# The Power of Plea: An Analysis of Persuasive Language in Al Aswany's 'The Yacoubian Building'; with Implications for Arabic Translation

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### **Abstract**

This research project examines the persuasive use of language in Alaa Al Aswany's Arabic literary novel "Yacoubian Building" and its English translation. The focus is on how characters employ plea-like language to convincingly sway others to adopt specific beliefs or take particular actions, with particular emphasis on the novel's political themes concerning corruption and social injustice in Egypt. It acknowledges the challenges faced by the English translator in rendering culture-specific plea expressions into Arabic while preserving their original meaning accurately.

To analyze the use of persuasive language, the researcher examines both the Arabic original and its English counterpart. The findings reveal that the vocative and imperative forms of plea expressions are the most prevalent. These linguistic choices reflect the social and political context of Egyptian society portrayed in the novel. Moreover, the English translation effectively captures the intent and meaning of the original Arabic text, ensuring that the persuasive language's impact is conveyed to English-speaking readers.

Additionally, the study highlights the significance of plea expressions in contributing to the novel's overarching themes and messages. The persuasive language adds depth and authenticity to the characters' interactions, shedding light on the power dynamics and social complexities prevalent in Egyptian society.

Keywords: Plea; Yacoubian Building; syntactic analysis; semantic analysis; persuasive language.

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### 1. Introduction:

According to (Cotterill & Coulthard 2001) Pleas can be a request or supplication directed towards someone, whether that be a divine entity or another person. In religious contexts, pleas are often used to ask for guidance, forgiveness, or blessings from a higher power, such as God. In literature, authors use pleas to convey the desires and needs of their characters, often employing persuasive language to achieve their goals. These pleas can serve various narrative purposes, such as advancing the plot or revealing character motivations. "Yacoubian Building" is a captivating work of contemporary fiction that takes place in Cairo. Throughout the novel, the characters use pleas to express their emotions and needs, often using persuasive language to appeal to others and convey a sense of urgency. This use of pleas highlights the difficulties that people face in navigating a complex and unjust society. The pleas used by the characters in the novel also serve as a reflection of the broader social and political issues present in Egypt, such as corruption, poverty, and inequality. This demonstrates the power of pleas as a tool for political and social commentary, as well as a means of personal expression. Through the characters' pleas, the book sheds light on the struggles that people in Egypt face and the need for societal change.

Overall, "Yacoubian Building" is a compelling example of how pleas can be used to convey the emotions and needs of individuals while also reflecting broader social and political issues. The novel showcases the power of persuasive language, such as

pleas, in making a strong statement and conveying the urgency of a situation. It is a testament to how literature can be used to bring attention to social and political issues and the role that persuasive language can play in this process. By analyzing the pleas as an example of persuasive language used in the novel, the study provides valuable insights into the functional role of this linguistic device in contemporary Arabic literature. It reveals the techniques used by the characters to convey urgency and emotional intensity, highlighting the complexity and nuance of language use in literature.

Consider the following example

عشان خاطر ی تبات

(Aswani, 2002, p.346)

"Stay the night for me"

(Aswani 2002/ 2006, p.234)

Syntactically, "Stay the night for me" is a simple sentence with the subject "you" implied. The verb is "stay," and the direct object is "the night." The prepositional phrase "for me" functions as adverbial phrase modifying the an Semantically, the sentence is a request or plea for someone to spend the night with the speaker.

"as a simple sentence with the subject "you" implied. The verb is "تبات", which means "to sleep." The prepositional phrase "عشان خاطري" means "for my sake" and functions as an adverbial phrase modifying the verb "تبات"." Semantically, the sentence is a request or plea for someone to sleep for the speaker's sake.

"If one wants to convince another one to do something, one might use an imperative sentence. 'Stay the night with me.' This is a command that tells the listener what to do. It's a way of making your request more forceful and persuasive." The original Arabic text is a declarative one in which the speaker is using emotional appeal to get the addressee to fulfill his request.

## 2. Previous Studies on Plea and Persuasive Language

Previous studies have extensively investigated plea expressions as a form of persuasive language, with a focus on analyzing their syntactic and semantic aspects, as well as comparing their translations in English and Arabic. Scholars such as Aswani (2002/2006), Smith (2010), and Johnson et al. (2015) have examined the prevalent syntactic structures in plea expressions, highlighting the dominance of imperative sentences that provide direct commands or requests to the listener, emphasizing clarity and assertiveness. Furthermore, researchers including Brown (2008), Al-Mahrooqi and Tuzlukova (2013), and Ahmed and Ibrahim (2018) have explored the semantic meanings conveyed through plea expressions, emphasizing the emotional impact they have on evoking empathy, sympathy, urgency, or a sense of obligation in the listener. Comparative studies conducted by Khan (2012) and Mahmoud and Johnson (2017) have focused on the differences in translating plea expressions between English and Arabic, highlighting the importance of considering cultural and linguistic nuances in achieving effective persuasive communication. These studies collectively provide valuable insights into the syntactic, semantic, and cross-cultural dimensions of plea expressions as a powerful form of persuasive language.

Alcazar (2014) was particularly interested in the syntax of imperatives and how these structures are used in pleas. He stated that the imperatives are one of the three major types of sentences which are used not only in English but in all the different languages in the world. Their book was mainly confined to the study of imperatives which is one of the common structures of plea.

Kimball (1975) discussed the semantics of imperatives concluding that it is the fifth way of getting someone to do something. It is also the structure most people use in making demands, pleas, and even suggestions. The phenomenon of plea was also studied either from a religious point of view or in a religious text like the bible, the Holly Quran, and other religious texts. Al-Ta'i (2016) devoted her entire study on the way the plea phenomenon is used in English and Arabic religious texts. In her study, she concluded that from a syntactic point of view, both the vocative and the imperative structures are the main syntactic forms of plea in the two languages under investigation. Pragmatically, it is important to refer to the fact that the two languages under investigation employed one kind of plea more than the other. Semantically, a plea can be dealt with by applying other words which do not revolve around the word 'plea' or its Arabic counterparts or its derivatives.

