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From The Encyclopedia of Arabic Rhetoric

What is Arabic Rhetoric?

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Arabic Rhetoric (known in Arabic as *al-balāgha*) is the branch of the [Arabic language](#) which is related to the art and science of conveying a message with greater beauty, impact and persuasiveness.

Arabic Rhetoric is as ancient as the Arabic language itself, and is used extensively in both classical and modern Arabic poetry and prose.

In practical terms, Arabic Rhetoric is the intelligent use of word order, figurative speech and linguistic embellishments to deliver your message with greater impact.

There are already many books and websites about Arabic Rhetoric. Why is this site required?

Although there are many books about Arabic Rhetoric written in the Arabic language, there are relatively few resources in English. The [Encyclopedia of Arabic Rhetoric](#) fills this gap by presenting information about Arabic Rhetoric for an English-speaking audience. This will help students and researchers of the Arabic language to identify, appreciate and use Arabic Rhetoric better.

Why do we need to talk specifically about rhetoric in Arabic? Isn't Arabic Rhetoric the same as rhetoric in any language?

Every language utilises rhetoric, although the specific rhetorical devices, techniques, and cultural norms may vary from one language to another. Rhetoric is essentially the art of effective communication, and it encompasses the use of language to persuade, inform, or entertain audiences.

In every language, speakers and writers employ various rhetorical strategies such as figures of speech, stylistic devices, argumentation techniques, and appeals to emotion or reason to achieve their communicative goals. These rhetorical tools are essential for conveying meaning, engaging audiences, and shaping discourse in all languages. For example, most languages use rhetorical devices such as [Metaphor](#), [Simile](#) and [Personification](#).

However, there are language-specific differences in the way that a languages uses rhetorical devices. For example, in Arabic, there are at least 6 different ways in which a [metaphor](#) can be constructed. In Arabic, rhetorical effects can be created by [changes in word positioning within a sentence](#), or by [using words in unexpected ways](#). Clearly, the particulars of these rhetorical techniques must be specific to each language.

Further, the specific rhetorical conventions and cultural norms may differ across languages and cultures. What constitutes effective rhetoric in one language or cultural context may not necessarily be the same in another. Therefore, while rhetoric is a universal aspect of human communication, its manifestations and conventions can vary significantly depending on linguistic, cultural, and contextual factors.

Is Arabic Rhetoric used in written Arabic or spoken Arabic?

Arabic Rhetoric is used in both written and spoken Arabic! Certain rhetorical devices such as [Paronomasia](#) or [Equivocation](#) may lend themselves more to spoken communication. Conversely, some rhetorical devices such as [Excellence of Division](#), [Homeoptoton](#) and [Proportioning](#) may be more readily appreciated in written text.

How can I contribute to the Encyclopedia of Arabic Rhetoric?

You are welcome to contribute to the "Discussion" Every page on this site has an associated "Discussion" page. You are welcome to help improve the Encyclopedia by contributing to the "Discussion" pages and sharing your ideas, feedback, examples and any corrections. Simply click the "Discussion" tab at the top of any page.

Alternatively, please email contact@al-Balagha.com to communicate with the site administrator.

I have a query about Arabic Rhetoric, or about the Encyclopedia of Arabic Rhetoric. Who can I contact?

Please email contact@al-Balagha.com with any queries about Arabic Rhetoric or this site.

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