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„Advertising cars in the Arab world:
A textual and linguistic analysis“

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Betreut von / Supervisor: Univ.-Prof. Dr. Stephan Procházka
**Preface and Acknowledgements**

Fittingly, the origin of this thesis can be traced back to the hot sands of the Nubian Desert in Sudan and to the bustling mercantile activity that can be witnessed on the streets of Omdurman with its abundance of signs, panels, words and colours.

What was at first intended to become a study on advertisements for cigarettes in Europe and the Arab world soon experienced a thematic shift towards the universally relevant status symbol of our time, the automobile.

Having studied business management myself, combining the subject areas of marketing and advertising with my studies of the Arabic language in all its astounding variety immediately felt like a natural choice.

The thesis is designed to appeal to anyone who is interested in the subject matters at hand, with having good command of the Arabic language being an advantage.

I want to thank Prof. Dr. Stephan Procházka, who has continuously provided me with guidance, expertise and support from the moment I first pitched the idea to him - if I may invoke some marketing lingo - up until the completion of this thesis.

Christian Finner

Vienna, 07.02.2017
Meinen Eltern
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**Abstract - English**

**Abstract - Deutsch**
1. INTRODUCTION

The pivotal moment for advertising in the Arab world was initiated by the rise of satellite technology, which enabled consumers all around the globe to watch foreign television advertisements and become acquainted with foreign products and brands. Multinational corporations expanded quickly and started to benefit from expertise found in the Gulf region and Lebanon, although initially, most advertisements that were circulating in the Arab world at the time were simply overdubbed in Arabic, with the rest of the footage remaining identical to the foreign originals.\(^1\)

This raises the question as to what the status quo of advertising in the Arab world looks like. Accordingly, this thesis aims out to examine one of the central aspects of advertising: its language. It focuses on commercial videos that were designed by internationally operating automobile manufacturers for broadcasting and circulation in Arab countries.

The main objectives are the establishment of a corpus of texts in transcribed and translated form and the analysis and presentation of the most prominent textual and linguistic features at hand.

1.1. Choice of research material

The selection of the companies is based on a list\(^2\) which was published by the Organisation Internationale des Constructeurs d’Automobiles (OICA; English: International Organization of Motor Vehicle Manufacturers) in 2014, which names the 50 most productive automotive manufacturers in the world.

All brands associated with the top six car manufacturers on this list are being examined in this thesis, provided they maintain an official YouTube channel that has been specifically named and designed to address the MENA region, the Middle East or the Arab world.

The selection is also limited to advertisements promoting two-lane passenger cars. Furthermore, the videos must have a runtime of at least 29 seconds, they must make use of the

\(^1\) s.Hammond : (2005) 266.f.

Arabic language in spoken or written form and they have to be entirely based on a script. Therefore, interviews, reviews, amateur recordings, reports and snippets are excluded.

According to these criteria, out of roughly 2100 files, 65 videos for the following brands were selected for analysis:

- Lexus, Toyota (Toyota Motor Corporation)
- Volkswagen, Audi (Volkswagen AG)
- Chevrolet, GMC, Cadillac (General Motors Company)
- Hyundai (Hyundai Motor Group)
- Ford, Lincoln, Jaguar, Land Rover (Ford Motor Group)
- Nissan, Infiniti (Nissan Motor Co., Ltd)

1.2. Methodology

Based on the transcriptions of the texts, all dialectal elements to be found are being listed and categorized. Depending on the number of these elements in each script, they are ascribed to one of two corpora, with Corpus A containing those texts that can be identified as predominantly using Modern Standard Arabic (MSA) and Corpus B containing those who make unequivocal use of one or more dialectal forms of the Arabic language.

A frequency analysis is being conducted for both corpora, listing all lexical items that occur at least three times in each of them. The items subjected to this analysis are limited to nouns, adjectives and verbs.

Furthermore, by the means of a lexical analysis, the most frequently featured lexical items will be presented in their syntactic and semantic context and additionally analysed from a marketing standpoint. The results of these two analyses are then being contrasted and compared.

In a final step, a dialectal analysis attempts to determine to which language areas the dialects in use can be assigned to.
1.3. Advertising and the Consumer

According to Kahle\(^3\), one of the central elements that any advertiser should focus on when addressing the consumer is the consumer’s self-concept. This self-concept is comprised of the consumer’s attitudes and behavioural patterns and therefore must be taken into account when communicating a product or a brand, since all values and properties that the advertiser formulates are being processed by the consumer who then links these elements to his \textit{self}. This associative process works in relation to self esteem, personal opinions and abilities as well other factors that make up the consumer’s self-system.

In order to successfully relate to the consumer, this idea of the self-concept must furthermore be linked to that of brand-personality, which serves as a framework for the central features a certain brand or product implies. In order to convey these values and ideas and thus create brand-personality, the advertiser must choose an advertising medium and a communicational framework.\(^4\)

The practical implications of these theoretic models can be summed up rather briefly: It is of great importance to the advertiser to formulate and communicate the central features and benefits of a brand or product so that the consumer can positively relate to these features.

Since this thesis analyses advertisements predominantly on a textual level, what is being examined here is the way of articulating these features by using the Arabic language in written and spoken form.

1.4. Advertising Language

One of the most prominent features of advertising language is the slogan, which can be defined as a repeatedly used phrase or sentence that serves to convey the core features and values of a product or brand. In advertisements for cars, slogans are of paramount importance, since the automobile industry relies heavily on brand-recognition and brand-personality. Some slogans like “\textit{Vorsprung durch Technik}” from Audi have been in use for decades. Whether these slogans are being translated when the product in question is marketed in a

\(^4\) s.Markus; Sentis: (1984) 133.f.
different market often depends on the degree of prestige a certain language area possesses in a certain industry. Sauer argues that, since advertising via mass media never takes place on levels involving human interaction, advertisers create the necessary communicational framework by staging fictitious scenarios that present an alternate reality, which may or may not share certain similarities with that of the consumer. The role which advertising language then has to assume, is that of a means to emphasize the role of the recipient/consumer in this process of communication.

This leads to the question whether the advertiser’s choice of language affects the degree to which consumers feel involved in these scenarios on a communicational level.

According to Kelly-Holmes, contemporary advertising is often expected to address consumers in “their own language”, which results in a higher variety of dialects and accents being used, a mode of advertising that is generally referred to as “ethno-marketing”.

The main goals of this approach are to associate a certain product with a certain ethnic group and more importantly, to communicate more efficiently with members within this group.

Since her study does not take certain sociolinguistic peculiarities that must be associated with the use of the Arabic language, like diglossia, into account, only the latter aspect of ethno marketing can be seen as significant in the context of this thesis.

1.4.1. Arabic as an Advertising Language

The coexistence of two distinct varieties of a single language, which in the case of Arabic are MSA as the higher-variety and all types of dialects as the lower-variety forms, gains additional relevance in the context of advertising, due to the idea of language prestige and language attitudes. Albirini argues that while MSA is regarded as beautiful, sophisticated and pure, the lower varieties and dialects carry mostly negative connotations and are being regarded as unsystematic, weak and inexpressive.

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5 s.Minucci : (2008) 244.f.
8 s.Albirini : (2016) 120.
While these might be well known sociolinguistic facts, this nevertheless leads to the question of how this inherent lack of positive associability can be counteracted and dealt with from an advertising standpoint. Since many of the cars advertised in the scripts at hand represent products of considerable reputation and financial value it can be assumed, that should advertisers choose to use a lower-variety form of Arabic in an advert, its narrative and content will be adjusted.

It must be noted that Arabic is not the only language featured in advertisements designed for the Arab world. Nazlawy\textsuperscript{9} claims that the use of foreign vocabulary endows the product with an elitist image, raises curiosity and generates the desire to belong to the targeted audience. Internationality and the command of foreign languages, especially English, are generally held in high esteem in the Arab world. This gives the advertiser an opportunity to suggest a product’s or brand’s superiority and sophistication in a subtle way. Also, in many cases, foreign words can be more concise and descriptive than their corresponding Arabic items, given that one is available.

\textsuperscript{9} Nazlawy : (2012) 114.f.
2. **Frequency Analysis**

This frequency analysis lists those lexical items, which occur at least three times in one corpus. Items that meet this condition in both corpora will be listed separately.

The analysis includes nouns, adjectives and verbs.

For the sake of simplification, *maṣdar* forms and participles are being listed along with their corresponding verb forms, and all verb forms, with the exception of imperatives, are being noted as Past Tense 3.P.m.s. while nouns are being noted in their Singular form.

Plural forms or orthographically alternating forms are being listed along their base form. Their number of occurrence is noted separately in brackets.

For example:

quoiwa/(guwwa) 20/(1)

This means quowa occurs 19 times and guwwa once, which adds up to a total of 20 occurrences.

2.1. **Corpus A**

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4. sayyāra/(sayyārāt) 18/(9)
5. taḥaddī/(taḥaddīyāt) 17/(5)
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10. rimāl 10
11. kull 10
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13. taknūlūğiyā/taknūlūğiyā/tīknōlōġiyā 10/(1)/(3)
14. taštīmīn/summima/sammama 10/(1)/(3)
15. kāna/kun 9/(3)
16. ’āfūq 9
17. ’ām 9
18. ’adā’ 9
19. yawm/’ayyām 9/(3)
20. qaddama/taqdim/muqaddim 9/(1)/(2)
21. ’akṭar/kaṭīr 9/(2)
22. ’ibdā’/’abda’a 8
23. ša’ara’/uš’ur/su’ūr 8/(1)/(2)
24. šahr 8
25. ’anāqa/’anīq 8/(2)
26. waqt/waḥt/’awqāt 8/(1)/(1)
27. taqaddum/taqaddama/mutaqaddim 7/(1)/(1)
28. inṭalaqa/inṭaliq/inṭilāqa/munṭaliq 7(4)/(1)/(1)
29. ra’ā/ru’ya 7/(3)
30. ’aqrab/qarīban/’arīban 7/(1)/(1)
31. faḍil/’afdal 7/(3)
32. ġīl/’aġyāl 6/(2)
33. faraḍa 6
34. maḡd/mażd 6/(3)
35. ḥayāt 6
36. tariq 6
37. ’āša’/iš 6
38. šaḡaf 6
39. ’azm 6
40. qiyāsī 6
41. muḥarrrik 6
42. wāḥid 6
43. taṭawwur/tatawwara 6/(2)
44. ’amr/’umūr 6/(1)
45. hisānī/hīsān 6/(2)
46. ’aqwā/qawwī 6/(1)
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<td>49</td>
<td>nisba</td>
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<td>ǧa’ala</td>
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<td>’ard</td>
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<td>52</td>
<td>ḥamās</td>
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<td>’ibtikār/’ibtakara</td>
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<td>54</td>
<td>irtifa’/irtafa’a</td>
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<td>aš-šarq al-’awsat</td>
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<td>darağā</td>
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<td>’ ihtibār/’ıḥtibir</td>
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<td>81. 'alhama/’ilhām</td>
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<td>82. 'as’ab/ša’b</td>
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<td>93. wādī</td>
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<td>97. šay’</td>
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<td>98. mazhar</td>
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<td>99. ’iṭlāq</td>
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<tr>
<td>100. qadr</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>101. ’imkān/’imkānāt</td>
<td>3/(2)</td>
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<td>102. wasala</td>
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<td></td>
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<td>103. sā’iqa</td>
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<td>104. rūḥ</td>
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<td></td>
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<td>105. ḥayr</td>
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<td></td>
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<tr>
<td>106. madā</td>
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<tr>
<td>107. ’ašhās</td>
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<td>108. mūda</td>
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<td>109. ġibāl</td>
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<td>110. qāda</td>
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<td>111. laqab</td>
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<td>112. ’ālī</td>
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<tr>
<td>113. ’aṣāla</td>
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<td>114. qudurāt</td>
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</table>
115. muğāmara 3
116. ‘arabī 3
117. ‘azm (dawarān) 3
118. sūbar tšārğ/sūbertšārgd 3/(1)
119. dawr 3
120. ‘i‘āda 3
121. manātiq 3

2.2. Corpus B

1. kāna 13
2. kull 12
3. sayyāra 9
4. ya‘nī 9
5. šāfa/sūf/šāyifa 9/(1)/(1)
6. ‘əbūya/yūbā/bābā/bayyu 8/(1)/(4)/(2)
7. ḥilw 7
8. ḥēr/ḥayr 7
9. nās 7
10. la‘aba/la‘b/lā‘ib 6/(1)/(3)
11. ‘almānī 6
12. šī‘/say’ 6
13. mubārak 6
14. ḥabīb 5
15. kurra 5
16. ḡadīd 5
17. mašā/māṣī 5/(2)
18. ramaḍān 4
19. ḍakā 4
20. bədd 4
21. kaṭīr 4
22. ūd 4
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<td>23.</td>
<td>rāḥ</td>
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<tr>
<td>24.</td>
<td>ṭarīq</td>
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<tr>
<td>25.</td>
<td>bēt</td>
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<tr>
<td>26.</td>
<td>ṭarīq</td>
</tr>
<tr>
<td>27.</td>
<td>‘arabīya</td>
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<tr>
<td>28.</td>
<td>yawm/yōm</td>
</tr>
<tr>
<td>29.</td>
<td>kabīr/‘akbar)</td>
</tr>
<tr>
<td>30.</td>
<td>rāyiḥ</td>
</tr>
<tr>
<td>31.</td>
<td>‘iḥtar/iḥtāra</td>
</tr>
<tr>
<td>32.</td>
<td>‘aḥlām</td>
</tr>
<tr>
<td>33.</td>
<td>da‘m</td>
</tr>
<tr>
<td>34.</td>
<td>ḥabar</td>
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<td>35.</td>
<td>wasṣṣala</td>
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<tr>
<td>36.</td>
<td>šahr</td>
</tr>
<tr>
<td>37.</td>
<td>ḥayāt/hayā</td>
</tr>
<tr>
<td>38.</td>
<td>kurrat qadam</td>
</tr>
</tbody>
</table>

2.3. Items with at least three occurrences in each corpus:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ġadīd</td>
</tr>
<tr>
<td>2.</td>
<td>sayyāra</td>
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<tr>
<td>3.</td>
<td>kāna</td>
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<tr>
<td>4.</td>
<td>kull</td>
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<tr>
<td>5.</td>
<td>ḥayr</td>
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<tr>
<td>6.</td>
<td>šay’</td>
</tr>
<tr>
<td>7.</td>
<td>ramaḏān</td>
</tr>
<tr>
<td>8.</td>
<td>katīr</td>
</tr>
<tr>
<td>9.</td>
<td>ṭarīq</td>
</tr>
<tr>
<td>10.</td>
<td>yawm</td>
</tr>
<tr>
<td>11.</td>
<td>‘aḥlām /ḥulm</td>
</tr>
<tr>
<td>12.</td>
<td>ḥayāt</td>
</tr>
</tbody>
</table>
3. **LEXICAL ANALYSIS**

Based on the list of lexical items presented in the frequency analysis, this chapter will illustrate and exemplify the syntactic and semantic context in which the most frequently occurring items in both corpora are being used.

