

Communicative purpose

Page

Discussion

Read

From The Encyclopedia of Arabic Rhetoric

A **communicative purpose** is an outcome that a **communicator** seeks to realise in an **addressee** through communication. It may concern, for example, what the communicator seeks to make the addressee understand, notice, believe, feel, remember, evaluate, or experience.

PDF

Download PDF

Within the **Model for Rhetorical Action**, Communicator Intent concerns the communicative purpose that motivates a **communicator**'s selection of a particular way of expressing something, where such an intention exists. The communicative purpose is analytically distinct from both the Linguistic Operation selected to pursue it and the Communicative Enhancement that ultimately arises in the **addressee**.

You are viewing the live version of this page. Would you like to view the [version](#) included in the **Arabic Rhetorical Device Taxonomy** (v0.1.1)?

Categories: [Glossary of Terms Related to Arabic Rhetoric](#) | [General terms](#) | [ARDT v0.1.1](#)

Cite this page: [Dr Mandar Marathe](#)  (2026). "Communicative purpose". *al-Balagha.com: The Encyclopedia of Arabic Rhetoric*. https://al-balagha.com/wiki/Communicative_purpose

This page was last edited on 30 August 2026, at 23:30.

[Taxonomy \(v0.1.0\)](#) of the [Encyclopedia of Arabic Rhetoric](#) | contact@al-Balagha.com | Part of the [BALAGHA Score Project](#)

