The Literary address between phrasing and goal in Ancient Arabic Criticism
A Critical Study in "Al Bayan & Al Tabyeen" for Al-Gahiz

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Abstract
This paper tackles the vision of Al-Gahiz in phrasing and looking after it according to the nature of the literary address. The aim of Al-Gahiz is to achieve the goal of the subject and to influence the recipients as required.

The paper aims at investigating this vision and its aspects through an introduction and three sections. The first sections deals with the sound and its importance and role in the address, whether it is a single utterance of the speaker or a structure in the linguistic system. Then, it shows the stand of critics and old rhetoricians concerning the norm of sound and to what extent they are affected by Al-Gahiz.

After this comes the second section that deals with revealing the importance of the clarity of connotation and its suitability whether it is single or part of a structure. It is shown that Al-Gahiz has realized this norm very early.

Al-Gahiz was original in his tackling of the point. This has made his influence strongly remains and continues the studies which followed him. The third section deals with the linguistic structure and its role to weave the fabric of a poem and the integration between the beginnings of the address with its topic in prose. This section concludes by showing the influence of Al-Gahiz on this issue in the critical and rhetoric studies that follow him.

The research shows the witty hints and the accurate critical views in this early time in his tackling of the issue of phrasing. Al-Gahiz's vision is very close to the outcome of modern linguistic and literary theories.

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