For each of the three kinds of content words (nouns, adjectives and verbs) several categories are being established. This will be done separately for both corpora.

### 3.1. Corpus A:

All but three (2.2./3.5./5.3.) advertisements from Corpus A feature exposition or narration through voice over. This absence of dialogue or any verbal interaction within the scripts must be considered when comparing the different observations made for each corpus.

#### 3.1.1. Nouns:

a. **A crafted reality**

Since all advertisements taken into account by these analyses, never depict the “real world”, but different aspects of its fictitious modulation, these scripts, accordingly, present entirely fictitious settings and plots.

This alternate reality serves as a universal context mainly inhibited by four distinct entities: the consumer, the product, its features and properties and the company/brand. The following nouns oftentimes serve as a connection between these entities.

There are nouns that directly represent this reality (Ex.1.) and others (Ex.2.) which represent only aspects of its construct.

**Ex.1. ʿālam**

Connecting with the customer *(la-ka; tatawaqqa ‘)*:

ˈan ʿālamin yaḥmilu la-ka ʿakṭara min mā tatawaqqa ′.10

---

10 Video 11.3.
Connecting with the product (niẓām CUE) the brand (kādīlāk) and the customer (yadayk):

w ‘al’ān niẓām CUE min kādīlāk, ‘allaḏī yaḏa’ ‘ālam mina l-ma’lūmāt bayn yadayk.\textsuperscript{11}

Ex.2. taḥaddī

Connecting with the customer (‘anta qabilta/baṭal):

hiya lā tahabbu nafsahā ‘illā li-l-‘aqwiyā’, w ‘anta qabilta t-taḥaddī.\textsuperscript{12}

māḏā yantaẓiru li-l-baṭal min taḥaddīyāt?\textsuperscript{13}

Connecting with the brand (Audi) and the customer (aš-šarq al-‘awsat):

taḥaddī Audi aš-šarq al-‘awsat.\textsuperscript{14}

Connecting with the product (Nīsān Batrōl):

marḥaban bi-k ‘ilā mawqi’ taḥaddī Nīsān Batrōl.

Central to this concept of an alternate reality is its experience, for which the consumer serves as the protagonist:

Ex.3. ‘āfāq/’iktišāf

hunāka ‘ulā’ika ‘allaḏīna ya’saqūna ma’rifata l-mazīd. (...) ‘allaḏīna yanzurūna ‘ilā l-‘āfūqi l-ba’īda.\textsuperscript{15}

‘āfūqun ḡadīda li-šaġafi l-qiyāda.\textsuperscript{16}

‘indamā tas’ā li-’iktišāfī ‘āfūqin ḡadīda (...)\textsuperscript{17}

For Chevrolet, the concept of discovery is featured in their most frequently used slogan:

šavrūlēh - ‘iktasif ‘āfūqan ḡadīda.\textsuperscript{18}

\textsuperscript{11} Video 2.5.
\textsuperscript{12} Video 9.2.
\textsuperscript{13} Video 12.5.
\textsuperscript{14} Video 12.2.
\textsuperscript{15} Video 7.1.
\textsuperscript{16} Video 1.1.
\textsuperscript{17} Video 3.2.
In any case, towards the consumer, attaining this fictional state is always presented as being a desirable and personal experience:

Ex.4. ruʿya/hulm

at-ʃumūḥ yabdaʿu bi-ruʿya.(...) wʿinnaka šāḥibu ruʿya.\(^{19}\)

ḥulmynuḥākīḥawāssak.\(^{20}\)

Also, many nouns provide concrete (aš-šarq al-ʿawsat, rimāl, ramadān, wādī ramm, ḡibāl) or more abstract (manāṭiq, madār, ṭarīq, ʿarḍ, makān, mawqif) geographic and cultural context.

b. The product’s properties and features

Logically, we find the product, in this case, the automobile, at the centre of most scripts.

The nouns distributed in the contextual vicinity of the product present positive aspects on mainly two levels:

On a more concrete and technical level (Ex.5.), highlighting mechanical performance and capabilities and a more abstract level (Ex.6.) emphasizing aesthetic, emotional and social value. Notably, the noun quwwa is often used on both levels (Ex.7.) occurring 20 times in Corpus A.

It can be argued that the concepts of power, strength, might, supremacy, superiority and leadership (saytir, quwwa, qiyyāda, taḥakkum, qudurāt,...) were identified as being essential values for the targeted consumer markets.

Ex.5. quwwaʿ/adāʾ

hiya tafarrudu bi-l-ʿadāʾ.ʿilayk al-quwwa.\(^{21}\)

3.2 litr – 5ʿustuwwānāt – quwwa hiṣāniya šāfīya 300 PS - 470 nyūtin metre.\(^{22}\)

\(^{18}\) Video 3.3.
\(^{19}\) Video 10.4.
\(^{20}\) Video 11.3.
\(^{21}\) Video 7.3.
\(^{22}\) Video 4.4.
Ex.6. ‘anāqa/taṣmīm/‘ibtikār/‘ibdā‘un/ḥamās

al-‘anāqa. at-taṣmīm w al-badī‘a. w al-‘ibtikāratu r-rā‘ida.23

‘ibdā‘un yuṭīrū l-ḥamās.24

Ex.7. quwwa/tahakkum/‘anāqa

w taktasibu quwwa t-taḥakkum.25

šavrūlēh mālibū: quwwatu l-‘anāqa.26

c. The consumer

Based on the idea of the consumer’s self-concept, it can be assumed that in accordance with the pattern of consumption choices made by the consumer, the features and properties of a certain product are being passed on and in the process, influence this self-concept.

Therefore most of what has been established in (b.), is applicable here as well (e.g. Ex.7.). Yet, some items refer to the consumer more directly:

Ex.8. nağāḥ/baṭal/mağd

‘innahā ‘intilāqatu n-nağāḥ ‘allatī ṭālamā raḡiba bi-hā.27

fa-la-ka nağāḥ w šuhra.28

māḏā yantāziru li-l-baṭal min taḥaddīyāt?29

li-ṭaṣila li-l-maḡd, lā tatawaqqaf.30

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23 Video 7.3.
24 Video 12.1.
25 Video 5.1.
26 Video 3.3.
27 Video 3.3.
28 Video 10.4.
29 Video 12.5.
30 Video 1.3.
d. The Product itself

Different terms are being used to refer to the product itself, producing additional layers of meaning (Ex.9.), or introducing parts of the product (Ex.10.).

Ex.9. sayyāra/ramz/’ibdā’

ma’a fawz šavrūlēh kūrrett stīŋrāy bi-laqab as-sayyārati kūbēh li-’adā’i l-’ālī l-’afdāl fi š-šārqī l-’awsat li-’ām ’alfayn w ’arba’ata ’āšār.31

kayfa tabtakiru ramzan? ramzun yağma’u mā bayna l-’anāqati l-muta’alliqā. w al-’adā’ ar-rafi’a.32

‘innahā qiṣṣatu ’ibdā’ in ġadīda. taḥbilu rūḥa l-māḏī.33

Ex.10. muḥarrik

muḥarrikun šummīna li-yakūn sanadak fi ūtarīq.34

e. The manufacturing company/brand

As established before, advertising language relies heavily on lexical and phrasal repetition. This is especially true of brand and product names. In Video (12.1.) for example, the brand name Nissan/Nīsān occurs four times and the product name ġūk twice, out of a total of 26 words.

Ex.11. Nīsān/Ğūk/’infīnītī

hāḏīhi hiya Nīsān ġūk al-ġadīda.35

’infīnītī QX70. ’unwānu l-’ašāla.36

31 Video 3.2.
32 Video 7.4.
33 Video 11.3.
34 Video 2.6.
35 Video 12.1.
36 Video 7.4.
3.1.2. Adjectives

The majority of occurring adjectives in Corpus A qualify nouns pertaining to the five categories that have been established in chapter 1.1.1., some qualify nouns from each category:

Ex.12. ḡadīd

a) w ru’yatun ḡadīdatun lā tušbihu ṣayrahā. 37
   hunā yakūnu taḥaddī ḡadīd. 38
   ’āfāqun ḡadīda li-šaγafi l-qiyyāda. 39
b) mağmū’at tağhīzāt riγādiya ḡadīdā. 40

c) ka-mā ’inna nağāhātihim naḥalathum ’ilā hālatin ḡadīda mina t-tamayyuz. 41

d) al-mīlād - naš’atu kayyānin ḡadīd. 42

e) hāḍhihi hiya Nīsān Ğūk al-ḡadīda. 43

Particularly noteworthy is the frequent occurrence of comparative and superlative adjective forms in the noun categories (a.) - (Ex.13.) and (b.) - (Ex.14.). However, they do not occur in these two categories exclusively (Ex.15.).

Ex.13. ’akṭar/’aqrab/’aqwā/’ab’ad/’aqall/’aṣ’ab

’alʾān bi-ʾazm ’akṭar guwwa. 44

tafaddal w ’iktaśif ’ālamahā fī ’aqrabi šalati ’ard. 45

nahnu fi ’intiẓār al-mazīd mina t-taḥaddiyāt. ’aqwā t-taḥaddiyāl. 46

37 Video 11.3.
38 Video 12.5.
39 Video 1.1.
40 Video 13.1.
41 Video 11.1
42 Video 13.3.
43 Video 12.1.
44 Video 4.2.
45 Video 11.2.
3.1.3. Verbs

The majority of verbs in Corpus A occur together and agree with subjects that can be divided into three categories: The customer (Ex.16), the company/manufacturer (Ex.17) and the product (Ex.18). It should be mentioned that the majority of occurring verbs are either transitive or intransitive. Also, most nouns functioning as direct objects or as a part of prepositional phrases match the noun categories established in Chapter (1.1.1.).

(Ex.16) ʾikтаšafa/taqaddamaʾāšaʾ/ʿašaqaʾ/irtaqāʾ/ʿalhama/qāda

sa-taktašifu l-ʿālam bi-ʿuslūbin ǧadīd.
The imperative forms of already frequently occurring verbs:

Video 3.1.
Video 8.3.
Video 13.3.
Video 13.1.
Video 7.1.
Video 7.1.
Ex. 17 'abda 'tawwarar 'ibtakara
Video 7.1.
Video 7.1.
Video 12.2.
Video 8.3.

What must be noted at this point is the frequent and repetitive use of the imperative forms of already frequently occurring verbs:
Ex.19. ḫaṭaṣaṣaf/iṭtalqaṣ/āṣa/iḥtabara/kāna/ḥaḥaba/qāda/avqaṣa

Taṭaddal w ḫaṭaṣṣif ᶠālāmāhā fī ʾaqrabi ᵇālḥati ʾarād.⁶⁶

ʾinnahu mifṭahuka li-ʾālami n-nuẓūm. ʾintāliq biḥā w ṣiṣ ʾarwa ʾiḥsāṣ.⁶⁷

ʾiḥṭibirū ṭīknōlīgīya ʾīkō būṣt.⁶⁸

kuṭ fī qimmati l-ḥayawīya.⁶⁹

ʾintāliq bi-quwwat sūbar tšārğ. ʾalhib ḥamāsak. qud mā kunt taḥlum bi-hi. ʾayqīḏ ḥawāṣṣak.⁷⁰

This direct form of addressing the consumer is also applied in the most prominent marketing slogans:

Ex.20. ʾaḥadā/ḍāʾafa

ḥuḏ mawqīfān.⁷¹

daʿa if il-ḥamās.⁷²

3.2. Corpus B

Contrary to Corpus A, the majority of scripts in Corpus B feature monologues and extended passages of dialogue and verbal interaction between different characters. The effect this has on different lexical items and their frequency of occurrence will be laid out in the following.

3.2.1. Nouns:

According to the frequency analysis, seven nouns are found to be occurring in both corpora at least 3 times: ṭaʿāḏān/sayyāra/ḥayr/ṭarīq/ʾaḥlām/sahr/ḥaṭā.⁶⁶ Video 11.2.
⁶⁷ Video 1.1.
⁶⁸ Video 4.2.
⁶⁹ Video 13.1.
⁷⁰ Video 8.2.
⁷¹ Video 12.1.
⁷² Video 13.1.
Since some of them are part of a fictional context enclosing the narrative, they can be classified as belonging to noun category (a.), (Ex.21.), while they can hardly be ascribed to the product or the company. They often refer to a topic or matter which seems to exist outside the context of the product on display (Ex.22).

Ex.21. sayyāra/ʻahlāmi

kēf ‘ašūf sayyārat ʻahlāmi?73

Ex.22. ḥayāt/ťarīq/ramāḍān

kurrah ʿl-qadom ‘ahamm și’ fī ḫayātī.74

‘OTTOMANNA ykūn ḥakariyyā yimši fī hāḏā ʿt-ṭarīq ka-lā’ ʿob maḥtarrāf.75

bābā ‘ēs yaʾnī ramāḍān mubārak?76

Although the topic of ramāḍān is also present in scripts (3.5.) and (5.3.) from Corpus A, one cannot fail to observe that in these cases, either the product or the brand are incorporated into the cultural context established in the scripts themselves, while in Corpus B, they only appear in juxtaposition to the brand or product name:

Ex.23. ramāḍān/ḥayr

šāriknā mā yaʾnīh la-k ramāḍān min ḥilāla #ṣahfūlih - al-ʿatā’.77

lā tufawwitu ʿurūda ʿayyāmi ʿl-ḥayr min Fōrd. w ʿabḥat ʿalʾān ʾan Fōrd Ramāḍān.78

ʾidukum mubārak w kull yawm w ʿantum bi-ḥayr. Hyundai. New Thinking. New Possibilities.79

To put it another way, it can be argued that when the characters depicted in the scripts and videos for (3.5.) and (5.3.) talk about concepts like ramāḍān, al-ḥayr or aš-šahr al-faḍīl they

73 Video 4.5.
74 Video 1.5.
75 Video 1.5.
76 Video 6.3.
77 Video 3.5.
78 Video 4.2.
79 Video 6.1.
do so in the context of the product, or the other way round. The characters in (6.1.) and (6.2.) exclusively converse about these concepts without mentioning a product whatsoever. Thus, the illusion of watching an actual conversation is maintained, and the product in question is being implicitly, not explicitly made associable with the narrative and its content.