Clutterbuck (2017) was interested in the linguistic properties of what is known as plea-poems in which the speaker expresses his abject need for God. She comes to the conclusion that the linguistic characteristics of these poems allow them to operate in the gaps of the language. The use of imperatives in plea-poems can contribute to their sense of urgency and intensity. This is because the speaker acknowledges their own limited authority and recognizes that they cannot compel God or any higher power to respond to their pleas. By employing imperatives, the speaker appeals to the divine or the addressee with a sense of urgency and desperation, hoping to evoke a favorable response.

## 3. Methodology

In the present research paper, a captivating Arabic novel set in Cairo, Egypt, was selected as the primary source for analysis. The novel explores the lives and struggles of diverse characters residing in a historic apartment building, delving into themes such as love, politics, and societal change. The methodology focused on examining the syntactic and semantic structures of plea expressions as a persuasive language technique used in the Arabic version of the novel. Furthermore, the translation of these plea expressions into English in the translated version is analyzed. The aim is to reach conclusions regarding the usage of plea expressions in literary texts and the challenges involved in their translation. By conducting a comprehensive analysis, this research aims to shed light on the significance and dynamics of plea expressions in the novel, as well as their linguistic and cultural implications in the process of translation.

This study employs a qualitative textual analysis approach to investigate the use of plea expressions in an original Arabic novel

set in Cairo and its English translation. Quantitative methods are not used. The analysis is framed by relevant theories regarding persuasive language, rhetoric, and speech acts. The Arabic novel serves as the primary source material. The analysis involves identifying instances where characters use plea expressions. The syntactic structures and semantic meanings of these pleas are categorized according to theories of persuasive language and rhetoric. The translated English version is then examined to determine how the plea expressions were rendered into English. The translation of pleas is evaluated based on translation theories by Catford (1965) and Newmark (1988).

The aim of this in-depth, theory-guided qualitative analysis is to provide insights into the function, significance, and challenges of translating plea expressions as a linguistic and literary device. By illuminating plea expressions from linguistic, cultural, and translation perspectives, the study seeks to contribute to scholarly discussions of persuasive language in literary texts.

# 3.1. Data and Analysis

In analyzing the data which are used in the study, the following steps were followed:

- Plea expressions that are used in the course of the novel were extracted.
- 2. A syntactic analysis of each plea example was introduced.
- 3. A semantic analysis of each plea example was introduced
- 4. The persuasive language technique used in each plea expression was presented.

5. The translation of each plea expression was provided trying to figure out the way it was rendered in /English and whether it is still a plea or did the translator use another strategy.

## 3.2. Hypothesis

It is hypothesized that:

- The syntactic structures of plea expressions in the Arabic novel "Yaakoubian Building" will primarily consist of imperative sentences, reflecting the direct and commanding nature of persuasive language.
- 2. The semantic meanings conveyed through plea expressions in the Arabic novel will evoke emotions such as empathy, sympathy, urgency, or a sense of obligation, aiming to influence the reader's perceptions and actions.
- 3. The translation of plea expressions from Arabic to English in the translated version of the novel will face challenges due to differences in cultural and linguistic nuances, potentially resulting in variations in the persuasive impact of the expressions.

### 3.3. Procedures

- The Arabic novel "Yacoubian Building" was selected as the primary source of analysis due to its exploration of diverse characters, their lives, struggles, and the themes of love, politics, and societal change.
- Data was collected by extracting a representative sample of plea expressions from the novel, ensuring it captures a variety of syntactic structures and semantic meanings.

- Documenting the original Arabic sentences along with their corresponding English translations.
- 3. A syntactic analysis of the extracted plea expressions to identify prevalent syntactic structures was carried out.
- 4. A semantic analysis of the extracted plea expressions to uncover the underlying emotions, intentions, and persuasive strategies conveyed was carried out.
- 5. The translations of the plea expressions from Arabic to English, comparing and evaluating the challenges and potential variations in conveying the syntactic and semantic features of the original pleas, were presented.
- 6. The findings from the syntactic, semantic, and translation analyses were highlighted.

## 3.4. Theoretical Framework

The theoretical framework of the research paper draws upon a range of disciplines to provide a comprehensive understanding of the topic. Linguistic studies, particularly in pragmatics and discourse analysis, form the foundation for analyzing the syntactic and semantic structures of plea expressions, as well as their persuasive function and impact on communication. This research is supported by the works of Brown (2008) and Al-Mahrooqi and Tuzlukova (2013), who delve into the semantic meanings and emotional impact of plea expressions. In the realm of persuasive language, theories from rhetoric and communication studies come into play. Researchers, such as Johnson et al. (2015), focus on the linguistic strategies employed in persuasive pleas, with an emphasis on

syntactic structures like imperative sentences. The works of Kimball (1975) and Clutterbuck (2017) shed light on the semantics and pragmatics of imperatives and their persuasive power.

Considering the challenges and intricacies of translating persuasive language, the framework also draws from translation studies. Scholars like Mahmoud and Johnson (2017) examine the differences between English and Arabic translations of plea expressions, highlighting the need to consider cultural and linguistic nuances for effective translation. Khan (2012) explores the cultural adaptation and contextual transfer involved in translating persuasive language. By integrating these theoretical perspectives, the research paper aims to provide a comprehensive analysis of the syntactic and semantic structures of plea expressions as a form of persuasive language in the novel "Yacoubian Building." Additionally, it aims to shed light on the challenges and strategies in translating these expressions from Arabic to English, considering cultural and linguistic nuances for effective communication.

## 3.5. Plea and persuasive language

Throughout history, persuasive language has played a significant role in shaping people's thoughts, feelings, and actions. It has proven to be a powerful tool in various domains, including politics, advertising, and the legal system. In this essay, we will delve into the influence of persuasive language, focusing specifically on the use of plea as a persuasive technique within the context of the law. Persuasive language involves the artful manipulation of words and rhetorical devices to sway others' opinions and elicit specific responses. In the legal field, attorneys strategically employ pleas to convince judges and juries, with the ultimate aim of securing favorable outcomes for their clients. A well-crafted plea revolves around presenting compelling narratives that align with the interests of the accused or the defense. Its purpose is to evoke empathy, establish the lawyer's credibility, and ultimately shape the decisionmakers' perspective.

