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### Abstract

The research deals with the problems of translating the order of adjectives in marketing texts from Arabic into English, using the texts concerning the subject of marketing in Arabic and English. It appears that problems in Translating Arabic adjectives sequences compared to English adjectives and order occurred, because of the different rules of the Arabic order adjectives and the order rules of English adjectives which affect the structure of the translated text and the meaning also. The research concludes that there are differences and problems in the order and sequence from Arabic into English adjectives that affect the structure and the meaning of the translated text.

#### 1- The problem:

In this study, we are going to deal with the difficulties encountered on the syntactic level as well as the translation of (adjective sequence in Arabic and English) is concerned .

The two levels under consideration are not separated; instead, a great overlap occurs between them. The difficulties are: the syntactic system of Arabic which is more complex differs from that of English. This creates many obstacles in the process of translating. The best way to do this via translation which may reveal many aspects of coincidence and in-coincidence between the two languages and highlight the main problematic area in the translating the adjective from Arabic into English.

#### 2- Aims of the study:

The current study aims at:-

- 1- Studying the syntactic aspects of adjective in the (SL texts) as well as in the (TL texts).

#### 3- Hypothesis:

This study hypothesizes that:

There is no one-to-one correspondence between adjective sequence in Arabic and English.

#### 4- Procedure and data collection:

The Procedure used in the current study can be summarized as follows:

- a- A theoretical framework of adjectives in Arabic and English will be presented.
- b- Using Arabic texts and English texts as samples of the study.
- c- Analyses of the (SL texts) and their renderings are provided regarding their syntactic structure including adjective syntactic function in addition to types of translation.
- d- According to the analysis of the (SL texts) and their renderings in terms of SL construction (adjectives ordering), for instance will be

given. Determiners, Ordinal, Number, Cardinal Number, Adjectives of value, Size, height,....etc.

### 5- Scope of the study:

The core of the present study is confined to the syntactic analysis of adjective ordering in Arabic and English because the study aims at showing how adjective ordering is realized in English adjective sequence from different books of Arabic and English grammar with their renderings. They study limits itself to one-direction translation, via; from Arabic into English.

### 7- Value of the study:

This work is an attempt to study marketing texts in Arabic and their renderings into English. The study has both theoretical and practical values to Arabic and English readers of adjectives who wish to grasp the sense these texts. The study can be a guideline for both the constructivists and translators since it specifies both the comparative aspects of adjective in Arabic and English on the one hand the most effective ways in translating these adjectives of the texts from Arabic into English on the other hand. The comparative study of adjective in Arabic and English is very beneficial since it reveals the point of resemblance and difference between the two languages with respect to this linguistic area.

### Introduction

An adjective in Arabic is called *الصفة*. It comes after the noun. Aziz (1989: 159), states that, the class of adjectives comprises words which enter into two main types of relationship with the noun: predication (1) and (2) modification. e.g.

1- البيت كبير

The house is big.

2- البيت الكبير ليس بعيدا

The big house is not far from here.

Arabic adjective is a follower or (modifier) of the noun head, and agrees with the modified (noun), and comes after it. The order of Arabic sentence is (noun + modifier), but adjective in English order is (modifier + noun) e.g.

3- ساعة ذهبية

A golden watch In Arabic (watch) is the noun or (head), (golden) is the modifier. It comes after noun. But in English, there is a different order (golden) is modifier comes before (watch). Adjective agrees with noun and follows it in (gender, number, definite, indefinite and case.....etc) e.g.

4- هذا كتاب مفيد

This book is useful.

(Al-Saydawi,1999: net; Al-Ghalayini, 2004:76; Ashoor, 2004: 65-66)

Adjectives in Arabic are used attributively and predicatively. Attribute adjective normally post-modify the noun (head). e.g.

5- الولد الذكي (The clever boy). The predicative adjectives function as predicates in nominal sentence (often no copula, verbal or otherwise is required) e.g.