Similarly, the majority of nouns in Corpus B occur in various social contexts and informal patterns of conversation:

**Ex.24. ʿābūya/yūbā/bābā/baraka/baryu/habīb/ʿīd**

ʿābūya maṭalī l-ʿaʾlā. 80

lā ṭḥāf, yā yūbā bnilḥaq. 81

bābā, ʾēš il-baraka? 82

bəddi ʿokūn zākī mitl bayyu la-sāmī. ḥabībī, mā bəddak tkūn mitl bābā? 83

as-sana sana kabīra ʾlik yā baṭal! ʿummt w bitṣallī l-ʿīd. 84

It is therefore more difficult, although possible, to distribute these nouns into distinct categories. Generally speaking, longer passages of text must be viewed, in order to find the connection between these words and the product, the company or the brand:

**Ex.25. habar/la-kwayt**

ʿandi li-k ḥabar hilw. ʿinta taʾrif ʿanna Vōlkswāgen miš bass ʾibṭʾaman ʿarabiyyāt ḥilwa giddan. 85

naʾam, nuḥibbič yā kwayt. w li-ʾannəč ʿanti ʿummān l-kwayt. ʿašānič mustaʾiddīn l-ayy šayʾ. Lānd Rōvar. 86

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80 Video 3.4.
81 Video 6.1.
82 Video 6.3.
83 Video 14.1.
84 Video 6.1.
85 Video 14.4.
86 Video 9.6.
What should also be mentioned are lexical differences attributable to the use of vernacular Arabic:

**Ex.26. **῾arabīya

* w lammā btištirī ‛arabīya min Völkswagen bitaʾīš ma’ka ʾalā ṭūl.*

3.2.2. Adjectives

Fittingly, most adjectives in Corpus B tend to agree with the types of nouns mentioned above:

**Ex.27. **hilw/mubārak/kaṭīr/kabīr

‘ahlēn! šū l-mufāğa’a ḥilwa hāḏih!*88

ṯaʾm al-baraka ḥilw.*89

tiṭla’ ḥilwa w lāzim tisluʾ il-laḥma kwayyis giddan.*90

ʿidukum mubārak w kull yawm w ’antum bi-ḥayr.*91

yallā, ’irkab ’irkab! ’andinā mašāwīr kaḏra.*92

as-sana sana kabīra līk yā baṭal!*93

On the other hand, some adjectives are being utilized in the exact same way as in Corpus A, but only if they occur in an analogue context, as in slogans:

**Ex.28. **ḡadīd

šavrūlēh - ’iktāṣif ’āfāqan ḡadīda.*94

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87 Video 14.4.
88 Video 6.1.
89 Video 6.3.
90 Video 14.4.
91 Video 6.1.
92 Video 6.2.
93 Video 6.1.
94 Video 3.3.
3.2.3. Verbs

Most verbs in Corpus B are used by the various characters to describe their immediate surroundings or reality:

Ex.29. ya‘nī/shāfa/la‘aba/mašā/rāha

ya‘nī anā ‘ašūf yā‘nī yaqallād ġākarīyā dāyman mīssī yā‘nī. w ḥattā fī l-bēt yā‘nī, yimsik kurra w yәrgәs.μi‘l murāwaġāt ‘a la‘hwәnәh yā‘nī.⁹⁶

‘idә mā yūgad fīyә ‘argul ‘al‘әb kurrәt qәdәm.⁹⁷

hā yā ‘ustәz, bitrūḥ šәlәtī l-‘īd al-yәwμ?⁹⁸

However, there are exceptions, and we find verbs that similarly to many found in Corpus A directly connect to the product or the brand:

Ex.30 šәfa

kēf ‘ašūf sayyәrat ‘ahlәmī?⁹⁹

Also, apart from the imperative forms occurring in slogans known from Corpus A, there are some to be found in a more conversational context:

Ex.31 mašә/šәfa

bә‘dәn ‘әhμә ḥәlәk w ‘imә.¹⁰⁰

šәf - bәbә, šәf¹⁰¹

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⁹⁵ Video 14.5.
⁹⁶ Video 1.5.
⁹⁷ Video 1.5.
⁹⁸ Video 6.1.
⁹⁹ Video 4.5.
¹⁰⁰ Video 14.2.
¹⁰¹ Video 6.1.
4. Dialectal Analysis

The 65 scripts on which this thesis is based on contain a total of 544 dialectal elements. However, their respective distribution to both corpora is highly asymmetrical, with Corpus A comprising 65 elements out of a total of 50 scripts, and Corpus B comprising 479 elements out of a total of 15 scripts.

4.1. Corpus A

Number of Videos: 50
Number of spoken words: 1,838
Thereof Arabic: 1,785
Number of written words: 694
Thereof Arabic: 475
Total Number of words: 2,532
Total Number of Arabic words: 2,260
Total Number of dialectal elements: 65
Total Number of English words: 272

As becomes evident from this list, Corpus A contains only a few dialectal elements, most of which are phonological in nature and affect the consonants qāf and ġīm:

Ex.32. žīm/hamza/gāf/hā'

aṭ-ṭarīqū ilā l-mažd laysa saḥlan.\textsuperscript{102}

'arīban 'alā (...)\textsuperscript{103}

\textsuperscript{102} Video 1.3.
\textsuperscript{103} Video 1.2.
‘al’ān bi-‘azm ‘akṭar guwwa.\textsuperscript{104}

bi-n-nisba lī āš-šahr faḏil huwa waḥt li-l-‘atā’.\textsuperscript{105}

The majority of other elements show the use of alternate vowels and the abbreviated spelling of numerals:

\textbf{Ex.33.} il-/‘ismek/sayyārǝtnā/ḥamsat’āš

‘am il-ḥayāl mustawhā mina t-taṣmīm?\textsuperscript{106}

w sa-naqūm bi-kitāb ‘ismek bi-l-ḥaṭṭi l-‘arabī ‘alā sayyārǝtnā.\textsuperscript{107}

‘al’ān sayyārāt fūrd SUV ‘alṭayn w ḥamsat’āš.\textsuperscript{108}

\section*{4.2. Corpus B}

Number of Videos: 15

Number of spoken words: 893

Thereof Arabic: 877

Number of written words: 150

Thereof Arabic: 100

Total Number of words: 1.043

Total Number of Arabic words: 977

Total Number of dialectal elements: 479

Total Number of English words: 39

Total Number of German words: 27

\textsuperscript{104} Video 4.2.
\textsuperscript{105} Video 5.3.
\textsuperscript{106} Video 10.1.
\textsuperscript{107} Video 5.3.
\textsuperscript{108} Video 4.3.
The 15 scripts which make up Corpus B differ in many respects from those in Corpus A and also amongst themselves: in terms of the total number of words they contain, which ranges from 184 words (1.5.) to 34 words (12.6.), in terms of the number of dialectal elements they contain, which ranges form 77 elements (1.5.) to 11 elements (12.6.), in terms of the type of dialectal elements they employ as well as as concerning the geographical regions these elements can be attributed to.

Based on the dialectal analysis in Chapter 4 the dialectal elements in use can be ascribed to three language areas of strongly varying scope and size:

1. Dialects of the Gulf region
2. Syro-Lebanese dialects
3. The Egyptian/Cairene dialect

This chapter will not focus on a precise categorization and classification of the different types of dialects on display, but rather on illustrating why this can be seen as unproductive. In the process the most remarkable and prominent linguistic features are being highlighted.

4.2.1. Dialects of the Gulf region

Generally speaking, most scripts from Corpus B feature dialectal elements that can be attributed to the Gulf region. Here, the repeated realization of qāf as gāf functions as the main indicator:

**Ex.34. gāf**

w ‘ārif ṣārīgī zēn.\(^{112}\)

al-guwwa šīmatah (...) ma’a raṣīf darbī.\(^{113}\)

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\(^{110}\) s.Rice; Sa’id (1966)/ Ambros (1977)/ Grotzfeld (1964)/Aldoukhi; Prochazka; Telić (2014).


\(^{112}\) Video 3.4.

\(^{113}\) Video 12.6.
This rather general assumption is validated by the use of further dialectal features which are characteristic for the Gulf region, like certain interrogative pronouns or the enunciation of interdentals:

Ex.35. ʷēn/ʕēš/ḏāl

ʷēn rāyiḥīn?\(^{114}\)

al-bōḍra ḥāḍihi, ʿidā ʾiʾtanēnā fī-hā rāḥ tikbar w tṣīr naḥla kbīr (sic). w baʾdēn an-naḥla ḥāḍihi, rāḥ ʾaṭalaʾ ʿēš?\(^{115}\)

Yet, this often conflicts with the occurrence of dialect elements commonly associated with different language areas. This encompasses, amongst many others, the realization of ǧīm as ūm, that of qāf as qāf and the repeated omission of interdental enunciation. These elements often even occur in the immediate vicinity of the indicators mentioned above:

Ex.36. ūm/qāf/zāl

ḥāyyāk! ʿa gul taʾrif ʾat-ṭarēg li-l-ʾiztimāʾ?\(^{116}\)

al-baraka qarībā? bābā, ʿēš il-baraka?\(^{117}\)

hā yā ʾustāz, bitrūḥ ṣalāṭi l-ʾīd al-yawm?

While mostly, explicit references to the geographic or national framework for the narratives are absent, there are two exceptions.

The script for video 1.5. gives precise information about where the narrative takes place: salṭanat ʿumān. fī t-ṭarīq ʾilā balad sayt.\(^{118}\)

The mentioned balad sayt is a little village, located on the north-eastern slope of the ǧibāl al-ḥaḡar.\(^{119}\) With the geographic location disclosed in such a concise way, it becomes possible

\(^{114}\) Video 6.1.
\(^{115}\) Video 6.3.
\(^{116}\) Video 3.6.
\(^{117}\) Video 6.3.
\(^{118}\) Video 1.5.
\(^{119}\) s.https://www.google.at/maps/place/Bald+Sayt,+Oman/@23.1899108,56.9488962,8.5z/data=!4m5!3m4!1s0x3e8e90ea3d3cf541:0x388fabe64e0d12c5!8m2!3d23.1902314!4d57.3877716.
to describe and exemplify the apparent problem of dialectal inhomogeneity which manifests itself in these scripts.

In terms of dialectal elements that should be specific or exclusive for this area, there is only one to be found, namely the affrication of the velar occlusive kāf, which is realised as čāf (Ex.35).

This is contrasted by the repeated realisation of qāf as qāf or gāf (Ex.36), which is not common in sedentary dialects of this region, since the qāf here tends to turn into kāf. Interestingly, even the speaker who uses the čāf, an old man, enunciates the qāf repeatedly (Ex.37). Apart from this, the script shows many elements that can be just as well attributed to other parts of Oman or the Gulf region in general (Ex.38).

Ex.37. čēf
čēf tọstati’ biyya man ḥa-trūh?\textsuperscript{120}

Ex.38. qāf/gāf
kurrah al-qadom ’ahamm šī’ fī ḥayātī.\textsuperscript{121}
ḥad yugaf ma’ahu ya’ni.\textsuperscript{122}

Ex.39. gāf
w ḥōnna mītrāqin dāḥil manātq.\textsuperscript{123}

Ex.40. gīm
’iḏlā mā yūgad fiyya ’argul ’al’ab kurrah qadom.\textsuperscript{124}

The second script claiming a fixed locational framework is 9.6., which consistently announces Kuwait as the central motive of the narrative:

\textsuperscript{120} Video 1.5.
\textsuperscript{121} Video 1.5.
\textsuperscript{122} Video 1.5.
\textsuperscript{123} Video 1.5.
\textsuperscript{124} Video 1.5.
One dialectal feature that is characteristic for Kuwait is the realization of kāf as čāf. It can be found multiple times in the script:

Ex.42. li-ʾannǝčʾ/ʾašānič/nuḥibbiċ

w li-ʾannǝčʾ anti ʾummnā l-kwayt.ʾašānič mustaʾiddīn l-ayy šayʾ.

But again we see the use of features that can be attributed to the Golf region in general, like the realization of ġīm as yāʾ:

Ex.43. yamaʾatnā

w yā farḥa yamaʾatnā.

Interestingly, a few features do seem to be out of place, like the realization of qāf as ġayn and not as for example ġāf or ǧāf, which would be more typical for the region, or again, the omitted enunciation of interdentals:

Ex.44. as-ṣadāğa/b-tawābatnā

w li-ʾanhāʾ an as-ṣadāğa ʾawwadatnā.

nǝtmassǝk b-tawābatnā.
4.2.2. Syro-Lebanese dialects

The number of scripts containing elements indicating the use of Levantine dialects is considerably lower than that for dialects of the Gulf region, with only two scripts from VW clearly using them. Again, it is very difficult to allocate them to a particular country instead of a region.

As main indicators serve the frequent realization of ġīm as źīm and that of qāf as hamza as well as the loss of interdentals:

Ex.45. hamza/žīm/tāʾ/zāy

šū Ṭāriʾ? 132

ḥa-yilḥaʾ... 133

ʾawwal mā yužīk ǝl-muwaẓẓaf: 134

ʾmmnak ḥabbarātnīʾʾmmnak kīr šāṭir. 135

ḥamsa snīn kafāla w tlāta snīn šiyāna maṭṭānīya. 136

zakāʾ - huwaʾʾinnak taḥtār bi-zakāʾ. 137

This is complemented rather well by the use of interrogative pronouns that all match the language area and also a few lexical items that are exclusive for it:

Ex.46. kīf/šū/ḥabballīš

kīf la-kāna. 138

šū ḥabībī tkūn bass tikbar? 139

132 Video 14.1.
133 Video 14.2.
134 Video 14.2.
135 Video 14.1.
136 Video 14.2.
137 Video 14.1.
138 Video 14.2.
139 Video 14.1.
Contrary to the scripts that were attributed to the Gulf region, there are basically no linguistic elements to be found here which would contradict the use of Syro-Lebanese dialects.

4.2.3. The Egyptian/Cairene dialect

The remaining four scripts from VW all show an exclusive use of the Egyptian, or to be more precise, the Cairene dialect. These scripts form the exception out all 65 scripts from both corpora, in that they are immediately ascribable to a particular language area without explicitly addressing this in the narrative itself.

On a phonological level this is primarily made obvious by the realization of qāf as hamza, that of ġīm as ġīm and that of ṭāʾ as tāʾ:

Ex.47. **hamza/ġīm/tāʾ**

bi-mazāyā mā bʿtīʾhā b-ḡayr sayyārāt min nafs ʾal-ʾfīʿa. bi-ḥams w tmānīn alf w tisʿamiʾ dirham bass.\(^{141}\)

tīṭaʿ hilwa w lāzim tisluʿ il-lāḥma kwayyis giddan.\(^{142}\)

w māmā ḥa-tābʿa mašḡūla l-fatraʿ illī gayya maʿaʿ ibrāḥīm.\(^{143}\)

bīʿūlʾ ĉh?\(^{144}\)

Additionally, many lexical items, like certain particles, pronouns, adjectives and active participles that are being employed in the scripts leave no doubt about the Cairene background of the variety in use:

Ex.48. **bitaʾīš/mā-tinsākš/dīʿ/ʾizzayy/ kidaʿ/ʾēh/šāyifaʿ/awi**

w ṣāmā bṛšīrīʿ arābīya min Völkwāgen bitaʾ ēš maʿ kaʿ alā ṣūl.\(^{145}\)

\(^{140}\)Video 14.2.

\(^{141}\)Video 14.3.

\(^{142}\)Video 14.4.

\(^{143}\)Video 14.5.

\(^{144}\)Video 14.6.
W lammā ybā’ū la-k ʾarabīya,ʾin-nās dī mā-tinsāḵš.\textsuperscript{146}

ʾizzayy il-ʾēla kida.\textsuperscript{147}

šāyifa al-ʾarabīya dī, fī-hā qimmati l-ibdāʾ at-taknūlōği.