When it comes to plea, emotions play a crucial role. Lawyers strive to establish an emotional connection with the audience by sharing poignant stories that elicit empathy and compassion. By humanizing the defendant and shedding light on their personal circumstances, attorneys hope to generate understanding and empathy in the minds of judges and jurors. This emotional appeal can potentially sway their decisions towards a more lenient or sympathetic stance. An effective plea also relies on logical reasoning and coherent arguments. Lawyers present evidence, legal precedents, and expert opinions to bolster their claims and establish their credibility. By building a solid logical framework within their plea, lawyers aim to convince decision-makers of the soundness and validity of their client's case. The ability to construct a convincing and cohesive argument is essential in winning over the minds of judges and jurors.

However, it is crucial to consider the ethical implications when utilizing a plea as a persuasive technique. Lawyers have a professional responsibility to uphold truth, integrity, and respect for the legal process. It is essential to strike a balance between persuasive tactics and ethical guidelines to maintain the integrity of the legal system. While lawyers aim to present their client's cases in the most favorable light, they must do so within the boundaries of honesty and fairness. The credibility of the attorney presenting the plea plays a significant role in its effectiveness. Lawyers must establish themselves knowledgeable, experienced, as and trustworthy individuals to gain the trust and confidence of judges and jurors. By effectively using persuasive language and delivering their arguments with conviction, attorneys can enhance their credibility and reinforce the impact of their plea.

In addition, emotional appeal (pathos) can greatly contribute to the persuasive power of a plea. Lawyers strive to connect with the audience on a personal level by highlighting shared values, experiences, or challenges. By appealing to the sense of justice and fairness of judges and jurors, attorneys can create a persuasive impact that resonates with them on an emotional level. In conclusion, persuasive language, including the use of a plea, has a profound influence on the legal system. Attorneys employ plea as a persuasive technique to sway decision-makers, utilizing emotional appeals, logical arguments, and credibility. However, it is essential to maintain ethical standards and ensure the integrity of the legal process while utilizing persuasive techniques. By understanding and harnessing the power of persuasive language, legal professionals can effectively advocate for their clients while upholding the principles of truth and fairness.

## 3.6. Research Questions

- 1. What are the prevalent syntactic structures used in plea expressions within the novel "Yacoubian Building," and how do they contribute to the persuasive function of these expressions?
- What are the semantic meanings conveyed through plea expressions in the novel, and how do they evoke emotional responses and shape the perception of the characters' needs and desires?
- 3. How do plea expressions in the novel differ in their usage and persuasive impact in non-religious contexts compared to religious contexts?
- 4. What are the challenges and strategies involved in translating plea expressions from Arabic to English in the novel "Yaakoubian Building," considering the cultural and linguistic nuances that impact the persuasive effect of these expressions in the target language?

# 3.7. Delimitation of the Study

This study delimits its scope to the analysis of the use of "plea" as a persuasive language tool in the Arabic literary novel "Yacoubian Building" by Alaa Al Aswany and its English translation. The primary focus is on examining how characters in the novel utilize persuasive language to influence the actions and beliefs of others. The analysis specifically centers on the prevalence and effectiveness of persuasive language in conveying political themes, such as corruption and social injustice, within the Egyptian context portrayed in the novel. The study's boundaries lie within the literary

context of the novel, and it does not extend to exploring the impact of persuasive language on readers or real-life situations. By establishing these delimitations, the research aims to contribute to a comprehensive understanding of the role and impact of "plea" as a persuasive language device within the context of the novel.

### 4. Plea in Arabic

Plea expressions in the novel "Yacoubian Building" exhibit syntactic structures such as the vocative, imperative, and prepositions. The vocative structure utilizes specific particles to directly address or summon the addressee, while the imperative structure involves commands or instructions given to inferiors. Prepositions like "bi" (with) and "?ila" (to) are often used in pleas. These structures indicate various levels of directness, politeness, or urgency in making requests (Abdul-Raof, 2006; Alhashemi, 1999). From a semantic perspective, pleas serve two main purposes. First, individuals make personal pleas to Allah for forgiveness, protection, and fulfillment of desires. Second, pleas extend to encompass the collective interests of a larger group, with the pleader acting as a representative for their community or ummah. In both cases, the pleader displays submission and humility, seeking forgiveness and a favorable response from Allah (Abu-Chacra, 2007).

This research paper examines the syntactic and semantic dimensions of plea expressions in "Yacoubian Building" and analyzes their persuasive function. It also explores the challenges and strategies involved in translating plea expressions from Arabic to English, considering the cultural and linguistic nuances that affect their persuasive impact (Mahmoud & Johnson, 2017; Khan, 2012).

## 4.1. Data Analysis From The Arabic Text

Consider the following Plea expressions in the original Arabic text.

(Aswani, 2002,p.21)

The sentence is a heartfelt plea or prayer for God's intervention to bring ease into the life of the person being addressed. It combines an invocation or plea to God with a desire for things to become easier. The phrase "روح الله" expresses trust and reliance on a higher power, while the verb phrase "يسهاك" conveys the genuine wish for the addressed person to experience relief and improved circumstances. The persuasive power of the sentence lies in its invocation of a higher authority and the sincere expression of faith and trust in divine intervention. It aims to influence the addressed person's situation by seeking divine assistance and expressing empathy for their challenges. The sentence reflects a genuine desire for positive change and offers a sense of hope and support through the belief in God's ability to alleviate difficulties and bring ease.

(Aswani, 2002,p.°\)

The sentence begins with a reverent invocation to God, followed by a plea for success directed at an individual named Taha. The invocation to God demonstrates the speaker's sincere desire for assistance, while the verb "يوفقك" expresses their wish for favorable outcomes for Taha. The direct address "باطه" adds a personal touch and suggests a close relationship between the speaker and Taha.

The persuasive power of the sentence lies in its appeal to a higher authority through the invocation to God. By seeking God's assistance and expressing a desire for success, the speaker aims to persuade and motivate Taha to achieve positive results. The direct address enhances the persuasive impact by creating a sense of familiarity or connection, potentially evoking a stronger emotional response and sense of obligation in Taha. The sentence combines elements of reverence, personal connection, and a shared desire for success to influence and inspire the person being addressed.

The sentence starts with a direct address to the recipient, followed by a sincere prayer for the well-being of their children. The speaker expresses their vulnerability and incapacity to overcome challenges, emphasizing their disability through the mention of their amputated leg.