6- الولد ذكي (The boy is clever). (for further details, see Aziz, 1989:166-168)

There are two types of adjective:-

The "direct adjective" post-modifies the preceding noun, e.g.

1- حقيقي (**Direct**): that pre-modifies a noun, which is co-referential with head noun, e.g.

7- ضيف كريم. (A generous guest).

2- سببي (**Indirect**): The "indirect adjective" agrees with the head noun in case and definiteness and with the noun it pre-modifies in gender, e.g.

8- فلاح جيدة مزرعته. (A farmer whose farm is good).

9- فتاة شقراء أختها. (A girl whose sister is blonde)

### **Adjectives in Arabic can be divided into two parts:**

1- الاسم المشتق (**derived noun**): which includes: nominal agent, nominal participles, adverbial adjectives derived from the verb, the comparative and superlative adjective.

a- اسم الفاعل (**nominal agents**) or the exaggeration adjective. e.g.

10- الحاكم The judge.

In English the adjective comes when adding (ing) to the verb to become (present participle) e.g.

11- انها لعبة مسلية. It is an interesting game.

(Hassan, 1995:119-123; Al-Ghalayini, 2004:148; Al-Afghani, net)

b- اسم المفعول (**nomina patientis**) e.g.

12- عثر على زجاجة مكسورة. He had a broken bottle.

In Arabic is a noun, (زجاجة), is an adjective (qualifier) for the noun. (مكسورة)

In English (broken) is an adjective, preceding the noun (bottle) ). There is a different order between Arabic and English. (Haddad, 2006: 6)

\***Note**:- the nomina patientis (nominal participle) it is possible to add the adjective to its' subject, because it is an object in origin. e.g.

13- خالد مجروح اليد. Khalid is a wounded hand.

(Al-Ghalayini, 2004: 148)

The (nomina patientis) in English is called (past participle), the second form of the verb, which is used as an adjective. e.g.

14- ندى كانت مهممة بالدرس. Nada was interested in the lesson.

15- منى كانت تحس بالملل. Muna was bored.

(Al-Afghani, net)

**c-الصفة المشبهة- (adverbial adjective)**: In Arabic there are four forms, they are:

(عظيم) فعيل - (قلق) فعل - (عطشان) فعلان - (أحسن) أفعل

(Al-Ansari, 1980: 159-162; Al-Saydawi, 1999: net; Al-Ghalayni, 2004: 142-147)

**d-صفة التفضيل (superlative adjective)**: is taken from the verb referring to two things share in the modifier and increase one to another. It comes as the form of (أفعل – فعلى) e.g.

16- خالد أعلم من سعيد وأفضل منه.

The (أ) in (أفعل) from these words are omitted as in (خير – شر – حب), e.g. (أكبر – كبرى)

Superlative adjective is a type in Arabic, it is the (same) and matches in English. In English we used words like (best – worst – most) e.g.

17- انهم أسعد الناس الذين اعرفهم - They are the happiest people I know.

Happiest (with one part). (most difficult) is an adjective with two parts or more than one part.

\* **Note**: this type of the adjective is the same adjective that corresponds to the English adjective.

(See Leech&Svartrik, 1995: 219; Nelson, 2001: 50; Al-Ghalayini, 2004:149; Hadad, 2006: 13-14; Al-Nadiri, 2009: 566-567)

**e-صفة المبالغة (exaggeration adjective)** e.g.

18- علامة : أي عالم كثير العلم. The scientist who has a lot of knowledge.

(أكول) an eater who eats so much.

(Al-Nadiri, 2009: 566)

**The second type of the adjective is the (infinitive noun ) which includes:**

**a-الصفة كمصدر (nomina verbi)**: In Arabic, it is hard to distinguish between a noun and an adjective unless they are put in a specific context, it can mean (just), and it can be the name of a person (عادل)for instance (just), and it can refer to a man who is just رجل عادل (a just man). (عادل) is an adjective for the noun رجل the adjective accompanies the nomina verbi with one case in masculine and feminine, singular, but in the dual and plural is not accompany. e.g.