ʾēh rāʾyuk? šāyifa al-ʾarabīya dī, fī-hā qimmati l-ibdāʾ at-taknūlōği.\textsuperscript{148}

mutšakkir ʾawi.\textsuperscript{149}

With the exception of a few elements that stem from Standard Arabic, these four scripts therefore fully represent the Cairene dialect:

Ex.50. sayyāra

ʾāsdī s-sayyāra ʾillī rakibhā ḥadrātak.\textsuperscript{150}

\textsuperscript{145} Video 14.4.
\textsuperscript{146} Video 14.4.
\textsuperscript{147} Video 14.4.
\textsuperscript{148} Video 14.5.
\textsuperscript{149} Video 14.6.
\textsuperscript{150} Video 14.6.
5. CONCLUSION

The majority of car advertisements that have been designed by international corporations and were intended for circulation in the Arab world seem to employ Modern Standard Arabic, with the ones using lower variety forms of Arabic differing from them in a number of ways.

First of all, the scripts which use dialectal forms of Arabic utilize a largely different vocabulary, their narratives take place in contexts that tend to depict social situations, their protagonists frequently interact with each other on a verbal level and the way the product or the brand are being referred to tends to be less direct. Most content words relate to a larger amount of subjects, which are embedded in the fictitious setting of the narrative, like specific cultural events and matters such as *ramāḍān*. The exception here can be found in various slogans, which often remain unchanged regardless of the type of language the underlying script uses.

On the other hand, the scripts which employ MSA only rarely exhibit extended passages of dialogue and with the exception of three out of 50 scripts exclusively rely on exposition through narration. The most frequently occurring nouns, adjectives and verbs relate to the categories established in chapter (3.1.). These are the product, the consumer, the brand and the fictitious context in which the narrative takes place.

It can be stated that the most frequently occurring nouns and adjectives are of particular importance in terms of enhancing brand-personality by carrying mostly positive connotations and demonstrating the central features and benefits of a brand or product. When it comes to verb forms the extensive use of imperative forms must be mentioned, since this represents the most prominent way of addressing the consumer on a grammatical level in the scripts.

In terms of dialectal elements it can be stated that they appear in the vast majority of scripts, with the few items occurring in the MSA scripts of Corpus A being mostly phonological in nature.

The scripts in Corpus B on the other hand show an abundant use of different phonological, morphological and lexical elements that can be clearly described as pertaining to various lower-variety forms of Arabic.

Yet only a few scripts show the consistent use of elements that are clearly assignable to a certain language area, which in the case of five out of 15 dialectal scripts is the urban dialect
of Cairo. Two scripts employ Syro-Lebanese dialects and most of the remaining eight scripts can only be assigned to the Gulf region in general, since they show elements and features attributable to lower variety forms of Arabic spoken in several language areas.

So it can be concluded that advertisements targeting the Arab world do employ different dialectal forms of Arabic, with the types of advertisements featuring lower variety forms of Arabic differing considerably from those using mainly MSA.

Apart from this, most of what has been laid out in chapters 1.3, 1.4. and 1.4.1. can be observed in these scripts:

Slogans are utilized repeatedly in order to build brand-personality, with their most prominently featured lexical items oftentimes corresponding with those listed in the frequency analysis. The systematic use of foreign languages, German and English, with many slogans not containing a single Arabic word, is made more than apparent in the lists of slogans in Appendix A.

Also, the creation of fictitious scenarios is a consistently recurring instrument for establishing a communicational framework in which the consumer can be addressed.

Lastly, the abundant use of dialectal forms of Arabic clearly represents an approach related to the idea of “ethno-marketing”.

5.1. Research outlook

This thesis can serve as a starting point for further research on several levels.

First of all, a comparative study can be carried out, which would imply a considerable expansion of both corpora. Scripts utilizing additional lower-variety forms of Arabic can be taken into account as well as scripts designed for circulation in other language areas with different cultural backgrounds, like Europe or the United States.

These scripts and videos can furthermore be analysed with regard to relevant rhetoric concepts and patterns as well as in terms of their cinematic features, meaning sound, *mise en scène*, music and the depiction of cultural products in general.
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YouTube.com: https://www.youtube.com/watch?v=Y0aTg57Ca68. Last Access: 10/01/2017.
8. LAND ROVER:


YouTube.com: https://www.youtube.com/watch?v=4Q9w8F0aO0E. Last Access: 10/01/2017.


9. LEXUS:


10. LINCOLN:


YouTube.com: https://www.youtube.com/watch?v=7q86ATj3kVQ. Last Access: 10/01/2017.

11. NISSAN:


YouTube.com: https://www.youtube.com/watch?v=_vXsC7fDbBo. Last Access: 10/01/2017.

12. TOYOTA:


VIDEOS CORPUS B:

1. AUDI:


2. CHEVROLET:

YouTube.com: https://www.youtube.com/watch?v=XVms5yUMODA. Last Access: 10/01/2017.


3. FORD:


4. HYUNDAI:

5. **LAND ROVER:**


6. **NISSAN:**


7. **VW:**


YouTube.com: https://www.youtube.com/watch?v=A_c5BHbMD_o. Last Access: 10/01/2017.


Appendices

Appendix A

Appendix B
APPENDIX A

DIALECTAL ELEMENTS CORPUS A

1. AUDI

Videos 1.1./ 1.2./ 1.3./1.4.

Number of spoken words: 138
Thereof Arabic: 124
Number of written words: 104
Thereof Arabic: 82
Total Number of words: 242
Total Number of Arabic words: 206
Total Number of dialectal elements: 10
Total Number of English words: 36

Slogans:
‘āfāqu ǧadīda li-šaġafi l-qiyāda.
at-taqaddum ʿabra at-taknūlūğīyā.
tamma qubūl taḥaddī.
li-taṣila li-l-maḡd, lā tatawaqqaf.

Dialectal elements:
Phonology:

- Consonants:

  ġīm realized as źīm:

  nuẓūm

  mażd (3)

  žažāʼa

  natīţatun

  nuwāţahu

  žurʼa (2)

  saţţil

  gāf realized as hamza:

  ‘arīban
2. CADILLAC

Videos: 2.1./2.2./2.3./2.4./2.5./2.6.

Number of spoken words: 204
Thereof Arabic: 194

Number of written words: 21
Thereof Arabic: 7

Total Number of words: 225
Total Number of Arabic words: 201
Total Number of dialectal elements: 4
Total Number of English words: 24

Slogans:

*al-‘ūlā ‘alā l-‘iṭlāq
’aqdam bi-‘aţama
w al-‘ālam yaqtadī

Dialectal elements:

Phonology:

- Consonants:
  
  ġīm realized as ūm:

  ḍaţīţ

  zuţāţ

  ḥāřīţ
- Vowels:

  **Alternating vowels:**

  'uslūbeh
3. CHEVROLET

Videos: 3.1. /3.2. /3.3. /3.5.

Number of spoken words: 192
Thereof Arabic: 192

Number of written words: 88
Thereof Arabic: 82

Total Number of words: 280
Total Number of Arabic words: 274
Total Number of dialectal elements: 4
Total Number of English words: 6

Slogans:
᾿iktashiṭ ‘āfāqan ǧadīda.
Find New Roads.

Dialectal elements:

Morphology:
- Numerals

Elision of vowel in the first syllable/ Loss of last syllable -ṣ:

tāʿ ʔaṣ

Phonology:
- Consonants:

tāʾ realized as tāʾ:
tlāt

- Vowels:

Alternating vowels of definite article:

әl- (2)
4. FORD

Videos: 4.1. /4.2. /4.3. /4.4.

Number of spoken words: 271
Thereof Arabic: 271

Number of written words: 116
Thereof Arabic: 79

Total Number of words: 387
Total Number of Arabic words: 350
Total Number of dialectal elements: 14
Total Number of English words: 37

Slogans:
‘ilā ʿabʿad madā

min ġilin, ʿilā ġil.

Built Tough.

Dialectal elements:

Phonology:
- Consonants:

\textit{qāf} realized as \textit{gāf}:

\textit{niladdim}

\textit{ʾagwā}

\textit{guwwa}
ğīm realized as žīm:

tażāribi

židdan

tażannubuhā

yažʿaluḥu

yažʿalu

al-žādid

žarrib

mažžānan

ṯāʾ realized as tāʾ

ʾitnēn

- Vowels:

Monophthongization:

ʾitnēn

Morphology:

- Numerals:

Loss of last syllable -ar:

ḥamsat ʾaš
5. GMC

Videos: 5.1. /5.2. /5.3.

Number of spoken words: 130
Thereof Arabic: 129
Number of written words: 31
Thereof Arabic: 26
Total number of words: 161
Total number of Arabic words: 155
Total number of dialectal elements: 11
Total number of English words: 6

Slogans:
yafri duhaybatah

Dialectal elements:

Phonology:
- Consonants:

  qāf realized as hā‘:

  waḥt

  nahl

- Vowels:

  Alternating vowels:
sayyārətnā

təsāmah

kitābət

ʿismek

Morphology:

Dialectal Suffixation:

sayyārətnā

Elision of vowels in the construct state:

bi-musāʿadti

- Numerals:

Loss of last syllable -ar:

sittaʿaš
6. INFINTI

Videos: 7.1. /7.2. /7.3. /7.4.

Number of spoken words: 199
Thereof Arabic: 194
Number of written words: 18
Thereof Arabic: 3
Total Number of words: 217
Total Number of Arabic words: 197
Total Number of dialectal elements: 4
Total Number of English words: 20

Slogans:
Empower the Drive.
Inspired Performance.
‘unwānu l-‘aṣāla.

Dialectal elements:

Morphology:
- Vowels:

Elision of vowels in the construct state:

ṭalāṭmi‘a

Phonology:
- Vowels:
Alternating Vowels:

῾išrīna

Alternating Vowels of definite article:

il-

Consonants:

gāf realized as hamza:

manāṭiʾ
7. JAGUAR


Number of spoken words: 108
Thereof Arabic: 101

Number of written words: 78
Thereof Arabic: 50

Total Number of words: 186
Total Number of Arabic words: 151
Total Number of dialectal elements: 2
Total Number of English words: 35

Slogans:
The Art of Performance.

hal taš’ur bi-nabḍi l-ḥayāt?

How alive are you?

ḥāna dawruk.

Dialectal elements:

Morphology:

- Numerals

   Elision of vowel in the first syllable/ Loss of last syllable -ar:

   tlāt ’aš

Phonology:
- Consonants:

\[ \text{tā'} \text{ realized as tā'}: \]

\[ tlāt 'aš \]
8. **LAND ROVER**

**Videos: 9.1./9.2./9.3./9.4.**

Number of spoken words: 137
Thereof Arabic: 137

Number of written words: 67
Thereof Arabic: 36

Total Number of words: 204
Total Number of Arabic words: 173
Total Number of dialectal elements: 3
Total Number of English words: 31

**Slogans:**

ˈardī.

Above & Beyond.

**Dialectal elements:**

**Phonology:**

- **Consonants:**

  *qāf realized as čāf:*

  čālū

  *ğīm realized as žīm:*

  ˈažmali

  ˈaždādi
9. LEXUS

Videos: 10.1./10.2./10.3./10.4.

Number of spoken words: 45
Thereof Arabic: 43
Number of written words: 40
Thereof Arabic: 19
Total Number of words: 85
Total Number of Arabic words: 62
Total Number of dialectal elements: 2
Total Number of English words: 23

Slogans:

mustawḥā mina t-taṣmīn.

Lexus - Amazing in motion.

Dialectal elements:

Phonology:

- Vowels:

    Alternating Vowels of definite article:

    *il* (2)
10. Lincoln

Videos: 11.1./11.2/11.3.

Number of spoken words: 184
Thereof Arabic: 170

Number of written words: 10
Thereof Arabic: 6

Total Number of words: 194
Total Number of Arabic words: 176
Total Number of dialectal elements: 4
Total Number of English words: 18

Slogans:
-

Dialectal elements:

Phonology:
- Consonants:

\textit{qāf realized as hā'}:

- \textit{mintahati}
- \textit{šarbi}
- \textit{naḥalathum}
- \textit{taḥbīlu}
11. **NISSAN**

**Videos: 12.1./12.2./12.3./12.4./12.5**

Number of spoken words: 149
Thereof Arabic: 149

Number of written words: 75
Thereof Arabic: 51

Total Number of words: 224
Total Number of Arabic words: 200
Total Number of dialectal elements: 6
Total Number of English words: 24

**Slogans:**

*waqt al-'ihtibār.*

*ḫuḏ mawqifan*

*'ibdā‘un yuḏīru l-ḥamās.*

Innovation that excites.

*Shift._*

*šaġafun yatağuḍaddad.*

**Dialectal elements:**

Phonology:
- Consonants:

  *ḡīm* realized as *ḏīm:*
žamī`

žaddid

yatažaddad

ʾiẓāba

qāf realized as gāf:

ʾašgak

- Vowels:

Alternating Vowels of definite article:

il-
12. TOYOTA

Videos: 13.1./13.2./13.3.

Number of spoken words: 81
Thereof Arabic: 81
Number of written words: 46
Thereof Arabic: 34
Total Number of words: 127
Total Number of Arabic words: 115
Total Number of dialectal elements: 1
Total Number of English words: 12

Slogans:

Toyota /ʾakād.

dāʿif il-ḥamās.

Hāylūks - al-ğadīdu kulliyā.
al-mustaqbal bayn yadayk.

Dialectal elements:

Phonology:

- Vowels:

  Alternating Vowels of definite article:

  il-
DIALECTAL ELEMENTS CORPUS B

1. AUDI

Video 1.5.

Number of spoken words: 152
Thereof Arabic: 152
Number of written words: 32
Thereof Arabic: 27
Total Number of words: 184
Total Number of Arabic words: 179
Total Number of dialectal elements: 77
Total Number of English words: 5

Slogans:

al-mağd lā yahudduh al-makān.
at-taqaddum 'abra at-taknūlūğıyā.

Dialectal elements:

Phonology:

- Consonants:

  qāf realized as gāf`:

  yūgad
’argul

Gabat

gamīla

yarqas

yugaf

qāf realized as hā’:

nahṣ

kāf realized as čāf:

čēf

Hamza realized as yā’:

dāyman

sīn realized as tā’:

’ithattnu

- Vowels:

Alternating vowels:

l-qadḵm (2)

’usāʾandbox

mubārxyāt

’asɔwwī

l-mil’ab

yaqalläd

l-bēt (2)

yarqas
murāwagāṭeh
ʾəhwānəh
yugaf
tuwassəl
ʾl-lāʾəb (2)
la-hādā
twassəl
ʾilēh
mətribbīn
ḥənna
manāṯeq
wasaλnə
ʾəllī
təstaṭīʾ
ʾatmənṇā
ʾarīd
muʾzəb
yəkūn
sīde
ʾatmannā (2)
maḥtarrəf
ʾāqəf

Alternating vowels of definite article:
әl-kurra (2)
әl-‘ishānī
il-ġibāl
әl-lāʾəb

Monophtongization:

l-bēt (2)
ʾilēh

Morphology:

Elision of short vowel in the first syllable:

mkān
twaṣṣəl
ḥa-trūh
ykūn (2)

Elision of short vowel in the second syllable:

laqtāt

Dialectal Suffixation:

ʾuqallidhā

Verb prefix ḥa-:

ḥa-trūh

Lexis:

šīʾ (2)
šāhid
čēf
ʻaṣūf
ḥad
ʻillī
rāḥ
dawr
hāy
mōtribbīn
mithrāqīn
biyya man
ḥālim
sīde
ʻil-lā ʻibī
yimšī
2. CHEVROLET

Video 3.4.