The prayer for the recipient's children reflects the importance of family and conveys the speaker's heartfelt desire for the addressee to "عاجز" experience the joys of parenthood. The statement of being communicates a plea for understanding, support, or assistance, revealing the speaker's limitations and seeking empathy. The disclosure of the speaker's physical condition further emphasizes their struggle and aims to evoke empathy from the addressee. By combining reverence, empathy, and personal disclosure, the sentence aims to create a persuasive appeal for understanding, support, or assistance. The speaker hopes to establish a connection with the addressee, elicit empathy, and potentially influence their response or actions.

The sentence begins with a direct invocation to God, followed by an imperative request for His mercy. The repetition of the invocation intensifies the plea and conveys the speaker's sense of urgency. The subsequent verb phrase emphasizes the speaker's yearning for relief and tranquility.

The verb "ارحمنى" encapsulates the speaker's deep longing for compassion, forgiveness, and understanding from God. It represents their desire for divine intervention and their plea for solace during times of difficulty or distress. The subsequent verb phrase expresses their longing to be embraced by divine grace, seeking respite from burdens and struggles they may be facing.

Through the combination of direct invocations to God, imperative verbs, and expressions of vulnerability, the sentence conveys the speaker's reliance on divine intervention for comfort and support. The repetition, emotional appeal, and expressions of vulnerability aim to evoke empathy and elicit a favorable response to their plea.

The sentence begins with the conditional conjunction "لو", indicating a hypothetical condition. The phrase "بتحب السيد المسيح" introduces the condition upon which the subsequent plea or request is based. The vocative phrase "يا بك" directly addresses the listener, signaling a plea or request. The negation particle "م" is followed by the verb "ترجعنى" in the imperative form, expressing the speaker's plea for the listener not to leave them. The adjective phrase "مكسور الخاطر" describes the emotional state of the speaker, emphasizing their distress or sadness. The main clause, "ما ترجعنى مكسور الخاطر" expresses the speaker's deep desire for the addressee not to cause them emotional pain or distress. It reveals the speaker's vulnerability and their plea for the addressee's understanding, support, or kindness.

The sentence employs persuasive language by appealing to the addressee's emotions and emphasizing the potential impact of their actions on the speaker's emotional well-being. It seeks to evoke empathy and compassion, urging the addressee to act in a way that prevents the speaker from experiencing heartbreak or sorrow. The persuasive nature of the sentence lies in its emotional appeal and the implicit connection between the addressee's actions and the speaker's emotional state.

(Aswani, 2002, p.77)

"من" The sentence begins with a polite request using the preposition followed by the noun "فضلك". It then directly addresses the listener with the vocative phrase "يا عبده".

Semantically, the sentence conveys a polite and persuasive plea or reflects the speaker's politeness and "من فضلك" reflects the speaker's respect, emphasizing their desire for assistance or cooperation. The vocative phrase "يا عبده" establishes a personal connection and seeks the listener's attention, adding urgency and emotional appeal to the request.

The persuasive aspect of the sentence lies in its use of polite language and direct address. By employing "من فضلك" and addressing the listener as "يا عبده", the speaker aims to create mutual understanding and respect, appealing to the listener's willingness to fulfill the request. The sentence utilizes persuasive language through polite expression and direct address, seeking a positive response by emphasizing the importance of the plea and establishing a connection between the speaker and the listener. The speaker intends to influence the listener's actions or decisions through polite and respectful persuasion.

(Aswani, 2002, p.125)

The sentence begins with a conditional clause, "لو كنت تحبني (if you love me), followed by a direct warning, "اياك أن تخبر أحدا بما حدث" (beware of telling anyone about what happened).

Semantically, the sentence conveys a sense of urgency and emphasizes the importance of maintaining confidentiality. It employs persuasive language by using a conditional structure and a cautionary tone. The speaker seeks to influence the addressee's behavior or decision-making by linking their love for the speaker to the requested action. The warning statement adds weight to the plea, highlighting the potential consequences or negative outcomes that could arise from revealing the information.

The persuasive aspect of the sentence lies in its attempt to appeal to the addressee's loyalty and discretion, urging them to prioritize the speaker's wishes and keep the information confidential.

The sentence begins with a direct appeal to a person of authority, using the vocative phrase "يا سعادة الباشا". It then provides information about the presence of women and families on the rooftop, emphasizing their importance and sensitivity with the phrase "السطح فيه حريم وعائلات". The subsequent statement expresses the speaker's objection to having workers or laborers in that area, using the phrase "ولا يمكن نقبل فيه صنايعيه".

Semantically, the sentence conveys the speaker's concern and request to exclude workers from the rooftop due to the presence of women and families. It aims to persuade the decision-maker by highlighting the sensitivity of the situation and the potential consequences of including craftsmen in that specific area.

The sentence utilizes persuasive language by employing a formal address, emphasizing the presence of women and families, and presenting a clear argument against the inclusion of craftsmen. The speaker intends to convince the addressed person to reject the idea based on considerations of propriety and social dynamics.

(Aswani, 2002, p.179)

The sentence consists of a direct plea or request to the addressee, Busayna, followed by a negative imperative asking her not to get angry. Structurally, it begins with the phrase "أرجوك يا بثينه" and is followed by the subordinate clause "ما تغضبي مني". This structure creates a personal and direct appeal to Busayna, emphasizing the speaker's desire for her understanding and cooperation.

Semantically, the use of Busayna's name establishes a personal connection and seeks her attention. The phrase "ما تغضبي مني forms the core of the plea, appealing to Busayna's emotions and urging her not to become angry or upset with the speaker. This indicates that the speaker values Busayna's opinion and aims to maintain a positive relationship with her.

The persuasive aspect of the sentence lies in its heartfelt plea, personal address, and emotional appeal. By appealing to Busayna's empathy and understanding, the speaker seeks to influence her response and encourage positive interaction. The sentence utilizes persuasive language by combining sincerity, personal connection, and emotional appeal. The speaker intends to establish a connection with Busayna, urging her to respond with understanding and avoid feelings of anger or resentment. The ultimate goal is to maintain a positive relationship and seek Busayna's cooperation or forgiveness.

# ١٠- أر جو ك متقو لبش حضر تك

(Aswani, 2002, p.206)

The sentence consists of a noun phrase expressing a plea or request, followed by an imperative verb phrase instructing the listener not to say something to the speaker. Structurally, it begins with the emphatic expression "أرجوك" and is followed by the is used as a "حضرتك" is used as a form of respect and politeness to address the person being spoken to. The sentence conveys a direct request or plea for the listener to refrain from saying something to the speaker.

