in the blank: Future directions for rhetoric include applying rhetorical analysis to online discourse and _____ communication.



Plate 5.4 Future directions of rhetoric in digital contexts

Pilot questions 5.4

1. How does rhetoric integrate with cultural studies and media analysis?



2. Fill in the blank: Rhetorical analysis of films, advertisements, and social media reveals how language and symbols shape _____ identity.
3. What are some critical perspectives on interdisciplinary approaches to rhetoric?
4. Fill in the blank: Critics debate whether rhetoric should remain primarily a literary art or evolve into a broader science of _____.
5. What future directions are envisioned for rhetoric in academic and cultural contexts?
6. Fill in the blank: Future directions for rhetoric include applying rhetorical analysis to online discourse and _____ communication.

Series summary

This Series has examined the relationship between البلاغة (rhetoric), الدلالة (semantics), and other sciences, showing how rhetorical study extends beyond literary analysis into broader linguistic and cultural frameworks. We began with rhetoric and semantics, exploring how meaning operates at literal, cultural, and contextual levels in both Qur'anic and modern texts. We then moved to rhetoric and linguistics, considering how structural linguistics, syntax, and morphology shape rhetorical meaning. Following that, we studied rhetoric and semiotics, highlighting the role of signs and symbols in Qur'anic rhetoric and modern Arabic literature. Finally, we explored interdisciplinary perspectives and future directions, assessing how rhetoric interacts with cultural studies, media analysis, and digital humanities.

By completing this Series, you should now be able to define semantics and demonstrate its role in rhetoric (SLO 5.1–5.3), analyse linguistic contributions such as syntax and morphology (SLO 5.4–5.6), describe and apply semiotic approaches to texts (SLO 5.7–5.9), and critically evaluate interdisciplinary perspectives while proposing future directions for rhetoric (SLO 5.10–5.12).

These outcomes ensure that you can confidently connect rhetoric with semantics, linguistics, semiotics, and interdisciplinary studies, recognising its evolving relevance in both academic and cultural contexts.



Glossary of terms

- **الأدوات البلاغية (Rhetorical devices):** Techniques used in speech or writing to persuade, emphasise, or create beauty in language.
- **الإنسانيات الرقمية (Digital humanities):** An interdisciplinary field that applies digital tools and methods to study texts, culture, and communication, including rhetorical analysis of online discourse.
- **السيمانيات (Semiotics):** The study of signs and symbols and how they create meaning in communication and rhetoric.
- **الصرف (Morphology):** The study of word forms and structures, showing how derivations and patterns enrich rhetorical meaning.
- **الظلام السياسي (Political darkness):** A metaphor used in modern Arabic prose to symbolise oppression, corruption, and lack of transparency.
- **النحو (Syntax):** The arrangement of words in sentences, which shapes emphasis, clarity, and rhetorical impact.
- **النور (Light):** A Qur'anic symbol representing divine guidance, spiritual clarity, and truth, beyond its literal meaning of illumination.
- **الدلالة (Semantics):** The study of meaning in language, focusing on how words convey literal, cultural, and contextual significance.
- **البلاغة (Rhetoric):** The art of effective and persuasive communication, studied in Arabic tradition through classical and modern approaches.
- **اللسانيات البنائية (Structural linguistics):** A branch of linguistics that views language as a system of interrelated components, applied to rhetoric to analyse patterns and structures.
- **السلاسل (Chains):** A semiotic symbol in modern Arabic texts representing oppression and restriction.



- **الحرية (Freedom):** A semiotic symbol in modern Arabic texts representing resistance, liberation, and hope.

Concept check questions [Series 5]

Objective questions

1. Which field of study focuses on meaning in language and its role in rhetoric? (Linked to SLO 5.1)
2. In Surah al-Nūr 35, what does the word نور symbolise? (Linked to SLO 5.2)
3. Which branch of linguistics studies the arrangement of words in sentences? (Linked to SLO 5.5)
4. Semiotics is the study of signs and _____. (Linked to SLO 5.7)
5. Which modern field applies digital tools to rhetorical analysis of texts? (Linked to SLO 5.12)