19- رجل عدل - رجلان عدل - نساء عدل

Just women – just two men – just man

(Al-Nadiri, 2009, 565-567; Al-Afghani, net)

**b-الصفة كأسم اشارة (demonstrative pronoun)**: is the noun of indication, by which some object is pointed out. There are two kinds of demonstrative : limited and unlimited adjectives and classified according to 3 dimensions (distance, number and gender).

**1- محددة (definite demonstrative):** like

Near هذا - هذه - هذان - هاتان - هؤلاء

Distance هاذين - هاتين

Remote ذلك - تلك - اولئك / ذنك

ذاك - تانك - / ذنك

ذانك - تنك / ذنك

e.g. انت رجل ذو خبرة / هاتان فتاتان ذاتا ثقافة

(Hassan, 1995:133; Al-Nadiri, 2009: 567; Al-Afghani, net)

**2- غير محددة (indefinite demonstrative adjective):** indefinite and ambiguity

(كل- أي - بعض- لا- ما )

The pre-modifier in Arabic comes before the noun or can occur in a pre-head position at modified noun. e.g.

أخوك بطل كل البطل .

Your brother is a hero all the hero.

أنت شهم أي شهم .

You are a gentleman what a gentleman.

تسل بقراءة كتاب ما .

Amazed in reading any book.

20- كل الرجال . all the men

21 - كل بيت . every house

22- أي كتاب قرأت ؟ what book did you read?

23- أي المدن تحب؟ which cities do you like?

24- بعض الهدايا . Some of the gifts

25- لا طالب مهمل . No students is careless

The meaning of these words ( كل - أي - بعض - لا - ما ) varies according to the type of head (noun) they modify. كل (all, every) for instance occurs at both definite plural and mass noun and indefinite singular nouns. With definite plural mass nouns means (all) and with indefinite singular nouns it means (every). أي occurs in interrogative sentences. It means "what" when it modifies indefinite plural and singular heads (nouns). بعض (some) occurs and indefinite heads (nouns) and its general meaning is "some". لا occurs with indefinite heads (nouns). Its main function is negation.

( Hassan, 1995: 127-130; Al-Afghani, net)

**c- صفة اسم الموصول (relative pronoun adjective) with the definite article**

(أل التعريف) e.g.

26- أكرم اللاعب الذي فاز .

Honor the player who won.

27- أكرم لاعبة التي فازت .

Honor the girl player who won.

28- صاحب الرفاق الذين نتق بأمانتهم .

Accompanied with comrades who

trust with their honesty.

\* **Note:** relative pronoun adjective exists only in Arabic, according to the Arabic grammar. The article (a- an) are the indefinite articles for indefinite adjective.

(Hadad, 2006: 9-10; Al-Nadiri, 2009: 567; Al-Afghani, net)

**d- صفة اسم العدد (numeral adjective): which indicates a numerical feature of the at head (noun) with reference to quality or order.**

**a-The numeral adjective are definite quantity divided into two parts:**

1-The numerals that indicate quality (qualitative) are cardinals. e.g.

(واحد- اثنان- ثلاثة... الخ)

2-The numerals that indicate the order are ordinals. e.g.

(الاول – الثاني – الثالث.....الخ)

**b-The indefinite quality numeral: (ta'wil) e.g.**

29- صحفا معدودة أربعا. Four numbers of news papers.

30- كتبا معدودة ثلاثون. Thirty numbers of books.

In English, we have the indefinite adjectives, such as (many – few – all – some – several).

(Hassan, 1995: 124-133-137; Hadad, 2006: 8-9; Al-Afghani, net)

**c- صفة في حالة اسم المنسوب (nomen relative on the referred noun) or an attributive adjective.**

هذا تاجر بيروت يبايع زميلا حمصيا. 31- This merchant from Beirut pays allegiance

to a colleague from Homs.

The nomen relative adjective derived from the noun as we say:

- تاجر منسوب الى بيروت وزميل منسوب الى حمص.