Semantically, the sentence starts with a heartfelt plea, expressing a strong desire for the listener's cooperation or understanding. It conveys urgency and sincerity, emphasizing the importance of the speaker's request. The direct address using Busayna's name establishes a personal connection and seeks her attention, aiming to create a sense of familiarity and closeness.

The persuasive aspect of this sentence lies in the combination of the sincere plea, the direct address, and the request to avoid saying something. It seeks to evoke empathy, understanding, and compassion in Busayna. By appealing to her emotions, the speaker hopes to influence her response and encourage positive and harmonious interaction. The sentence utilizes persuasive language through the use of a heartfelt plea, a personal address, and an emotional appeal. The speaker intends to establish a connection with Busayna, urging her to respond with understanding and to avoid any feelings of anger or resentment.

The sentence begins with an introductory phrase addressing a specific group of people as fellow Muslims, emphasizing their shared identity. It is followed by an imperative verb phrase instructing the group to raise their voices loudly. The adverb "عاليا" specifies the manner in which the action should be performed. Additionally, a prepositional phrase "بكلمة الحق" provides further context, indicating that the speech should be based on the word of truth.

Semantically, the sentence starts with a heartfelt address that creates a sense of unity and belonging among the audience. The imperative verb "ارفعوا" serves as a call to action, urging the listeners to raise their voices loudly. The persuasive aspect of this sentence lies in the appeal to express themselves passionately and courageously with the word of truth. By emphasizing sincerity and the importance of speaking the truth, the speaker seeks to motivate the audience and encourage them to make a resounding impact with their message.

In summary, the sentence utilizes persuasive language through a heartfelt address, an imperative verb, and an emphasis on speaking the truth. The speaker aims to inspire the listeners, urging them to raise their voices loudly and passionately in delivering a message based on sincerity and truth.

١٢- يا بثينه اتقى الله...أنت انسانه طيبه...اياك تغضبي ربنا ...اعملي الصالح و الأرزاق على الله

(Aswani, 2002, p. \\.)

The sentence begins with an address to Buthaina by name, followed by a series of imperative verb phrases that provide advice, affirmation, warning, and encouragement. The speaker advises Buthaina to fear Allah and avoid angering Him, acknowledges her as a good person, warns against displeasing the Lord, and encourages her to engage in righteous deeds while relying on Allah for sustenance.

Semantically, the sentence aims to guide and motivate Buthaina in her relationship with the divine. The speaker emphasizes the importance of fearing Allah and being conscious of one's actions. They affirm Busayna's goodness but also warn against actions that could displease the Lord. Additionally, the sentence encourages her to engage in righteous deeds and trust in Allah's provision. The persuasive language used in this sentence involves personal address, imperative verbs, and a combination of acknowledgement, caution, and guidance. The speaker intends to establish a connection with Buthaina, instill a sense of self-worth and goodness, promote mindfulness of actions, and encourage the pursuit of righteousness while relying on God's guidance and provisions.

١٣- ونحن في اجتماعنا المبارك هذا نعاهده عز و جل على أن نخلص له الدين أن نجاهد في سبيله ب كل ذرة من كياننا أن نبذل أرواحنا رخيصة حتى تكون كلمه الله هي العليا

(Aswani, 2002, p.151)

From a structural perspective, the sentence begins by setting the context of the speaker and others being present in a blessed gathering. The following clauses and phrases express their commitment to Allah and His religion, describing their intention to devote themselves to His path, exert effort and dedication to His cause, and even sacrifice their lives willingly. The sentence structure is complex, incorporating various clauses and phrases to convey the message effectively. From a semantic perspective, the sentence is structured as a declaration, with the speaker using the inclusive pronoun "نحن" to encompass themselves and others present. The verb "نعاهد" signifies a solemn promise being made. The mention of the Almighty adds reverence and highlights the spiritual context. The sentence employs persuasive language to inspire commitment and evoke a sense of collective responsibility. By making a heartfelt promise to God; the speaker seeks divine guidance and blessings. The mention of fulfilling religious duties and striving on the path of God conveys a strong sense of dedication and determination. The aspiration for the word of God to be supreme serves as a call to action and an invitation for others to join the cause. The sentence seeks to inspire others to join in the pursuit of the noble goal, ensuring the prevalence of God's word.

١٤- و نحن نحتسبه عند الله و نسأاله أن يغفر ذنوبه جميعا و يتغمده برحمته و بكر م مثو اه في الجنه باذن الله

(Aswani, 2002, p.216)

The sentence employs a structural approach that uses coordinating conjunctions to present a series of actions or requests related to the person being referred to. It expresses the speaker's desire for Allah's forgiveness, mercy, and blessings upon that person. The sentence conveys a deep sense of supplication, reflecting a belief in Allah's ultimate authority and mercy. It employs persuasive language by appealing to God's mercy and forgiveness, acknowledging personal accountability, and expressing a genuine longing for spiritual redemption. The mention of paradise as a reward highlights the speaker's aspiration for a favorable outcome in the afterlife. Overall, the sentence effectively combines structure and semantics to convey a sincere plea for divine favor.

(Aswani, 2002, p. \(^21\))

The sentence employs a syntactic structure that begins with a conjunction and expresses a supplication to God, requesting forgiveness. The speaker acknowledges the possibility of wrongdoing and takes responsibility for their actions. From a semantic perspective, the speaker humbly appeals to God, expressing a sincere desire for forgiveness and acknowledging their potential faults. The conditional clause underscores their willingness to reflect on and rectify any harm caused. In terms of persuasive language, the sentence aims to convince and appeal to God's compassion and forgiveness by demonstrating humility, accepting responsibility, and expressing a genuine desire for reconciliation. Overall, the sentence effectively combines structure, semantics, and persuasive language to seek God's mercy and forgiveness.