Number of spoken words: 42
Thereof Arabic: 42
Number of written words: 4
Thereof Arabic: 0
Total Number of words: 46
Total Number of Arabic words: 42
Total Number of dialectal elements: 16
Total Number of English words: 4

Slogans:
‘iktasif ʿāfāqan ǧadīda.

Find New Roads.

Dialectal elements:
Phonology:
- Consonants:
  
  *hamza* realized as *vāʾ*:

  *dāyman*

  *gāf* realized as *gīm*:

  *ṭarīgī*

- Vowels:
Alternating vowels:

῾ubūyə
məšēt
῾əšt
῾əmtalakt
kebīrə

Alternating vowels of definite article:

ən-nağāḥāt
ən-nās

Monophtongization:

məšēt
zēn
῾alfēn

Morphology:

Dialectal Suffixation:

῾ubūyə
darbah

Lexis:

῾ārif
zēn
Video 3.6.

Number of spoken words: 40
Thereof Arabic: 40
Number of written words: 9
Thereof Arabic: 4
Total Number of words: 49
Total Number of Arabic words: 44
Total Number of dialectal elements: 15
Total Number of English words: 5

Slogans:
ˈiktasif ˈāfāqan ˈgādīdā.
Find New Roads.
ṣayṭir.

Dialectal elements:

Phonology:
- Consonants:

qāf realized as gīm:

ɡul

at-ṭarēg

ɡīm realized as źīm:

li-l-ˈiṭimāʾ

- Vowels:
Alternating vowels:

ǝṭ-ṭarēg

ʾǝnt

Alternating vowels of definite article:

ǝl-māyistrū

Monophtongization:

ʾalfēn

Morphology:

Elision of short vowel in the first syllable:

tkūn

- Numerals:

Loss of last syllable -at:

sittʾaš

Lexis:

hālū (2)

ʾa

šakalaka

māšī

bass
3. FORD

**Video 4.5.**

Number of spoken words: 54  
Thereof Arabic: 54  
Number of written words: 21  
Thereof Arabic: 21  
Total Number of words: 75  
Total Number of Arabic words: 75  
Total Number of dialectal elements: 23  

**Slogans:**

*tawalla l-qiyāda.*

**Dialectal elements:**

**Phonology:**

- Consonants:

  *qāf realized as gīm*:

  *al-ḥagīga*

- Vowels:

  **Alternating vowels:**

  *kill*

  *ṭhayyaltḥ*

  **Monophtongization:**
kēf
l-yōm
zannēt

Morphology:

Elision of short vowels in the first syllable:

ṯḥayyaltēh

Dialectal Suffixation:

ʿašūfhā (3)

Elision of long vowel:

ʿāmna

Dialectal stem V verb pattern:

ʿatḥayyal

Geminated verb conjugated as defective verb:

zannēt

Lexis:

kēf
ʿašūf (6)
ʿillī
rāh
hiy
4. HYUNDAI

Video 6.1.

Number of spoken words: 76
Thereof Arabic: 76

Number of written words: 12
Thereof Arabic: 7

Total Number of words: 88
Total Number of Arabic words: 83
Total Number of dialectal elements: 42
Total Number of English words: 5

Slogans:

New Thinking.
New Possibilities.

῾īdukum mubārak w kull yawm w ʾantum bi-ḥayr.

Dialectal elements:

Phonology:

- Consonants:

  - *gāf* realized as *gīm*:

    *bnilhaq*

  - *dāl* realized as *dāl*:

    *hādīh*
dāl realized as zāy:
‘ustāz

ğīm realized as žīm:

nfāżakū

- Vowels:
  Alternating vowels:
  lī-k
  rσgāl
  sawēnā
  ḥabbēna
  Alternating vowels of definite article:
  ḥl-wāḡib
  Monophtongization:
  al-yōm
  sawēnā
  ḥabbēna
  b-ḥēr (2)

Morphology:
  Elision of short vowels in the first syllable:
  bta ’ḥar
  ṭḥāf
  bnilhaq
  nfažākum
Verb prefix *b*-

-bta ḥar
-bnīlhāg
-bitrūḥ
-bitṣalī

Dialectal stem V verb pattern:

-bta ḥar
-ʾatfaḍdal
-ʾatfaḍdlī (2)

Elision of ʾāʾ:

-nsažākum

Lexis:

-yūbā
-hā
-bitrūḥ
-bābā
-šūf
-rāyhīn (2)
-wēn
-bass (2)
-wallā
-šū
ʻahlēn

Video 6.2.

Number of spoken words: 35
Thereof Arabic: 35

Number of written words: 8
Thereof Arabic: 3

Total Number of words: 43
Total Number of Arabic words: 38
Total Number of dialectal elements: 31
Total Number of English words: 5

Slogans:

*mubārak ʻalaykum aš-šahr.*

New Thinking.

New Possibilities.

Dialectal elements:

Phonology:

- Consonants:

\textit{tā’} realized as \textit{ṭā’}:

\textit{tamānīya} (4)

\textit{kitīr}
- Vowels:

  Alternating vowels:

  kitīr
  razz
  tābġī
  'itnēn (2)
  bētnā
  b-ḥēr

  Monophtongization:

  'itnēn (2)
  bētnā
  b-ḥēr

Morphology:

  Elision of short vowel in the first syllable:

  b-ḥēr

  Dialectal Suffixation:

  bētnā

- Numerals:

  tamānya (3)
  'itnēn (2)

Lexis:

  māmā
Video 6.3.

Number of spoken words: 62
Thereof Arabic: 62
Number of written words: 5
Thereof Arabic: 2
Total Number of words: 67
Total Number of Arabic words: 64
Total Number of dialectal elements: 26
Total Number of English words: 3

Slogans:
ramaḍān mubārak.
Ramadan Mubarak.

Dialectal elements:

Phonology:
- Vowels:

Alternating vowels:
tifkbar

tatifakkir

al-bagra (2)

al-her (2)

kill

Alternating vowels of definite article:

il-baraka

Monophtongization:

i’tanenā

al-her (2)

Morphology:

Elision of short vowel in the first syllable:

ṣṣ-ṣġira

tṣir

kbir

Dialectal Suffixation:

’agibatik

Dialectal stem V verb pattern:

tatfakkir

Lexis:

bābā (2)

’eš (3)

‘illī
rāḥ (2)

ba’dēn

kida
5. LAND ROVER

Video 9.6.

Number of spoken words: 62
Thereof Arabic: 62
Number of written words: 5
Thereof Arabic: 1
Total Number of words: 67
Total Number of Arabic words: 63
Total Number of dialectal elements: 42
Total Number of English words: 4

Slogans:

ʻardī.

Above & Beyond.

musta‘idd l-ayy šay’.

Dialectal elements:

Phonology:

- Consonants:

  kāf realized as čāf:

  li-‘annāč

  nuḥibbič

  ʻašānič
hamza realized as yā’:

dāyiratnā

nābdī
tā’ realized as tā’:

b-tawābatnā
gīm realized as vā’:

yama’atnā
gāf realized as gavn’:

aṣ-sadāga

Omission of initial hamza:

l-ayy (2)

- Vowels:

Alternating vowels:

b-kullǝ

nǝtmassǝk

nābdī

nǝṣna’

‘ǝyyah

nǝstǝmidd

tǝyyib

musta’iddin

Alternating vowels of definite article:

lǝ-kwayt (3)
Morphology:

**Dialectal Suffixation:**

- dāyiratnā
- bidāyatnā
- masʾūlīyātnā
- ʾardnā
- ġannatnā
- saʾādatnā
- quwwatnā
- ʿizwatnā
- ḥālnā
- yamaʾatnā
- ʿumnānā

**Elision of short vowel in the first syllable:**

- lә-kwayt (4)
- b-kullә
- b-tawābatnā

**Alternating structure of definite article:**

- lә-kwayt (3)

**Lexis:**

- ʾillī
6. NISSAN

Video 12.6.

Number of spoken words: 30
Thereof Arabic: 30
Number of written words: 4
Thereof Arabic: 0
Total Number of words: 34
Total Number of Arabic words: 30
Total Number of dialectal elements: 11
Total Number of English words: 4

Slogans:
Innovation that excites.

Dialectal elements:

Phonology:
- Consonants:

  *qāf* realized as *gīm*:

  *galbī*

  *guwwa*

  *raṣīf*

  *gīm* realized as *gīm*:
- Vowels:
  Alternating vowels:
  
  tițîn

  Monophtongization:
  
  hagît
  yîm
  dîm

Morphology:

  Dialectal Suffixation:
  
  šîmatah
  'ašîlah

Lexis:

  dîm
7. VOLKSWAGEN

Video 14.1.

Number of spoken words: 56
Thereof Arabic: 55

Number of written words: 4
Thereof Arabic: 3

Total Number of words: 60
Total Number of Arabic words: 58
Total Number of dialectal elements: 35
Total Number of German words: 2

Slogans:
‘iḥtar bi-zakā’.
‘iḥtar bi-ḏakā’.

Dialectal elements:

Phonology:
- Consonants:

\[ gāf \text{ realized as hamza:} \]

\[ ʕārī’ \]

\[ dāl \text{ realized as zāy:} \]

\[ zākī \]

\[ zākā’ (3) \]
trusted as ṭā‘:

ktīr

mitl (3)

- Vowels:

Alternating vowels:

ʾommak

ḥabbitānī

ʾʾannak

tikbar

ʾʾkūn

bәddi (2)

bәddak

bәdd

Alternating vowels of definite article:

ʾәl-ʾawwal

Morphology:

Elision of short vowels in the first syllable:

ktīr

tkūn (2)

ykūn

Dialectal Suffixation:

ʾʾommak

bәddak
Lexis:

šū (2)
bass
kamān
bəddi (2)
bəddak
bədd
bayyu
bābā

Video 14.2.

Number of spoken words: 56
Thereof Arabic: 53
Number of written words: 7
Thereof Arabic: 5
Total Number of words: 63
Total Number of Arabic words: 58
Total Number of dialectal elements: 47
Total Number of German words: 5

Slogans:
Das Auto.
Dialectal elements:

Phonology:

- Consonants:

  - *qāf* realized as *hamza’*:
    - *yilḥa’*
  - *tā’* realized as *tā’*:
    - *tlāta*
  - *ğīm* realized as *žīm*:
    - *yuẓīk*
    - *bətbališ*
    - *maẓẓānīya*

- Vowels:

  Alternating vowels:
  - *kīf* (2)
  - *bəddək*
  - *təl’abḥā*
  - *hēk* (2)
  - *hɔzz*
  - *lɔ-k*
  - *ba’dən*
  - ‘əhmū*
  - *hōn*
  - *bətbališ*
Alternating vowels of definite article:

Morphology:

Monophtongization:

Verb prefix \textit{b-}:

Verb prefix \textit{ha-}:
- Numerals:

   Elision of short vowel in the first syllable:

   \( tlāta \)

Lexis:

   \( kīf \) (2)

   \( bōddek \)

   \( hēk \) (2)

   \( baˈdēn \)

   \( hōn \)

   \( šū \)

   \( snīn \) (2)

**Video 14.3.**

Number of spoken words: 32

Thereof Arabic: 29

Number of written words: 11

Thereof Arabic: 9

Total Number of words: 43

Total Number of Arabic words: 38

Total Number of dialectal elements: 12

Total Number of German words: 5
Slogans:
Das Auto.

Dialectal elements:

Phonology:

- Consonants:

  *qāf* realized as *hamza*:

  *b*ˤ*līْhā*

  *tāʾ* realized as *tāʾ*:

  *tmānīn*

- Vowels:

  Alternating vowels:

  *b*ˤ*līْhā*

  *tisʾami*

  *kānt*

  Alternating vowels of definite article:

  *ʾl-fiʾa*

  Monophtongization:

  *šīʾ*

  *marratān*

Morphology:

Elision of short vowels in the first syllable:

*tmānīn*

*b-ġayr*
Verb prefix \( b \cdot \):

\[ b^\text{3} \text{tlī}'\text{hā} \]

- Numerals:

Loss of last syllable \( -\text{at} \):

\[ \text{tis}'\text{ami} \]

Lexis:

\[ \text{bass} \]

**Video 14.4.**

Number of spoken words: 83

Thereof Arabic: 80

Number of written words: 6

Thereof Arabic: 0

Total Number of words: 89

Total Number of Arabic words: 80

Total Number of dialectal elements: 54

Total Number of German words: 5

Total Number of English words: 4

Slogans:

German engineering for everyone.

Das Auto.
Dialectal elements:

Phonology:

- Consonants:

  qāf realized as hamza’:
  
  tislu’
  
  btab’ā
  
  ġīm realized as gīm:
  
  giddan (2)
  
  gamā’a.

- Vowels:

  Alternating vowels:
  
  tiṭla’
  
  tislu’
  
  ‘inta
  
  biṣṭirī (2)
  
  niṣṭarī
  
  mā-tinsākš
  
  li-k
  
  Alternating vowels of definite article:
  
  il-laḥma
  
  il-ḥēr
  
  il-‘ēla
  
  Monophtongization:
il-ḥēr
bēthā
il-ʾēla (2)

Morphology:

Elision of short vowel in the first syllable:

kwayyis
tsīb
bištiširi (2)
btiḏḏik
btabʾā
byahdā
nrūh

Dialectal Suffixation:

bēthā

Verb prefix b-:

ʾibtʾamal
btiḏḏik
bištiširi (2)
bitaʾīš
btabʾā
byahdā

Alternate Negation:

mā-tinsāḵš
Lexis:

lāzīm
kwayyis
ḥalāṣ
tsīb
miš
bass
li-k
ʻarabīya/ʻarabīyāt
dī (2)
būddīk
ʻizzayyī
ʻizzayy
kida (2)
nrūḥ
byaḥdū
kamān

Video 14.5.

Number of spoken words: 80

Thereof Arabic: 77
Number of written words: 7

Thereof Arabic: 5

Total Number of words: 87

Total Number of Arabic words: 82

Total Number of dialectal elements: 27

Total Number of German words: 5

Slogans:

Das Auto.

Dialectal elements:

Phonology:

- Consonants:

  *qāf* realized as *hanza*:
  
  ḥa-ya′ʿud
  ḥa-tәb′a
  ḥala′a
  maʿʿәl

  *gīm* realized as *gīn*:
  
  hāga (2)

- Vowels:

  Alternating vowels:
  
  hina
  ḥa-yәl′ab
  ḥa-tәb′a
li-ki

'inti

Morphology:

Elision of short vowel in the first syllable:

I-fatra

Verb prefix ha-:

ḥa-yəl’ab

ḥa-ya’’ud

ḥa-təb’a

Lexis:

rāyiḥ

ʾōdat

māmā

ʾillī

gayya

bass

ʾarfa

ʾēh

šāyifa

dī

miš

kida
Video 14.6.