Short-answer questions

6. Define الدلالة (semantics) and explain its relevance to rhetorical analysis. (Linked to SLO 5.1)
7. Provide one Qur'anic example that demonstrates semantic depth in rhetoric. (Linked to SLO 5.2)
8. How does morphology contribute to rhetorical meaning? (Linked to SLO 5.5)
9. Give one example of a semiotic symbol in modern Arabic literature and explain its rhetorical function. (Linked to SLO 5.9)
10. What is one critical perspective on interdisciplinary approaches to rhetoric? (Linked to SLO 5.11)

Long-answer questions

11. Analyse how semantics enriches rhetorical meaning in both Qur'anic and modern Arabic texts. (Linked to SLO 5.1–5.3)



12. Evaluate the contribution of syntax and morphology to rhetorical clarity and eloquence.
(Linked to SLO 5.4–5.6)
13. Demonstrate how semiotic analysis can be applied to Qur’anic rhetoric and modern Arabic prose. (Linked to SLO 5.7–5.9)
14. Assess the integration of rhetoric with cultural studies and media analysis, explaining its impact on modern communication. (Linked to SLO 5.10)
15. Critically evaluate the future directions of rhetoric in academic and cultural contexts.
(Linked to SLO 5.12)

Answers to Concept check questions [Series 5]

Objective questions

1. Semantics (الدلالة).
2. Divine guidance.
3. Syntax (النحو).
4. Symbols.
5. Digital humanities (الإنسانيات الرقمية).

Short-answer questions

6. Semantics is the study of meaning in language. In rhetoric, it explains how words convey layered meanings beyond their literal sense.
7. Example: *لِللّٰهِ نُورُ السَّمٰوٰتِ وَالْاَرْضِ* (Surah al-Nūr 35), where نور symbolises divine guidance.
8. Morphology enriches meaning through word forms and derivations, adding depth and precision to rhetorical expression.
9. Example: السلاسل (chains) in modern poetry symbolise oppression, reinforcing rhetorical critique of injustice.
10. One perspective is that interdisciplinary approaches risk diluting classical foundations, while others argue they are necessary for relevance.

Long-answer questions



11. **Basic response:** Semantics enriches rhetoric by revealing meanings beyond the literal, as seen in Qur'anic metaphors and modern prose.

Value-added response: Outstanding learners may highlight how semantics bridges cultural and spiritual contexts, making rhetoric resonate across time and audiences.

12. **Basic response:** Syntax shapes clarity and emphasis, while morphology adds depth through word forms.

Value-added response: Learners may argue that together they create precision and eloquence, ensuring rhetorical texts are both persuasive and aesthetically powerful.

13. **Basic response:** Semiotic analysis shows how symbols like light and darkness in the Qur'an convey spiritual truths, and how modern texts use symbols like walls or chains to critique society.

Value-added response: Learners may extend this by comparing symbolic systems across genres, showing how semiotics connects rhetoric to cultural identity and social change.

14. **Basic response:** Integration with cultural studies and media analysis shows how rhetoric influences films, advertisements, and social media.

Value-added response: Learners may argue that this integration makes rhetoric a vital tool for understanding modern communication and shaping public opinion.

15. **Basic response:** Future directions include applying rhetoric to digital humanities, cultural studies, and media analysis.

Value-added response: Outstanding learners may propose that rhetoric will evolve into a multidisciplinary science of communication, adapting to global and digital contexts while retaining classical insights.

Answers to Pilot Questions [Series 5]

Part 5.1 Rhetoric And Semantics (البلاغة والدلالة)

1. Semantics is the study of meaning in language, and in rhetoric it explains how words convey layered meanings beyond their literal sense.
2. Literal.
3. Example: *لَهُ نُورُ السَّمَاوَاتِ وَالْأَرْضِ* (Surah al-Nūr 35), where نور symbolises divine guidance.



4. Guidance.
5. Example: *الظلام السياسي* in modern prose, symbolising oppression and corruption.
6. Light.

Part 5.2 Rhetoric And Linguistics (البلاغة واللسانيات)

1. Structural linguistics emphasises language as a system of interrelated components.
2. Components.
3. Syntax arranges words for clarity and emphasis, while morphology enriches meaning through word forms and derivations.
4. Forms.
5. Example: In نجيب محفوظ's novels, syntax creates rhythm and emphasis, while morphology adds symbolic depth.
6. Audiences.