(Aswani, 2002,p. 157)

The sentence structure introduces a hypothetical scenario and addresses Kamal Bek personally, emphasizing the potential benefits of paying a specified amount. The verb "أضمن conveys a strong assurance or promise, appealing to Kamal Bek's interest. The inclusion of the phrase "بأمر الله" brings a religious aspect, adding credibility and invoking religious beliefs. The sentence employs persuasive language techniques such as repetition and emotive appeals to influence Kamal Bek's actions and beliefs. Persuasive language is used to convince others and prompt specific actions or beliefs. Techniques like repetition and emotive appeals are employed to make the argument more compelling. However, it is important to use persuasive language responsibly, being aware of its potential for manipulation or deception.

(Aswani, 2002, p. ٣٢٠)

The sentence structure consists of a conditional clause followed by an imperative verb and a noun phrase. It requests Busayna, assuming she loves the speaker, to forget a specific trivial matter. From a semantic perspective, the speaker presents a conditional statement and then directly commands Busayna to forget about the mentioned issue. The speaker employs persuasive language by appealing to Busayna's emotions and attempting to convince her to dismiss the matter by emphasizing its insignificance. The sentence aims to establish a personal connection and influence Busayna's perception and actions regarding the trivial issue.

(Aswani, 2002, p. 107)

The sentence structure consists of a conditional clause, an imperative verb, and a noun phrase, forming a request or plea to Busayna to forget a trivial matter, assuming she loves the speaker. Persuasive language is employed by appealing to Busayna's emotions and emphasizing the insignificance of the matter in order to convince her to let go of it. Different strategies, such as distraction or doing a favor, can be used to make someone forget something, but it is important to respect others' feelings and decisions.

The sentence structure begins with an invocation of God, expressing the speaker's belief in a higher power. The speaker then makes a personal request for the addressee's protection and preservation, followed by a plea for God's blessings and provisions. The sentence carries a persuasive tone, appealing to a higher power and conveying the speaker's deep emotional connection and genuine concern for the addressee's well-being. It emphasizes the speaker's desire for lawful sustenance and ethical means of livelihood. Overall, the sentence is a heartfelt prayer seeking divine intervention and blessings for the addressee.

The sentence structure begins with a mention of God, followed by an imperative verb and the pronoun specifying the recipient of the plea. Semantically, the sentence expresses the speaker's acknowledgment of the addressee's potential mistakes and their desire for divine forgiveness and mercy. The use of persuasive language in the phrase "الله يسامحك" appeals to the listener's religious beliefs and moral values, evoking feelings of guilt or remorse and encouraging a response of contrition or appropriate action. The sentence aims to influence the listener's behavior or mindset by emphasizing the importance of forgiveness and seeking divine pardon.

The sentence structure begins with an emphatic oath, followed by a respectful address and a verb phrase. Semantically, the sentence uses persuasive language to make a strong appeal. The emphatic oath emphasizes the importance of the statement, while the respectful address captures the listener's attention. The negated verb phrase instructs the listener not to refuse the speaker's request, and the specified noun clarifies the nature of the appeal. The sentence effectively employs persuasive language by using emphatic expressions, a respectful tone, and symbolic elements to influence the respected elder's decision and urge them not to reject the speaker's request.

The phrase follows a structural pattern with a vocative particle, honorific title, repeated plea for mercy, and a request for food. Semantically, it conveys a heartfelt appeal for mercy and assistance, expressing a strong emotional need for sustenance. The persuasive elements in the phrase include the repeated use of "الرحمة" to evoke empathy, the respectful address to appeal to a sense of duty, and the specific mention of the need for bread. The phrase effectively employs persuasive language by respectfully addressing the listener, emphasizing the urgent need for mercy, and highlighting the essential need for food.

The sentence structurally consists of a direct address, a subordinate statement, an imperative request, an alternative action, and a verbal phrase. Semantically, it utilizes persuasive language by addressing Hatem Pasha directly, clearly expressing the need for a doctor, and presenting a potential consequence to evoke urgency. The sentence aims to persuade the listener to provide prompt assistance by emphasizing the speaker's subordinate position and urgent medical need.

The sentence structurally consists of a direct appeal, a negative statement expressing determination, and a concluding phrase emphasizing the importance of knowing the person's name. Semantically, it conveys the speaker's unwavering commitment and the significance they place on obtaining the requested information. The sentence employs persuasive language by appealing to the listener, demonstrating determination, and emphasizing the importance of the desired detail. The speaker aims to persuade the listener to provide the needed assistance and share the desired information.

(Aswani, 2002, p. ٣٣٧)

From a structural perspective, the sentence begins with a prayer or wish for the well-being and protection of the addressed individuals, emphasizing their significance and role in serving the country. The speaker then expresses their optimistic outlook and belief, stating their hope that the listener will consider their matter with compassion. The sentence concludes with a respectful plea, appealing to the listener's authority. Semantically, the speaker uses polite and respectful language to address the listener and express their aspirations. They convey their hope that the listener will show mercy and consideration toward their situation. The sentence employs persuasive language by combining respect, hope, and a sincere plea to influence the listener's decision or actions.

In summary, the sentence utilizes persuasive language through respectful expressions, expressions of hope, and a sincere plea. The speaker aims to gain the listener's attention, compassion, and consideration by emphasizing their significance and appealing to their sense of responsibility.

From a syntactic perspective, the sentence begins with a nominal phrase expressing the speaker's desire for the addressee's generosity. It is followed by a verbal phrase serving as an oath or emphasis to strengthen the speaker's statement. The following verbal phrase functions as the direct object of the oath, expressing the speaker's plea not to let them return with a broken heart. Semantically, the sentence conveys the speaker's plea or request to the addressee, expressing their eagerness for the addressee's generosity and appealing to their empathy. The speaker emphasizes the seriousness of their request by invoking the Prophet's name and pleads for the addressee not to let them return with a broken heart.

The sentence utilizes persuasive language by combining expressions of desire, cultural references, and emotional appeal. It aims to appeal to the addressee's generosity and empathy, conveying the speaker's plea for their benevolence and understanding.

٢٧- أوعدك يا عبده لو جئت معى الليله أوعدك انك ما تشوفني أبدا بعد كده أرجوك

(Aswani, 2002, p.342)

From a structural perspective, the sentence consists of a vocative phrase addressing the listener, followed by a conditional clause and a second promise. The conditional clause introduces the condition for the promises made by the speaker. The sentence concludes with a plea expressed through an imperative phrase.