**The purposes of the adjective in Arabic are:**

1-The explanation: e.g. (الايضاح) زرت المستشفى الحكومي.

- I visited the governmental hospital.

2- The specification: e.g.

- قرأت مجلة مصرية.

(التخصيص)

- I read an Egyptian magazine.

3-The praise : e.g.

(مجرد)

الحمد لله رب العالمين.

(المدح)

- Praise be to Allah, Lord of the Worlds.

4-The blame : e.g.

(مجرد الذم)

- أعوذ بالله من الشيطان الرجيم.

-I seek refuge with Allah from the accursed Satan.

5-The generalization: e.g. ) في هذه المكتبة تباع الكتب الجديدة والمستعملة.

(التعميم)

- In this library, the new and

the used books are sold.

6- Pray for mercy: e.g.

)

- اللهم اني عبدك المسكين.

(الترحم) - O Allah, I am your poor servant.

7- The affirmative: e.g

(التأكيد)

- سألت الاستاذ سؤالا واحدا.

- I asked the professor one question.

8- The vagueness : e.g. (الابهام) – تصدق بصدقة قليلة او  
كثيرة.

- Give a few or much charity.

The pre-modifier adjectives are (no- so- too- not- few- little- many/ much- a lot of). The adjective precedes the noun to modify the noun.

1- The quantitative adjectives agree with the countable and uncountable nouns.

2- The positive and negative quantitative adjectives: are used to show the positive and negative positions for the speaker. (a little- a few / very few- very little – not many- not much)

### **Types of adjectives in English:**

#### **1- Adjectives that come as a noun preceded by the definite article**

##### **(a). e.g.**

1- The customer lifetime value of a Ford customer might well exceed £250,000.

2- A company can lose money on a specific transaction, but still benefit greatly from a long-term relationship.

#### **2- Noun functions as an adjective: e.g.**

3- A product orientation leads to obsession with technology because managers believe that technical superiority is the key to business success.

4- The information technology boom, rapid globalization, -----.

#### **3- Adjective + preposition. e.g.**

5- Corporate ethics has become a hot topic in almost every business area.

6- The production concept is a usual philosophy in two types of situation.

7- With a new wave of communication and advertising tools---

#### **4- Participle adjectives: the vary (-ing form) and (-ed forms) verb as:**

8- But in new sense of satisfying customer needs.

9- because the failed to adjust their marketing strategies to the changing marketplace.

10- It has almost single-handedly created a Euro-language of simplified English.

11- People lack the means to pay for needed goods.

#### **5- Adjective + to. For example -**

12- Many are finding way to offer consumers 'more for less', like Sweden's IKEA and America's Toys JTUs.

13- General motors and RCA, are all struggling to revive their fortunes today.

#### **Another case is adjective + noun + to.**

14- Others, however, are developing new solutions to changing consumer problems.

**6- Comparatives and superlative adjectives: It may be a means of inflations (er – est/ more- most/ good). For example:-**

- 15- Texas Instruments (TI) follows this philosophy of increased production and lower costs in order to bring clown prices.
- 16- Or keep up with Tiger Woods' latest movements.
- 17- More than 50 million people surf the Internet each month, up from just 1 million people in the late 1994.
- 18- Thus, over the years, Johnson & Johnson's dedication to consumers and community service has made it one of America's most admired companies, and one of the most profitable.
- 19- It's just plain good business.
- 20- Building bigger and better trains would not satisfy consumers' demand for transportation,

**7- (Adjective + enough) (sufficiently +adjective):**

- \* Note:- there is no text in the English book (principle of marketing) similar to this rule.

**8- Gradable and upgradable adjectives:**

- \* Note:- there is no text in the English book (principle of marketing) similar to this rule.

**9- The possessive adjective:**

- 21- When they have kinds of their own.
- 22- Toyota openly publicizes its intent on getting deep into hearts and minds of its customers,.....
- 23- We return to our definition of marketing .....

