

College: Arts

Name of student: Ali Hussein Ali Darwish **Name of supervisor:** Salah Hassan Hawi

Dept.: Arabic Language

Title:

Public Eloquence - Concept, Approach, Procedure

Abstract:

The importance of this study is that it is a contribution to the theory of the modern Arabic calligraphy, which means the recipient of the speech after the lesson of the former Arab rhetorician to take care of the speaker and his cleverness. And analyzing the rhetorical response produced by the public and is subject to authoritarian discourse. These rhetorical responses constitute an analysis of the speech and a reproduction of it by the public, to show us another eloquence (eloquence of the audience) that is able to know the instruments of power in the imposition of its speeches, and resist these speeches in several ways through banners that reproduce the speech of power, Dominate it. These rhetorical responses produced the diversity of authority that imposes its discourse on the public, political power, religious authority, and others.

The study attempted to link Arabic rhetoric with the methods of modern literary criticism, such as receiving theory and semiotic theory, as they relate to the production of discourse and the study of its impact on the recipient, as well as to highlight the role of the recipient in the production of discourse.