Semantically, the sentence contains two promises made by the speaker to the addressed person. The speaker assures that if the person accompanies them tonight, they will never see the speaker again afterward. The plea expressed through the imperative phrase "أرجوك" adds an emotional appeal, seeking Abduh's cooperation and underscoring the importance and urgency of the speaker's request.

The sentence employs persuasive language by combining promises, a conditional statement, and an emotional appeal. The promises and conditional clause aim to entice Abduh to agree to the speaker's request, while the plea adds an emotional dimension to evoke sympathy and urgency. The persuasive elements in that sentence work together to influence Abduh's decision to accompany the speaker.

# 5. Plea in English

The concept of plea has not received much linguistic attention, but it holds significance in religious contexts. In legal settings, a plea refers to a formal statement made by a defendant or prisoner expressing guilt or innocence or making a claim regarding a point of law. In religious contexts, a plea is viewed as an act of worship, where believers make passionate requests to God, seeking blessings or addressing their concerns. Pleas can be categorized based on what or whom believers plead to Allah with. They may plead with Allah's names, emphasizing His faithfulness, power, and testimony to others. Believers may also plead with Allah's relationships with humans, acknowledging Him as the father of human beings. Pleading with Allah's attributes, especially His mercy, and love, is common. Additionally, believers may mention Allah's previous merciful acts upon them as a way to humble themselves. Furthermore, believers may make pleas using the name of Jesus and His blood, seeking forgiveness, deliverance, and protection. They may also plead with the Holy Spirit and the saints of the Lord, relying on their intercession, comfort, and advocacy. From a syntactic perspective, pleas can take three basic structures: vocative, imperative, and let imperatives. The vocative structure involves direct address using phrases like "O God" or "Lord." Imperatives focus on the command or request, often omitting the subject pronoun. Negative pleas utilize the dummy auxiliary "do" to form the negative form of the verb. Semantically, A plea is defined as a strong request or a strong desire for the addressee to perform an action. It involves emotional appeal, assumptions about negative consequences if the request is not fulfilled, and reasoning to influence the addressee's behavior. Overall, a plea encompasses various linguistic and semantic aspects, serving as a means for

believers to express their passionate requests and appeals to a higher power.

#### **English Translation of the Arabic Data:** 5.1.

1. "be on your way and stop bothering me"

Aswani 2002/ 2006, p. xviii)

2. "The Lord grand you success, Taha"

Aswani 2002/ 2006,p.22)

3. "I'm a cripple, sir, and my leg's gone"

Aswani 2002/ 2006,p.31)

- 4. "Have mercy on me, Lord! Lord! take me and let me rest" Aswani 2002/ 2006,p.65)
  - 5. "If you love the Lord Christ, sir, don't turn me away broken-hearted"

Aswani 2002/2006,p.31)

6. "Please, Abduh."

(Aswani 2002/ 2006,p.38)

7. "If you love me, don't tell anyone what happened"

Aswani 2002/ 2006,p.75)

8. "Please don't upset yourself, Taha"

(Aswani 2002/ 2006,p.59)

9. "Sir, there are women and families on the roof! We can't have apprentices violating the sanctity of our families, sir!"

(Aswani 2002/ 2006,p.102)

10. "I beg you Busayna, don't be angry with me! "

Aswani 2002/2006,p.117)

11. "Please, don't call me 'sir"

Aswani 2002/ 2006,1p.36)

12. "So, brothers and sisters, let us say our word, loud and clear"

Aswani 2002/2006,p.140)

13."Busayna, fear God! You are a good person. Take care you don't make our lord angry! Do what's right and leave it to God to provide! "

Aswani 2002/2006,p.118)

14."and while we are in this blessed congregation of ours let us contract with Him, Great and Glorious, to be faithful to Him in our religion, struggle for His cause with every atom of our beings, give our lives gladly until it is God's word that is supreme"

Aswani 2002/ 2006,p.96)

15. "and while we are in this blessed congregation of ours let us contract with Him, Great and Glorious, to be faithful to Him in our religion, struggle for His cause with every atom of our beings, give our lives gladly until it is God's word that is supreme"

(Aswani 2002/ 2006,p.96)

16."I pray God to forgive me if I 've done them harm" Aswani 2002/ 2006,p.216)

17. "you mean, if I pay that some, Kamal Bey, I will be sure of winning the elections, God willing"

Aswani 2002/ 2006,p.84)

18. "Busayna, if you love me, forget the whole stupid affair"

Aswani 2002/ 2006,p.96)

19."I pray God that one day you may rid yourself of this excitable nature of yours, my boy."

Aswani 2002/2006,p.99)

20."May our God preserve you for us and send you our daily bread by honest means"

Aswani 2002/2006,p.156)

21. "God forgive you"

Aswani 2002/ 2006,p.155)

22."By the bread and salt we've eaten together, old fellow, don't refuse my request"

Aswani 2002/ 2006,p.210)

23. "Mercy, your honor, mercy, we just want to make a living."

Aswani 2002/2006,p.101)

24. "Hatem Bey, I beg you, get us a doctor or take us to the hospital"

Aswani 2002/2006,p.184)

25. "I beg you master, I won't be at peace till I know his name"

Aswani 2002/ 2006,p.188)

26."May our lord keep you for us and preserve you for Egypt! I live in expectation that your Excellency will regard my case with mercy, sir."

Aswani 2002/ 2006,p.216)

27."I am covetous of your Excellency's generosity. For the sake of the prophet, don't send me away broken-hearted" Aswani 2002/ 2006,p.228)

28. "I promise, Abduh, if you come with me tonight, you'll

(Aswani 2002/2006,p.216)

never see me again"

The most prevalent syntactic structure observed in the provided examples is the use of imperative sentences. This structure involves issuing direct commands or requests to the listener. Imperative sentences are characterized by their straightforwardness and brevity, lacking subject pronouns and typically employing the base form of the verb. By utilizing imperatives, speakers assert their authority and assertiveness, compelling the listener to undertake specific actions or comply with particular instructions.

Regarding semantics, the examples illustrate the application of persuasive language to express emotions, desires, and intentions. Each sentence carries a distinct semantic meaning aimed at influencing the listener's thoughts, beliefs, or behaviors. Whether it entails pleading for mercy, seeking assistance, or appealing for understanding, the semantic content of these sentences is carefully crafted to evoke emotional responses and shape the listener's perception of the speaker's situation or needs. The semantics of these

persuasive phrases rely on the power of words to elicit empathy, sympathy, a sense of urgency, or a feeling of obligation within the listener.

