

Towards an Analysis of Rhetoric of Digital Arabic Discourse

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Abstract : Arabs have a rhetorical heritage which has greatly contributed to the monitoring and analyzing of the rhetoric of the Holy Quran, *Hadith*, and Arabic texts on poetry and oratory. But Arab scholars - as far as the researcher knows - have not contributed to monitoring and analyzing the rhetoric of digital Arabic discourse although it has prominence, particularly in social media and has strong effectiveness in the political and social life of Arab society. This discourse has made its impact by using very new rhetorical techniques in language, voice, image, painting and video clips which are known as "Multimedia" and belong to "Digital Rhetoric". This study suggests that it is time to draw the attention of Arab scholars and invite them to monitor and analyze the rhetoric of digital Arabic discourse.

Keywords : digital discourse, digital rhetoric, Facebook, social media

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