Number of spoken words: 33
Thereof Arabic: 30
Number of written words: 15
Thereof Arabic: 13
Total Number of words: 48
Total Number of Arabic words: 43
Total Number of dialectal elements: 21
Total Number of German words: 5

Slogans:
Das Auto.

Dialectal elements:

Phonology:
- Consonants:

  qāf realized as hamza’:

  ’aṣḍī

  bī ’ūl

- Vowels:

  Alternating vowels:

  ḥadratāk.

  bī ’ūl
Morphology:

Dialectal Suffixation:

ḥadrọtak.

Verb prefix b-:

bīʾūl

Lexis:

māšī

ʾawi

ʾēh (3)

dī (4)

ʾafandim (2)

ʾillī

ʾaywa (2)
APPENDIX B

TRANSCRIPTION AND TRANSLATION

1. AUDI

1.1. 'awdī A4 al-ğadīda kullīyā

A:

hāḍā mā tarā.

w hāḍā mā taš’uru bi-h.

hal tatadhakkar ḥulūmak bi-riyādati l-faqā’?

'al’āna yumkinuka tahqīqah.

aḍ-daw’ laysa sarī’an fi-ṣāb al-ḥasb - bal ḡakīyun 'aḍān.

hal tarā hāḍā z-zirr?

'innahu miftāhuka li-ʾālami n-nuẓūm.

'intaliq bihā.

w 'iš 'arwa’ 'iḥṣās.

'awdī A4 al-ğadīda kullīyā.

'B:

'awdī A4 al-ğadīda kullīyā.

---

151 The texts listed under (A:) represent the spoken word, those under (B:) represent the written word.
The all-new Audi A4

A:

This is what you see.

This is what you feel.

Do you remember your dreams of going to space?

Now you can make them come true.

Light is not only fast, but also intelligent.

Do you see this button?

It is your key to the world of stars.

Set out for it.

Experience the grandest of emotions.

The all-new Audi A4

New horizons for the passion of driving.

B:

The all-new Audi A4.

New horizons for the passion of driving.

Audi - Progress through technology.

Book a date for a test drive on (...).
1.2. tahaddi 'awdi #1045 as-sibāq ma'a mis'ad 'atwal burğ fī l-‘ālam - burğ Ḥalīfa

A:

ramzāni bārizān.

mutanāfisān yuḥaṭṭimānī hudūd as-sur’a.

1: Radio check.

Standby.

5,4,3,2,1. Go, go, go.

'arīban 'alā (....).

B:

Burğ Ḥalīfa.

al-'irtifā': 828 mitrā.

Ǧabal Ḥafīt.

al-'irtifā': 1249 mitrā.

'idwārdū Mūrtārā – sā'iq AUDI SPORT.

Mūsā Ḥalfān Yāsīn – 'asra' 'addā' 100 mitr bi-l-imārāt.

tahaddî ‘awdi #1045 as-sibāq ma'a mis'ad burğ Ḥalīfa.

tamma qubūl tahaddī.

Audi RS 7 – 0 'ilā 100 km/sā'a ḥilāla 3.9 ūnīya.

Translation:

The Audi challenge #1045 competing with the elevator in the world’s tallest building

- Burğ Halīfa
A:

Two outstanding icons.

Two competitors, destroying the limits of velocity.

1: Radio check.

Standby.

5,4,3,2,1. Go, go, go.

Soon on (...).

B:

Burj Ḥalīfa.

Height: 828 meters.

Ǧabal Ḥafīt.

Height: 1249 meters.

Edoardo Mortara – AUDI SPORT driver.

Mūsā Ḥalfān Yāsīn – U.A.E’s fastest 100 meter sprinter.

The Audi challenge #1045 competing with the Burğ Ḥalīfa’s elevator.

Challenge accepted.

Audi RS 7 – 0-100km/h in 3.9s.

1.3. li-tasila li-l-maġd, lā tatawqqaf. Audi Q7 al-ĝadīda kullīyan

A:

aḥ-ṭarīqu ’ilā l-mażd laysa saḥlan.

ʾinnahu šāqq, ṣaʿb.

malīʿun bi-taḥaddīyāṭ.
Translation:

To achieve greatness, don’t stop. The all-new Audi Q7

A:

The road to greatness is not easy,
it is arduous and difficult.
It takes courage, and determination
And there is only one way to achieve greatness.
Don’t stop - ever.
To achieve greatness, don’t stop. The all-new Audi Q7.

B:

Audi - Progress through technology.
Greatness starts in 5,4,3,2,1.
To achieve greatness, don’t stop.

To achieve greatness, don’t stop. The all-new Audi Q7.

Audi - Progress through technology.

1.4. *tahaddī ’awdī aš-šarq al-’awsat*

A:

*at-taqaddum.*

*nātiżatun ṭabīʿiya.*

ḥīna nuṭliqu l-ʾimkānāt ʾilā l-ʾamām.

ḥīna nuḥaqqiqu l-mustahīl.

w lā nahšā l-munāfasa.

ḥīna nuwāžihu t-tañaddiyāti  bi-ʾżurʾa.

bi-muntahā l-ʾżurʾa.

nahnu fī ʾintizār al-mazīd mina t-tañaddiyāt.

ʾaqwā t-tañaddiyāt.

ṣażẓil fikrataka ʾalā (...)

nahnu mustaʾiddūn.

nādā ʾank.

B:

*tahaddī Audi aš-šarq al-ʾawsat.*

Audi - *at-taqaddum ʾabra t-tañnūlūqīyā.*

Translation:

The Audi Middle Eastern Challenge
A:

Progress

It occurs naturally,

when we push the limits.

When we achieve the impossible.

And do not fear competition.

When we face challenges with boldness,

utmost boldness.

Sign your idea up on (...).

We are ready.

Your call.

B:

The Audi Middle Eastern Challenge.

Audi - Progress through technology.

1.5.  tahaddī 'awdī  aš-šarg al-'awsat:ar-raqm 10

A:

1:  kurrat әl-qadәm 'ahamm šī' fī ḥayātī.

′idā mā yūgad fiyya ′argul ′al′ab kurrat qadәm.

šāhid mubәrәyāt miṯl mubәrәt bәršilәna w riyәl madrīd.

′idā gabat liyya kәf ′usawwihә

′ušәhid fī yәtyәb laqәtәt gamәla minәħ.

′asәwwi ′uqallidhә - fī l-bәt, fī l-mil′ab
‘ayy mkān ‘ādī.

(...)

2: ‘anā ‘ašūf ya’nī yaqalād ḍakarīyā dāyman mīssī yā ’nī.

w ḥattā fī l-bēt yā ’nī, yimsik kurra w yōrgās.

miṭl murāwaḡātōh ma’ā ṭḥwānīh yā ’nī.

naḥṣ mā fī da’m ra’īṣī - ḥad yugaf ma’ahu yā ’nī.

fī da’m ya’nī, da’m ra’īṣī ‘alšān tuwaṣṣoḥ әl-lā’әb l-ḥāḏā l-mustawā.

‘illī huwa twaṣṣoḥ ‘ilēḥ ‘iḥtirāf әl-kurra.

1: kunnā ‘awṣal li-d-dawr әl-’isbānī lalīgā w dawr ’abṭāl.

ḥāy kāna ṭumūḥī.

3: məṭribbīn dāḥil il-ġibāl.

w ḥonna mīṭrāqīn dāḥil manāṭq.

mā ‘insānī waṣalno (sic),

ʾollī bi-t-ta ’b.

cēf tọṣṭaṭī biyya man ḥa-trūḥ?

1: ḥālim w ʾommānā ʾanā ’akūn mīssī l-’arab.

’arūd fī-hā muʾḥāb, taratānuh w šī’ ya’nī,

yqūn musaṭṭah, sīde

ʾaṣān ykūn ’iḥtāṭnu ʾil-lā ’ibī.

2: ʾommānā ykūn ḍakarīyā yimṣī fī ḥāḏā ṭ-ṭarīq ḋal-lā’әb maḥtarrṣaf.

ʾommānā bi-l-ʾaks an-nafs rāḥā ṣaqaf ma’ah w ʾusāʾәdōḥ .

B:

saṭṭanat ʾumān.
A: Football is the most important thing in my life.

Even if I had no legs, I would be playing football.

I watch the matches of Barcelona and Real Madrid.

If I like one I re-enact it.

I watch the nice clips of them on Youtube.

I imitate and re-enact them, at home, on the playground, everywhere.

2: I always watch Zakaria imitate Messi.

Even at home he messes with the ball and plays tricks on his brothers.

But there is no real help, someone who stands by him.

I am talking about help that makes a player reach that level,
reach that level of professionalism (sic).

1: I wanted to play in La Liga in Spain or Champions League.

That was my ambition.

3: We were raised in the mountains and here we are cut off.

People do not come here, It is too strenuous.

How can you leave here?

1: I dream to become the Arabic Messi.

I want to have a grassy arena,

that is even and straight.

So the players can make progress.

2: I hope that Zakaria will keep walking on this path as a professional player.

But I also hope, that I will stay by his side to help him.

B:

Sultanate Oman.

On the road to Balad Sit.

The Audi Middle Eastern Challenge presents: Number 10

Audi Challenge #1040

Lighting a football stadium

Challenge complete

Glory is not limited by place.

Audi - progress through technology.
2. CADILLAC

2.1. Cadillac CT6

A:

‘alā qadri ‘ahli l-‘azm ta‘fī l-‘azā ‘ima.

Kadīlāk CT 6 - al-‘ūlā ‘alā l-‘īlāq.

B:

Cadillac

‘aqdam bi-‘azama

Translation:

Cadillac CT6

A:

You can only go as far as you push.

Cadillac CT 6 - The very first.

B:

Cadillac.

Advanced splendour.

2.2. nahnu V

A:

nahnu V.

sābiqīn az-zaman.
natawallā l-qiyyāda

fī l-mazhari w fī l-ḡawhar

fī kulli šay’īn.

nabhaṭu ‘an ḏalāṭati ‘ašhāsin tīsrī l-mūḍa fī ‘urūqihim yawmiyān.

w al-mūḍatu bi-n-nisbatī ‘ilayhim tusbaq, lā tulḥaq.

w al-‘anāqatu ladayhim mas’ūlīya.

layla nahāra.

bi-dūnī ‘i’dīr.

‘aw taqṣīr.

‘aw taḥīr.

li-kulli man yaqūdu bi-‘uslūbeh, haǧīhi risālat taḥǧīr.

sa-naǧiduka ‘aynamā kunt

fa-kun ‘alā ‘isti’dād.

B:

V

Translation:

We are V

A:

We are V.

Precursors of time.

We have taken control off shape, and essence,
and everything.

We are searching for three individuals with style circulating through their veins - everyday.

For them, style always comes first, never second.

And for them, elegance is a responsibility.

Day and night.

No excuses.

No shortcomings.

Or delays.

To everyone, who drives in style, this message is warning.

We will find you, wherever you are.

So be prepared.

B:

V

2.3.  

kBālat al-ġaddīda: maqsūra ḥādi‘a

A:

kBālat CTS.

ma’ā niżām Būs Active Noise Cancellation.

li-‘azli ḍ-ḍażīz w zuţaż ma’ā ṭabaqa mutassṣa li-ṣ-ṣawt.

na’ām.

sa-yabdū la-k al-ḥařiż ka-filmin şāmit.

B:

The Cadillac CTS Bold
The new Cadillac CTS B: A quiet cabin

A:

The Cadillac CTS.

With Bose Active Noise Cancellation System.

For noise insulation.

And glass, equipped with a sound absorbing layer.

Yes.

Your surroundings will seem like a silent movie.

B:

The Cadillac CTS Bold.

Cadillac.

2.4. kādīlāk CTS B al-ģadīda: tahallat 'an al-kaṭīr min waznihā

A:

kādīlāk CTS.

tahallat 'an al-kaṭīr min waznihā

muqāranatan bi-l-‘āmi l-māḏī.

dā‘īman ḥarīṣatun ‘alā rašāqati qawāmihā

w ‘anāqati ṭallatihā.

w hāḏā mā yu’azzizu tafarrudahā.
B:

The Cadillac CTS Bold

Cadillac

Translation:

The new Cadillac CTS B: It has left a lot of weight behind

A:

The new Cadillac CTS

has left a lot of weight behind

compared to last year.

Always keen on the graciousness of its strength

and the elegance of its appearance.

That is what pushes its uniqueness.

B:

The Cadillac CTS Bold

Cadillac

2.5.  

A:

*bābun yuṭaḥu kahraḥā’īyan*

*ma’a ḏākira li-ḥafzi l-’irtifā’.*

qiyyāsī.

*tašgīlun ‘an bu’d.*
qiyyāsī.

ad-duḥūl bi-dān ʾistīḥdāmi l-miftāḥ.

qiyyāsī.

w ʾalʾān nizām CUE min kādīlāk

ʿallaḏī yadaʾ ʾālam mina l-maʾlūmāt bayn yadayk.

ʿaydan qiyyāsī.

kādīlāk SRX ʿalfayn w ḥalāṭata ʾašar.

li-ʾanna hayātak taʃūqu maqāyīs.

B:

Cadillac.

w al-ʾālam yaqtadī.

Translation

The 2013 Cadillac SRX

A:

Power Liftgate with Memory Height.

Standard.

Remote Start.

Standard.

Keyless Access.

Standard.

And now with the Cadillac CUE system

which puts a world of information in your hands.
Also standard.

The 2013 Cadillac SRX.

Because your life rises above all standards.

B:

Cadillac.

And the world follows.

2.6.  

A:

Also standard.

The 2013 Cadillac SRX.

Because your life rises above all standards.

B:

Cadillac.

And the world follows.

2.6.  

A:

Also standard.

The 2013 Cadillac SRX.

Because your life rises above all standards.

B:

Cadillac.

And the world follows.
Translation:

Always heading towards a new horizon

A:

Direct fuel injection.

308 horsepower.

An engine, designed to assist you on your way.

Wherever that way may be.

The Cadillac SRX.

It goes on with all the certainty and a new engine.

3,6 litre.

The most powerful standard engine in any luxury crossover.

We are not just an example for excellence.

We are Cadillac.

B:

Cadillac.

And the world follows.
3. CHEVROLET

3.1. *trayl blayzar al-ḡadīd kullīyan*

A:

šavrūlēh trayl blayzar ‘alfayn w tlaṭ ‘aš al-ḡadīd kullīyan

bi-maqā’idi sab’a w al-quwwatihi l-hā’ila

sa-taktašifu l-‘ālam bi-‘uslūbin ḡadīd

B:

ḥawwil qimam al-ḡibāl

‘ilā wiğhatik al-qādima.

