

## **An Exploratory Study into the Suggestive Impact of Alaa Al-Aswany's Political Essays**

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**Abstract :** With the continuous increase in quantity and importance of the information surrounding our daily lives, it has become crucial to understand what makes information stand out and affect our point of view, regardless of the accuracy of the facts involved. Alaa Al-Aswany's numerous works have been an inspiration for millions of his readers in Egypt and all across the Arab World. While highly factual, the author's political essays are both lexically and stylistically rich; they also implement descriptive allusions and proverbs to support the presented opinions. We have undertaken an effort to explore the impact on the individual perception through these political works of the author. In this study, we have overviewed previously made research on similar subjects and through contextual, intertextual, linguistic and corpus analyses we have come to realize the presence of suggestive themes in these works, capable of shaping the reader's perception regarding a certain topic, specifically targeting the reader's emotional bias. The findings presented in the study will reveal an overview of such examples of suggestive elements used in the author's works, as well as various new insights on what can be considered suggestive in the context of modern Arabic printed press.

**Keywords :** Alaa al-Aswany, cognitive linguistics, political essays, suggestion

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