**10- Postpositive adjective may sometimes comes there is [noun(or)pronoun + adjectives]. For example:-**

- 24- Thus over the years, Johnson & Johnson's dedicated to customers and community service has made it one of the America's most admired companies, and one of the most profitable.  
(community is an adjective and service is a noun).
- 25- or keep up with Tiger Woods latest movements.
- 26- will grow up around a labour market to help it function better.  
(function is a noun and better is an adjective).

**There are (4) characteristic of the adjective, they are:-**

- 1- attributive function. 2- predicative function 3- pre-modified by the intensifier very. 4- comparative and superlative. For example:-
- 27- The very small retail ohain Next Stop North Pole (NSNP) sells only penguin-related products –T-shirt, plush, toys, porcelain reproductions, books and others.
- 28- The Internet gives tiny Next Stop North Pole access to customers around the world at very little cost. (around is an attributive function)



A postpositive adjectives can usually be regarded as a reduced relative clause like:

29- It seems that almost every business, from garage-based to start – ups to established giants, is setting up shop on the Internet.

30- The actuality is that few companies have made any money from their Internet efforts.

ملاحظة:- الفقرات والحالات التالية غير موجودة في هذا النص :

31- A postpositive adjective sending (**able- idle**) .

32- A postpositive adjectives may be restrictive or non- restrictive .

33- Central adjectives like (**hungry- infinite**) .

34- Peripheral adjectives words like (**asleep – afraid – old - utter**) .

35- Assigned to the adverbs class words like (**soon - aboard**) .

### Data Analysis:

#### Text (1)

- في الحقيقة انه تنظيم تسويق كبير..... اسم فاعل على وزن (فعليل)  
- وكما في حالة الآراء المقبولة ، القها بعيدا فيكون NASCAR ثاني اكبر موسم رياضة على التلفاز..... (اسم فاعل على وزن (فعالة)  
- علاقات عميل دائمة فالنسبة الى المعجبين تتطور علاقة..... اسم فاعل على وزن (فعليل)  
- لذلك اذا كنت لاتزال تفكر في ناسكار كاعناق حمراء وشروق الفجر،..... اسم فاعل على وزن (فعلول)

#### Text (2)

- فانت تعرف بالفعل الكثير عن التسويق- فهو موجود حولنا جميعا..... اسم مفعول على وزن (مفعول)  
- اصوات الناخبين، وتريد مجموعة العمل الاجتماعي قبول الفكرة..... اسم مفعول على وزن (مفعول)  
- وناقش المفهوم المهم لادارة علاقة العميل بمزيد من التفاصيل فيما بعد في هذا الفصل..... اسم مفعول على وزن (مفعول)

#### Text (3)

- عملية شاملة لبناء علاقات عميل مربحة ، والحفاظ عليها عن طريق تسليم قيمة ، ورضاء ممتاز للعميل.....(صفة مشبهة على وزن فعليل)  
-نحن الاكثر ترجيحا ان يكون العملاء الراضين عملاء لهم ولاء ويعطوا الشركة حصة أكبر في --اعمالها.....(صفة مشبهة على وزن أفعل)  
-فيودعوا كل يوم ٣ مليون طرديا سريعا لدى Fed Ex . ..... (صفة مشبهة على وزن فعل)

-ويتطلب هذا توازنا دقيقا جدا، فيجب ان يستمر المسوقون في انتاج قيمة ، ورضاء اكبر للعميل دون ان يضيعوا المسكن. ....(صفة مشبهة على وزن فعيل)

\*ملاحظة:- الصفة المشبهة لا يوجد مايقابلها او يناظرها في قواعد اللغة الانكليزية ، وهي موجودة فقط باللغة العربية .