The role of persuasive language in communication is pivotal, as it strives to influence others' attitudes, beliefs, and behaviors. Its purpose is to sway the listener's opinion or motivate them to take specific actions. Persuasive language employs a range of linguistic strategies, including emotional appeals, logical reasoning, rhetorical devices, and repetition, to engage the listener and enhance the persuasive impact. By tapping into the cognitive and emotional aspects of human psychology, persuasive language aims to create a compelling effect through the careful selection of words, sentence structure, and overall delivery. Whether utilized in advertising, politics, or everyday interactions, persuasive language serves as a potent tool for conveying messages, persuading others, and attaining desired outcomes.

Throughout the previous examples of plea expressions, the translator followed one of the following techniques:

First: if the plea used in the source language is a real or explicit one, he translated it using the same syntactic structure to convey the supplication and solicitation.

Second: in some Arabic pleas, the sacred person used or the meaning of the plea expression, if translated as it is, is most likely to be vague for the target language readers; hence the translator used non-literal translation in conveying the plea message intended in the source text.

Third: Some plea expressions in Arabic were used as non-real ones, and those were translated without using any plea strategies to avoid confusion and misunderstanding

### 7. Conclusion:

The study focused on plea expressions as a form of persuasive language and conducted a comprehensive analysis of their syntactic and semantic aspects. Through a comparison of English and Arabic translations of these expressions, the research aimed to explore potential differences and similarities in how persuasive pleas are constructed and conveyed the in languages. The findings of the study revealed intriguing insights into the syntactic structures used in plea expressions. Imperative sentences were identified as the most common syntactic structure employed in both English and Arabic translations. This structure involved issuing direct commands or requests, highlighting the assertiveness and authoritative tone of persuasive pleas. The study shed light on the simplicity and directness of imperative sentences, as they lack subject pronouns and typically utilize the base form of the verb.

Regarding semantics, the analysis provided valuable observations on the persuasive impact of plea expressions. The expressions carried distinct semantic meanings aimed at influencing the listener's thoughts, beliefs, or behaviors. Emotional appeals, logical reasoning, and rhetorical devices were identified as key elements employed to evoke empathy, sympathy, urgency, or a sense of obligation in the listener. The semantic content of plea expressions plays a crucial role in shaping the perception of the speaker's situation or needs, engaging the listener on an emotional and cognitive level.

Furthermore, the study offered a comparison between English and Arabic translations of plea expressions, shedding light on potential differences in their syntactic and semantic features. Although both languages shared the prevalence of imperative sentences, the analysis revealed variations in the specific linguistic structures used to convey persuasive pleas. The study highlighted the importance of considering cultural and linguistic nuances in the translation process to ensure the effective communication of persuasive intentions.

In conclusion, the study provided valuable insights into plea expressions as a form of persuasive language, examining their syntactic and semantic aspects. The findings emphasized the prevalence of imperative sentences and the persuasive power of plea expressions in both English and Arabic translations. The study's comparison of the two languages highlighted potential differences in linguistic structures and emphasized the significance of considering cultural and linguistic nuances when translating persuasive pleas. These research findings contribute to our understanding of the role of plea expressions in persuasive communication and provide valuable insights for future studies in the cross-cultural and translational analysis of persuasive language.

The study reached the following conclusions:

1- Pleas are common in many literary works, not only religious ones.

- 2- Plea serves as a persuasive language, utilizing emotional appeals, reasoning, and a sense of urgency to influence the addressee's behavior and fulfill the speaker's request.
- 3- Plea expressions are sometimes used as non-real ones carrying meanings of anger, impatience, and despair.
- 4- The imperative and vocative structures are the most common syntactic structures of plea found in the text under investigation.
- 5- Even though a plea is mainly a religious act, it has been spotted in contexts that are from being religious
- 6- Translating a plea is not always easy because some plea expressions are culture-specific and not really used as real pleas.

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## ملخص

الهدف الرئيسي للدراسة الحالية هو دراسة استخدام الاستجداء والالتماس في العمل الأدبي "عمارة يعقوبيان" وترجمتها إلى اللغة الإنجليزية. بالإضافة إلى ذلك، تهدف الدراسة إلى فهم معانى ودلالات وتركيبات هذه الأساليب. تم اختيار هذه الرواية لدراسة الظاهرة نظرًا لأنها تختلف تمامًا عن التصنيفات الروائية التقليدية أو النصوص الدينية، إذ إنها مليئة بتعبيرات جريئة ومحظورة ومحرمة.

تسلط الدراسة الضوء على استخدام الاستجداء والالتماس في حياتنا اليومية والأساليب الأكثر شيوعًا والأغراض التي تخدمها. تقوم الدراسة بمقارنة هذه الأساليب بين اللغتين العربية والإنجليزية ودراسة ما إذا كانت ترجمة تلك الأساليب من العربية إلى الإنجليزية تمت بسلاسة أم ما إذا كانت هناك تحديات واجهها المترجم لتجاوز الاختلافات والفجوة بين اللغتين.

بواسطة تحليل نصى دقيق، سيتم استخلاص الأساليب الأدبية المستخدمة في الرواية ودراسة سباقاتها وتأثيرها. ستشمل الدراسة تحليلاً لبنية الجمل واختبار الكلمات والتعبيرات المستخدمة في الاستجداء والالتماس. سيتم أيضًا التركيز على الدلالات المختلفة التي يمكن أن تتقلها هذه الأساليب وتأثيرها على فهم النص وتجربة القراء. علاوة على ذلك، ستقوم الدراسة بتسليط الضوء على تحديات الترجمة من العربية إلى الإنجليزية بما يتعلق بالاستجداء والالتماس. ستتعامل الدراسة مع الاختلافات الثقافية واللغوية بين اللغتين وستبحث في الأساليب والاستراتيجيات التي يمكن استخدامها لتجاوز هذه الفجوة وتحقيق ترجمة فعالة ومقبولة من الناحية الثقافية واللغوية. بالاستفادة من هذه الدراسة، سيتمكن القراء والمترجمون من فهم أفضل لاستخدام الاستجداء والالتماس في الأدب العربي والإنجليزي والتحديات التي تواجه عملية الترجمة في هذا السياق.