Part 5.3 Rhetoric And Semiotics (البلاغة والسميانيات)

1. Semiotics is the study of signs and symbols, and in rhetoric it explains how meaning is constructed through cultural codes.
2. Symbols.
3. Example: *يُخْرِجُهُم مِّنَ الظُّلُمَاتِ إِلَى النُّورِ* (Surah al-Baqarah 257), where darkness and light symbolise disbelief and faith.
4. Faith.
5. Example: *السلاسل* (chains) in modern poetry symbolise oppression, while *الحرية* (freedom) symbolises liberation.
6. Liberation.

Part 5.4 Interdisciplinary Perspectives And Future Directions (الرؤى البينية وآفاق المستقبل)

1. Rhetoric integrates with cultural studies and media analysis by examining films, advertisements, and social media discourse.
2. Cultural.



3. Critics argue interdisciplinary approaches may dilute classical foundations, while others see them as necessary for relevance.
4. Communication.
5. Future directions include digital humanities, cultural studies, and media analysis.
6. Global.



General References (APA style)

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- Open Educational Resources (OER Commons). (n.d.). Retrieved from <https://www.oercommons.org>

Illustration Attributions

- *Figure 5.1 Semantic layers in rhetorical analysis*
 - AI prompt: “Generate a diagram showing literal, cultural, and contextual layers of meaning in Arabic rhetoric.”
 - Search string: “Arabic rhetoric semantics layered meaning OER”
- *Plate 5.1 Qur’anic example of semantic depth*
 - AI prompt: “Generate an image of a Qur’anic manuscript highlighting Surah al-Nūr 35 with emphasis on the word نور.”
 - Search string: “Quran manuscript Surah al-Nur 35 semantics OER”
- *Box 5.1 Examples of semantic depth in modern Arabic texts*
 - AI prompt: “Generate a text box summarising examples of semantic depth in modern Arabic prose and poetry.”
 - Search string: “Modern Arabic prose poetry semantics rhetorical analysis OER”
- *Figure 5.2 Structural linguistics applied to rhetoric*
 - AI prompt: “Generate a diagram showing syntax, morphology, and phonology as structural components in Arabic rhetoric.”



- Search string: “Arabic rhetoric structural linguistics syntax morphology phonology OER”
- *Box 5.2 Syntax and morphology in rhetoric*
 - AI prompt: “Generate a text box summarising the role of syntax and morphology in Arabic rhetoric.”
 - Search string: “Arabic rhetoric syntax morphology meaning OER”
- *Plate 5.2 Linguistic approaches applied to Arabic literature*
 - AI prompt: “Generate an image of a modern Arabic literary text annotated with linguistic analysis of syntax and morphology.”
 - Search string: “Modern Arabic literature linguistic analysis syntax morphology OER”
- *Figure 5.3 Semiotic analysis in rhetoric*
 - AI prompt: “Generate a diagram showing how signs and symbols create meaning in Arabic rhetoric.”
 - Search string: “Arabic rhetoric semiotics signs symbols OER”
- *Plate 5.3 Symbolic dimensions of Qur’anic rhetoric*
 - AI prompt: “Generate an image of a Qur’anic manuscript highlighting verses with symbolic contrasts of light and darkness.”
 - Search string: “Quran manuscript symbolism light darkness OER”
- *Box 5.3 Examples of semiotic symbols in modern Arabic texts*
 - AI prompt: “Generate a text box summarising examples of semiotic symbols in modern Arabic literature and media.”
 - Search string: “Modern Arabic literature semiotics symbolism OER”
- *Figure 5.4 Integration of rhetoric with cultural and media studies*
 - AI prompt: “Generate a diagram showing integration of Arabic rhetoric with cultural studies and media analysis.”
 - Search string: “Arabic rhetoric cultural studies media analysis OER”
- *Box 5.4 Critical perspectives on interdisciplinary rhetoric*
 - AI prompt: “Generate a text box summarising critical perspectives on interdisciplinary approaches to Arabic rhetoric.”
 - Search string: “Arabic rhetoric interdisciplinary criticism OER”



- *Plate 5.4 Future directions of rhetoric in digital contexts*
 - AI prompt: “Generate an image of Arabic social media texts annotated with rhetorical analysis.”
 - Search string: “Arabic rhetoric digital humanities social media analysis OER”