#### Text (4)

- هل تقدم Fex Ex تسليما أسرع واكثر عولية فعلا؟..... صفة اسم تفضيل على وزن ( أفعل)

- واسعارها أقل منها كثيرا. الا أن الحكم من حصة السوق يقول ان معظم العملاء يدركون عكس ذلك.....(صفة اسم تفضيل (أفعل)

- فانتج الازدهار في تقنيات الحاسب، والاتصالات المبرقة، والمعلومات، والنقل والتقنيات الاخرى طرقا جديدة مثيرة للتعلم عن العملاء ..... صفة اسم تفضيل على وزن (فعل)

- تقطع شركات التسويق الممتازة شوطا طويلا في التعلم عن احتياجات عملائها ..... صفة اسم تفضيل على وزن (فعل)

- والتي لها موسم تنفذ فيها المبيعات تواجه عجز تشغيل ضخم يجب تغطيته بتسويق التبرع بهجومية اكبر.....(صفة اسم تفضيل على وزن (فعل)

#### Text (5)

- ولا يمكن ان تسلم فورد Ford جودة مرتفعة لمشتري السيارات الى اذا وفر تجارها خدمة ممتازة..... (صفة كمصدر).

- ويكون هدف مدير التسويق ايجاد العملاء.....(صفة كمصدر)

- عملية شاملة لبناء علاقات عميل مريحة ، والحفاظ عليها.....(صفة كمصدر)

\*Note: There is no correspondence case for صفة المصدر in English.

(Al-Afghani, net: [www.islamguide.com/arabi/m-a-r-52-htm](http://www.islamguide.com/arabi/m-a-r-52-htm))

#### Text (6)

- مقابل النقود، الجهد والتكاليف النفسية لاستخدام الخدمة ، اضافة الى هذا ، سيقارنوا قيمة استخدام FedEx مقابل قيمة استخدام شاحنين آخرين UPS و Airborne و Postal Service و U.S.....(صفة اسم اشارة محددة)

- ويتطلب هذا توازنا دقيقا جدا. .... (صفة اسم اشارة)

- فانها تخدم هؤلاء الذين تختارهم بطريقة اعمق واكثر دواما. ....(صفة اسم اشارة للجمع)

- او يمكن ان يصيح الشاب رث الثياب بليونيرا، لذلك قد لاتريد ان تعامله طبقا لما يبدو عليه  
ملبسه.....(صفة اسم اشارة للبعيد)

### Text (7)

- وبالنسبة للعملاء التي تسببت حساباتهم في خسارة البنك نقودا.....(صفة اسم موصول  
للمفرد المؤنث)

- فيمكن ان يكون طالب المدرسة العليا الذي يكون في طريقه للحصول على MBA من  
هارفرد،.....(صفة اسم موصول المفرد المذكر)

- مستثمرو سوق الاوراق المالية الذين يتبادلوا الحصص عادة وبكميات كبيرة.....(صفة اسم  
موصول للجمع)

\* ملاحظة:- حالة الصفة كاسم موصول موجودة في اللغة العربية فقط ولا يوجد لها نظير بالانكليزية.

### Text (8)

- رسم صراف ثلاثة دورات في على بعض ١٩٩٥ عملائه الذين يتسببوا في خسارة نقود له.  
..... ( صفة في حالة العدد)

### Text (9)

- والذي يصدر أمرا للمصنع الصيني.....(صفة في حالة الاسم المنسوب للصين)

### Text (10)

- استوديو ملون بسلاالم باللون الازرق الفاتح ووسائد كبيرة خضراء.....(صفة في حالة  
الالوان)

- لاتزال تفكر في ناسكار كاعناق حمراء وشروق الفجر.....(صفة في حالة  
الالوان)

- هل تفكر في اعناق المدخنين الحمراء ومسارات السباق؟.....(صفة في حالة  
الالوان)

### Conclusion:-

To conclude, in translating adjective order, the translator faces many difficulties, because of the differences between Arabic and English grammars. In Arabic grammar there are many forms and patterns of the adjective, not exist in English grammar, so, the orders and sequences affect the translation which do and realization of the target texts. Sometimes the adjective in Arabic needs more expansion than English orders using many forms to indicate the same thing in English order. The translators must know both sequences of adjective in Arabic and English to be able to translate these texts correctly that will be translate without

affecting the syntactic structure and then the meaning of the translated texts.

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