ḥawwil mutasalliqī l-ḡibāl

‘ilā muşāt.

raḥāba w rāha miṭālīya

li-sab’at ‘aṣhāṣ

šavrūlēh trayl blayzar al-ḡadīd kullīyan

Translation:

The all-new Trail Blazer

A:

The all-new 2013 Chevrolet Trail Blazer.

With seven seats and immense power.

You will discover the world in a new way.

B:
Put the mountain tops right in front of you and turn mountaineers into pedestrians.

Spaciousness and comfort - second to none.

For seven persons.

The all-new Chevrolet Trail Blazer.

3.2.  šafrūlēh - šarikat as-sayyārāt al-’akṭar ḥaṣdan li-l-ġawā’ iz li-hādā l-‘ām

A:

‘indamā tas’ā li-’iktiṣāfi ʿāfāqin ḡadīda

fa-‘innaka lan tarđā bi-‘aqalli (sic) mina l-qimma.

w hādā yataṭallabu minka ‘an tartafi’ bi-l-’adā’i w al-mazhar.


ma’a fawz šavrūlēh kūrfīt stīnġrāy bi-laqab as-sayyārāti kūbēh li-’adā’i l-’alī l-’afdal

fi š-šarqi l-’awsaṭ li-ʿām ‘alfayn w ‘arba’ata ʿašar.

šavrūlēh - ‘iktāšif ʿāfāqan ḡadīda.

B:

šavrūlēh - aš-šarikat as-sayyārāti l-’akṭar ḥaṣdan li-l-ġawā’ iz li-hādā l-‘ām.

šavrūlēh kūrfīt stīnġrāy - ’afdal sayyāra kūbēh ‘ālīyat al-’adā’ fī š-šarqi l-’awsaṭ

li-ʿām ‘alfayn w ‘arba’at ʿašar.

Chevrolet - Find New Roads.
Translation:

Chevrolet – The car company winning the highest number of awards this year.

A:

When you set out to discover new horizons

you do not settle for less than the best.

And this demands of you to advance in performance and form.

That is why, this year, Chevrolet has earned more awards than any other car company,

with the Chevrolet Corvette Stingray winning the award “Highest performance of a Coupé in the

Middle East 2014“

Chevrolet - discover new horizons

B:

Chevrolet - The car company winning the highest number of awards this year.

Chevrolet Corvette Stingray – The best performing Coupé in the Middle East in 2014.

Chevrolet - Find New Roads.

3.3.  šafrūlīh mālībū: quwwat al-‘anāqa

A:

‘innahu l-mazharu l-’anīq‘allaḏī ṭamaḥṭa ‘ilayh.

‘innahu l-‘adā‘u l-qawwā ḍallāḏī waḏa‘aka fī l-muqaddima.

‘innahā ‘inṭilāqatu n-naḡāḥ ḍallaṯī ṭālāmā raḡibta bi-ḥā.

šavrūlēh mālībū: quwwatu l-‘anāqa.

šavrūlēh - ‘iktašif ‘āfāqan ǧadīda.
B:

taṣmīn mustawhā min kāmārū

taqyīm 5 nuğūm li-s-salāma

šavrūlīh māylīn māʾa šāšat lams 7“

Translation:

The Chevrolet Malibu – The Power of Elegance

A:

The elegant shape that you have been longing for.

The strong performance that puts you ahead.

The starting point for the success you have always desired.

The Chevrolet Malibu - The Power of Elegance.

Chevrolet - discover new horizons.

B:

Design, inspired by the Camaro.

5 Star - safety rating.

Chevrolet My Link with a 7“ touchscreen.

3.4. šafrūlīh tāhū 2015 al-ğadīda kullīyan. ʾistaʾidd li-l-hayāt

A:

ʾәbūyә mәṭәli l-ʾәlә.

w ʾalә darbah mәšēt.

ʾәst әn-nağәhāt.
w 'ahlā l-mufāga'āt.
w 'ōmtalakt ḥubb $conn-nās$.
ḥayāti mā la-h ḥudūd.
w 'ārif ẓarīgī zēn.
'ahlāmī kebīra w ẓumūhī 'akbar.
w 'ahdāfī dāyman 'awṣal la-hā.
ṣafrūlēh tāhū 'alṭīn w ḥams 'aṣar al-ğadīda kullīyan.
'ista'idd li-l-ḥayā.
ṣavrūlēh - 'iktašif 'āfāqan ğadīda.

B:
Chevrolet.
Find New Roads.

Translation:
The all-new 2015 Chevrolet Tahoe. Prepare to live.

A:
My father is my biggest idol.
I follow in his footsteps.
I have experienced success.
And the sweetest surprises.
I am loved.
My life knows no boundaries.
And I know my way.
I have big dreams and even bigger ambitions.

And I always achieve my goals.

The all-new 2015 Chevrolet Tahoe.

Prepare to live.

Chevrolet - discover new horizons.

B:

Chevrolet

Find New Roads

3.5.  

A:

1: ḥilāl šahr ramaḍān al-mubārak

nastaṣ‘ir al-‘uḥūwa w al-maḥābba.

fa-nahnu ka-l-bunyān al-maṣūṣ.

natamayyazu bi-l-ḡūdi w al-karāma ‘alā madāri l-ʿām.

lākin ḥilāl aš-šahr al-karīm yataḍā’afu al-ʿāṭā’.


‘indamā nataṣ‘arāk ma’an.

‘indamā ša’arnā ‘anna l-muṣāraka ‘amr basīṭ

yatalahḥaṣ fī ‘iltiqāṭi šūra la-nā.

bādarnah bi-dālik.

musā’adatu l-ʿāḥarīn šuʿūrun lā yūṣaf.

ḥāṣṣatan ḥīna tutāḥu la-ka as-subul.
kullu (sic) minnā yarā ramaḍān bi- ‘uslūbiḥi ḥāṣṣ.

lākinna šu’ūrunā wāḥid.

li ’annah yanbu’u min makānin wāḥid.

qulūbinā.

li-nuqaddim yad al-’awn li- ‘ulā’ ik al- ’aqall ḥazzan minnā

ḥilāl aš-šahr al-faḍīl.

B:


šāriknā mā ya’nīh la-k ramaḍān min ḥilāla #šafūṣ - al-’aṭā’.

li-nuqaddim al-mazīd mina l-wağabāt.

Translation:

Be generous during Ramadan with #šafūṣ - al-’aṭā’

A:

1: During the holy month of Ramadan

we feel the brotherhood and love

and we are like a solid structure.

We distinguish ourselves through magnanimity and generosity all year,

but during the month of Ramadan, we give twice as much.

2: We feel the blessing of this holy month

when we participate together.

When we see that being a part of it is easy.

Like taking a picture of ourselves.
So we got to it.

Helping others is a feeling like no other.

Especially when you have the means to do so.

Each of us views Ramadan in a special way.

But we all feel the same.

Because our feelings originate from the same place.

Our hearts.

So let us extend a helping hand to those less fortunate during the holy month.

B:

Let us give meals for the Iftar to the thousands of people who are less fortunate than we are during this holy month.

Share with us, what Ramadan means to you at 

So that we can give even more meals.

3.6.  šafrūlīh krūza 2016 al-ġadīda

A:

1:  hailed wa-llâh 'ahmad.

2:  ḥayyāk! 'a gul ta’rif ʾat-ṭarēg li-l-ʾiǧtimā’?

1: ʾakīd, ʾakīd, la-ṭālamā!

  hailed ʾahmad.

2:  šakalaka māšī al-ʾiqā’.

  ʾont ra’yuk nabdaʾ al-ʾiǧtimāʾ bi-l-mūsīqā?

1:  bass bi-šarṭ tkūn ʾal-māyistrū.
Translation:

The new 2016 Chevrolet Cruze

A:

1: Hello, Ahmad.

2: Bless you! Say, you do know the way to the meeting, do you?

1: Sure, always have.

Hello, Ahmad.

2: Shakalaka, nice rhythm.

You think we should start the meeting with that music?

1: But only if you are the conductor.

The new 2016 Chevrolet Cruze

Chevrolet – discover new horizons

B:

The new 2016 Chevrolet Cruze.

Rule!
Chevrolet.

Find New Roads.
4. FORD

4.1. **förd ramađân “‘ayyām al-ḥayr“**

A:

‘aṭallat ’alaynā ‘ayyāmu l-ḥayr.

taḥmilu ma’ahā

‘arwa’ al-’awqāt.

ma’a l-‘ā’ilati w al-‘aṣdiqā’.

w naḥnu fi Fōrd na’īśu hāḍīhi l-’ayyām

bi-rūḥin yatağallā fi-hā al-ḥayr.

ḥaytu nuqaddimu la-kum ‘aqwā ‘urūḍina ‘alā l-‘iqlāq

‘alā ‘awsa’i maḡmū’atīn min sayyārātinā.

li-na’ḥud al-kaṭāma ‘ilā ‘ab’adi madān fi ramaḍān.

lā tufawwitu ‘urūḍa ‘ayyāmi l-ḥayr min Fōrd.

w ’abḥat ’al’ān ’an Fōrd Ramaḍān.

B:

Ford

‘ilā ‘ab’ad madā.

Translation:

Ford Ramadan “The days of benevolence“

A:

The days of benevolence have come upon us.
And they bring the sweetest of times.

With family and friends.

We at Ford experience these days in a spirit,

which manifests itself in benevolence.

Where we are bringing you the very best offers on our widest range.

So we can take generosity even further during Ramadan.

Don’t miss Ford offers during the days of benevolence.

And search now for Ford Ramadan.

B:

Ford

Go further.

4.2.  

A:

ba`du l-`umūr mā tatḡayyar.

lākinhā taṭawwar `abra l-`ağyāl.

nigaddim la-kum w li-l-`awwal marra ma`a tīknōlōgiya `ikō būst.

`agwā sayyāra Fōrd `iksbīḏīsh ḥattā l-yawm.

`al`ān bi-`azm `akṭar guwwa.

w `adā` `istiṭnā`i bi-`afdal `istiḡāba.

`iḥtibirū tīknōlōgiya `ikō būst.

`irtiqā`un fī l-`adā`.

min ḡilin, `ilā ḡil.
Translation:

Ford Expedition: The best performance of all time / Generations

A:

Some things never change,
but evolve across generations.

Introducing for the first time with Eco Boost technology,
the most powerful Ford expedition to date.

Now with more power,
exceptional performance and highly responsive.

Test the new Eco Boost technology.

The evolution of performance.

From generation to generation.

B:
V8 315 horsepower - torque 495 Newton metre.

V6 Eco Boost 390 horsepower – torque 639 Newton metre.

Eco Boost technology – winning the award “engine of the year” for three consecutive years.

42% more horsepower.

52% more torque.

Ford.

Go further.

4.3.  

fūrd šarq al-’awsat - mawsim sayyārāt SUV

A:

‘al’ān sayyārāt fūrd SUV ’alfayn w ḥamsat’aš
ta ’ī bi-mīzatin ‘iddāfiya
at-ṭiqqa at-tāmma.

‘uš’ur bi-quwwatihā.

’iktašif qudurātiḥā.

w ’istamti’ bi-rāḥati l-bāl.

ḥams sanawāt ḥidma w šiyāna maẓẓānan.

žarrib qiyyādat ’iḥḍā sayyārāt fūrd SUV al-yawm.

B:

’iksbdīšn 2015.

ʾikṣ sbūrt 2015.

ʾiksblūra 2015.
Translation:

Ford Middle East - Season for SUV`s

A:

Now, 2015 Ford SUV’s come with an additional feature 
absolute confidence.
Feel their power.
Explore their capabilities.
Enjoy peace of mind.
Five years free service and maintenance.
Test-drive a Ford SUV today.

B:

Expedition 2015.
EcoSport 2015.
Explorer 2015.
Escape 2015.
The season for cars.

5 years / 100,000 km.

Free service and maintenance.

Ford.

Go further.

4.4. **fürd ranğar 2016 - taḥaddi Ranğar aš-šāqq - at-tağallub 'alā ar-rimāl**

A:

*ḥunāka manāṭiqa ramliya ša’ba fī l-‘ālam*

w *ḥunāka mā huwa ‘aṣ’ab.*

*miḍmāru t-tažāribi l-qāsiya*

*bi-rimālihi n-nā’imati l-‘amīqa w al-mut’iba.*

al-waḍ’u mu’aqqad fī-mā yast‘idd sā’iğin muḥtarifūn.

*li-qiyādat Fūrd Ranğar ‘alfavyn w sittata ‘aṣar al-ḡadīd*

‘alā ‘ihdā ‘aṣ’abi l-munḥadarāt.

‘innahu taḥaddi Ranğar li-‘arba‘in w ‘aṣrīna sā’a.

lākinna muhandisī Fūrd wāqiqūna ẓiddan.

wuḍi’at ‘awā’iğu fī l-miḍmār

w *alā s-sā’iqi tażannubuhā.*

w fī ḥāli lamsihā yafṣalu l-‘iḥṭībār.

muḥarrrik Fūrd Ranğar sa’at talātta fāṣila ‘itnēn litr.

huwa ramzun li-l-quwwa.

‘inna ‘azm ad-darawān al-bāliģ arba’umi’a w sab‘īna nyūtīn metre.
yaž’alu hu al-pīkap al-miṣāli li-l-qiyyāda ’alā ’ašʿabi t-tīlāl

ka-mā ’anna l-’intiqāl

bayna l-qiyyāda ḫunā ’iyati d-daf’ w rubā ’iyati d-daf’ bi-namaṭayhā.

al-munḥafīd w al-ʿālī yaž’alu l-qiyyāda ’alā r-rimāl qimmatan ǧī l-mut’a.

hāḏā dalīl ’alā ’anna Fūrd Ranġar al-žādid

ṣummīmā li-yaqhar as-ṣiʿāb bi-ṣalābatīhi.

fī ’iḥdā ’aqšā maḥāṭiq ’allātī taʾīs w taʾmalu fī-hā ’alā l-ʿard.

Fūrd Ranġar ’alfayn w sittata ’aṣar al-ġādid

B:

Ranġar taḥaddī 24 sāʿa.

ʾiḥtibār Ranģar aš-ṣāqq.

al-taḡallub ’alā r-rimāl.

al-masāfa 148 klm.

3.2 litr – 5 ʿuṣṭuwānāt – quwwa ḥiṣāniyya ṣāfīya 300 PS - 470 nyūtin metre.

ʾanmāṯ al-qiyyāda 4x4 .

mīzat al-ʾintiqāl bayna ad-daf’ ad-ṭunā ṭiya w ar- rubāʾiyya.

Fūrd Ranģar 2016 al-ġādid.

Ford.

Built Tough.

Translation:

Ford Ranger 2016 - Challenging the robust Ranger - Overcoming the sand
There are difficult desert regions in the world, and there is one, which is even more difficult. An unforgiving test-drive through its soft, deep and tiring dunes. Difficult circumstances for our professional drivers who are getting ready to drive the new 2015 Ford Ranger on one of its most challenging slopes. The Ranger challenge takes 24 hours. But the Ford engineers are very confident. Obstacles have been installed on the track, and it is up to the drivers to avoid them. If they touch them, the challenge fails. The 3.2 litre Ford engine. It is a symbol of strength. 470 Newton metres torque make it the perfect Pickup to take on difficult slopes. Just as the transition from the two-wheel and the four-wheel driving modes. Going up- and downhill makes driving on sand the greatest of joys. This is proof that the new Ford Ranger was designed to tenaciously overcome obstacles in one of the world’s most remote regions. B:
24 hour Ranger challenge.

A tough test.

Overcoming the sand.

148 km.

3.2 litre – 5 cylinders – 300 horsepower – 470 Newton metres.

Four-wheel drive.

Featuring the transition between two- and four wheel drive.

The new 2016 Ford Ranger.

4.5. ARABIC - The All New Ford Taurus

A:

kēf ’ašūf sayyārat ’ahlāmī?

’ašūfhā ṣalba, ’āmna.

na’am, hiy sayyāratī?

w lākin la-’ā’ilī w ’ašdiqā fī-hā makān.

fa-’ašūf fī-hā rāha w rahāba.

w kill mā ’atḥayyal min taqanīya.

w ’illī mā ṭhayyalṭoh ba’ḍ.

’ašūfhā rū’a w ’ašūf ḥālī fī-hā ba’ḍ.

al-ḥagīga - mā žannēt ‘innī rāḥ ’ašūfhā ’abadan.

ḥattā l-yōm.

Fūrd Tōrus al-ḡādīda kullīyan.

’īglā ra’ayt ’ahlāmak fī sayyāra.
B:

niẓām al-ʾinzār bi-murūr as-sayr min al-ḡānibayn ʿand ʿirḡāʾ as-sayyāra.

niẓām raṣd zāwāyā ḡayr al-marʿīya.

naql al-ḥaraka ʿabra l-maqābiḍ.

tawalla l-qiyāda.

Translation:

ARABIC - The All New Ford Taurus

A:

What is the car of my dreams like?

It is solid, safe.

Yes, this is my car.

There is room for my family and friends.

It is comfortable and spacious.

With all the technology I can imagine

and which I haven’t been imagining.

It is magnificent, as will I be.

The truth is, I would have never thought this could come true.

Until today.

The all-new Ford Taurus.

As if you have seen your dreams in a car.

B:

Cross traffic alert.
Blind spot information system.

Paddle shift.

Take the wheel.
5. GMC

5.1. Ġimsı Yūkūn 2016

A:

naḥnu fī Ġi’amsī na’arifu tamāman
li-māğā yaḥzā t-tamayyuzu bi-taqdīri l-ġamī’a.
fa-t-tamayyuz huwa ‘asāsu riyādatin
tahtammu bi-’adaqqi t-tafaṣīl
w taktasibu quwwata t-taḥakkum.
fa-tafriḍu haybatah.

huwa riyādatun fī ’argā daraḡātihā.

huwa Ġi’omsī Yūkūn ’alfayn w sitta ’aš.

qudwatun fī riyāda.

B:

GMC - yafriḍu haybatah

Yūkūn 2016

Translation:

GMC Yukon 2016

A:

We at GMC know exactly,

why excellence is appreciated by all.

Because excellence is the foundation of leadership.
It pays attention to every last detail,
it attains the power to control.
And it imposes prestige.
It is the highest level of leadership.
It is the 2016 GMC Yukon.
The paragon in leadership.

B:
GMC - Imposes prestige.
The 2016 Yukon

5.2. GMC Sierra "Rock" TVC – Arabic

A:
Ǧi’imsī sīyarrā
bi-qudurātihi l-hāʾila.
yāsudd.
w yahmil
w yaqṭur
w yashaḥubu ’akṭar
w yabqā fi l-muqaddima.
w bi-faḍlī quwwatī l-taḥakkumah
yamḍī munṭaliqan bi-tiqqati w ṭabāt.
Ǧi’imsī sīyarrā.
Pickup yaqdiru ’alā mahammātin.
A:
The GMC Sierra
Enormously capable
It tears
and carries
and pulls
and tows more
and stays ahead
and due to the force of its might
it keeps going reliably and steadily.
The GMC Sierra
A pickup that can achieve anything.
Other vehicles can’t keep up.

B:
GMC – Imposes prestige
5.3. Your Ramadan expressions. Our GMC ‘Calligraphy Car’

A:

1: For me, Ramadan is chance to help others.

2: For me, the holy month is the time to be generous.

3: But the most important value during Ramadan is forgiveness.

1: Share the Ramadan value that is most precious to you.

3: And we will write your name on our car as a calligraphy.

B:

mā hiya al-qīma al-ʔaqlā ʔalā qalbik fī ramaḍān?

šāriknā al-qiyam ar-ramaḍānīya al-ʔaqrab ilayk li-tanaššur ʔalaman mina l-ʔilhām ʔabra ʔafḥat Ği ʔomsī ʔarābiya.

GMC - yafriḍ haybatah.

Translation:

5.3. Your Ramadan expressions. Our GMC ‘Calligraphy Car’

A:

1: For me, Ramadan is chance to help others.

2: For me, the holy month is the time to be generous.

3: But the most important value during Ramadan is forgiveness.

1: Share the Ramadan value that is most precious to you.

3: And we will write your name on our car as a calligraphy.
2: The painting of your name is a special gift from GMC.

B:

What value is most precious to you during Ramadan?

Share the Ramadan value that is most precious to you in order to spread a world of inspiration through the GMC Arabia page.

GMC - Imposes prestige.
6. HYUNDAI

6.1. 'īdukum mubārak

A:

1: yallā bta 'ḥīr 'alā şalāti l-ʿīd!
2: lā tḥāf, yā yūbā bnilḥaq.
1: hā yā 'ustāz, bitrūḥ şalāti l-ʿīd al-yawm?
2: as-sana sana kabīra ʾlk yā baṭal!

šumt w bitṣallī l-ʿīd
3: bābā, šūf!
2: 'antū rāyiḥīn al-masğīd?
4: wēn rāyiḥīn?
2: taʿālū taʿālū nuwaṣṣilkum yallā.
4: bass...
2: yā riğāl, bass wallā ʾsay' 'ətfadḍal 'ətfadḍal maʾnā!
4: ʾfi-kum al-baraka.
2: mā sawēnā ʾgayr ʾl-wāgib.

2: 'ahlēn! šū l-mufāğa'a ʾhaļwa hāḏīh!
5: ḥabbēna nfażākum kull ʿām w-antū b-ḥēr.
2: w-antū b-ḥēr w as-ṣiḥḥa w as-salāma. ʾhayyāk ʾhayyāk ʾallāh 'atafaddlū 'atafaddlū ʾhayyāk ʾhayyāk!

B:
We wish you a blessed ‘Id

A:
1: Hurry, we are going to be late for prayer!
2: Don’t worry dad, we’ll make it.
1: So professor, you are going to prayer today?
2: It is a big year for you, little hero!
   You were fasting and praying for the ‘Id.
3: Daddy, look!
2: Are you going to the mosque?
4: Where are you going?
2: Come on, we’ll take you there.
4: But...
2: Don’t worry, come with us!
4: Bless you.
2: It is not a big deal.

2: Welcome! What a nice surprise.
5: We wanted to surprise you and wish you all the best and a happy new year.

2: And all the best to you too, welcome, please, come in!

B:

We wish you a blessed ‘Īd.

All the best and a happy new year.

6.2. *ramadān šahr al-baraka w Ḥyūndāy fī-hā al-baraka*

A:

1: tamānya mišmiš.

2: māmā lēš tamānya, mū kitīr?

1: ḥabīb ‘ašān ramaḍān.

tamānya tīn.

2: kamān tamānya?

3: hā kam tḥḡī rẓzz?

2: rẓzz.

1: ‘ītnēn.

2/4: lēš ‘ītnēn?

3: mubārak, mubārak.

3: yallā, ‘irkab ‘irkab!

‘andinā mašāwīr kaḡīra.

2: (...) bētnā?

3: kull ‘ām w-antū b-ḥēr.
B:

*mubārak ʿalaykum aš-šahr.*

Hyundai.

New Thinking.

New Possibilities.

Translation:

The month of Ramadān is blessed, as is Hyundai

A:

1: Eight apricots.

2: Mama, why so many?

1: Because of Ramadān, my dear.

   Eight figs.

2: Also eight?

3: How much rice do you want?

2: Rice.

1: Two

2/4: Why two?

3: All right, all right.

3: Let’s go, get in, we have many places to go.

2: Where are we going? Home?

3: All the best and a happy new year.

B:
We wish you a blessed month.

Hyundai.

New Thinking.

New Possibilities.

6.3. ramādān šahr al-baraka w Hyūndāy fī-hā al-baraka

A:

1: al-baraka qarībā?

bābā, 'ēš il-baraka?

2: al-baraka yā walaḍī, tatālakkir al-bōṭra š-sgīra 'illī zara'nāhā fī mazra'at ḡaddik az-zamān?

al-bōṭra ḥāḍihi, 'iḏā 'i'tanēnā fī-hā rāh tikbar w tṣīr naḥla kbīr (sic).

w ba'dēn an-naḥla ḥāḍihi, rāh 'aṭala' 'ēš?

1: tamr!

2: ḥāḍihi l-baraka, 'aḡibatik?

1: ta’m al-baraka ḥīlwa.

bābā 'ēš ya’nī ramaḍān mubārak?

2: ramādān huwa šahr naṣūm fī-h.

w huwa šahr al-ḥēr w al-baraka.

fa-min kida kill ṣn-nās yusammūnah šahr al-ḥēr.

'araft?

B:

ramaḍān mubārak.
Ramadan Mubarak.

Hyundai.

New Thinking.

New Possibilities.

Translation:

The month of Ramadan is blessed, as is Hyundai

A:

1: The blessing is near?

Daddy, what does blessing mean?

2: Blessing my son, do you remember the small seed that we planted at your grandfather’s farm?

If we take good care of this seed, it will grow to become a palm.

And what will then start growing on this palm?

1: Dates!

2: This is blessing, do you like it?

1: I like the taste of blessing.

Daddy what does a blessed Ramadan mean?

2: Ramadan is the month during which we fast.

It is the month of benevolence and blessing.

That is why everyone calls it the month of benevolence.

Got it?

B:
A blessed Ramadan.

Ramadan Mubarak.

Hyundai.

New Thinking.

New Possibilities.
7. **INFINITI**

7.1. *infinītī - 'irtaqī bi-l-qiyāda*

A:

*hunāka ‘ulāʾika*

*‘allaqīna ya’šaqūna ma’rifata l-mazīd.*

*‘allaqīna yanzurīna ’ilā l-‘āfāqi l-baʾīda*

*ka-furṣati l-ʾiktiṣāfī*

*qudurātihim w ‘imkānātihim.*

*li-dālik naḥnu naktakiru sayyārāt.*

*laysa li-muwākabati t-taktūlūğiya wata t-tawwurāt.*

*bal li-ʾiṭlāqi ṭāqāt.*

*fī sayyārātinā*

*w dāhil ‘allaqīna yaqūdūnahā.*

*nahnu nuṭawwaru taknūlūğiya.*

*w hiya tartaqī bi-l-ʾadāʾ.*

*li-tulhimaka li-l-muḍīy quduman.*

*bi-ʾidrāqin muʾazzaz.*

*w ’istiğābatin ‘asraʾ.*

*w taḥakkumin muṭlaq.*

*hāḍā ‘ant.*

*tartaqī.*

*tulhim.*
taqūd.

infiniti.

'irtaqi bi-l-qiyāda.

B:

Infiniti.

Empower the Drive.

Translation:

**Infiniti - Elevate driving**

A:

There are those,

who strive to increase their knowledge,

who view far away horizons

as a chance to discover

their capabilities and their potential.

That is why we create cars.

Not in pursuit of technology or progress,

but to unleash energies.

In our cars,

and in inside those who drive them.

We develop technology

that elevates performance.

To inspire you to go forward.
With enhanced senses.
Faster reflexes.
Heightened control.
That is you.
Elevating.
Inspiring.
Driving.
Infiniti.
Elevate driving.
B:
Infiniti
Empower the Drive

7.2. *‘infinītī QX50 al-ġādīda*

A:

*li-taqdīm ‘infinītī QX50 l-ġādīda*

*kāna bi-l-‘imkān ‘izhāruhā*

‘alā ṭariq muḥāf bi-l-manāṭi’ al-ḥallāba

‘aw ‘alā difāf al-marsā ġamīla.

w lākin

*mā yumayyizu QX50 ǧādīda?*

*laysa makān*

*bal il-‘aḥāsīs.*
Translation:

The new Infiniti QX50

A:

To introduce the new Infiniti QX50
we could have presented him on a road
surrounded by stunning landscapes
or at a beautiful harbour.

But what makes the new QX50 so unique
is not where you take it
but how it makes you feel
going there.

With an elevated stance
cargo space
additional leg room
and the power to generate
326 horsepower.

Heighten your expectations.

The new Infiniti QX50

Designed for those who love to drive more.

B:

QX50

Infiniti

Inspired Performance

7.3. 'infiniț QX80 2015

A:

hunāka 'ibdā’un

yaftahu la-ka 'aʃfaqan farīda.

w yafūqu ġamī’a t-tawaqqu’āt.

'ibdā’un yuğassidu

rafāhiyata d-darağati l-‘ūlā.
kulla yawn.

w lākin mā hiya

rafāhiyatu d-darağati l-‘ūlā?

hiya tafarrudu bi-l-‘adā’.

ʾilayk al-quwwa.

al-ʾanāqa.

at-taṣmīm w al-badiʾa.

w al-ʾibtikāratu r-rāʾida.

ʾinfīnīti QX80 al-ḡadīda.

ʾistamtiʾ bi-rafāhiyati d-darağati l-ʾūlā.

culla yawn.

B:

Infiniti.

Inspired Performance.

Translation:

Infiniti QX80 2015

A:

There are creations

that open up unique horizons

and exceed all expectations.

Creations that embody

First Class.
Everyday.

But what is First Class?

It is unrivalled performance.

Yours is the power.

The elegance.

Design and ingenuity.

And pioneering innovation.

The new Infiniti QX80.

Enjoy the First Class.

Everyday.

B:

Infiniti.

Inspired Performance.

7.4.  ‘*infīnītī* QX70 2015 - ‘*unwānu l-*’asāla

A:

*kayfa tabtakiru ramzan?*

*ramzun yağma’u mā bayna l-*’anāqati l-muta’allīqa.*

*w al-*’adā’ ar-rafi’a.*

*ramzun ḥaqīqī.*

*yansfaridu bi-ta’alluq.*

*w yansfaridu bi-mazāyā.*

*li-yursiya mafāḥīma ḡadīda.*
Translation:

The 2015 Infiniti QX70 - The Original.

A:

How do you create an icon?

An icon that unites radiating elegance

and supreme performance.

A true icon.

Unparalleled in its radiance.

Unparalleled in its supremacy.

Establishing new concepts.

For you:

The 2015 Infiniti QX70.

The Original.

B:

The 2015 Infiniti QX70.
The Original.

Infiniti.

Inspired Performance.
8. JAGUAR

8.1.  Ğakwār - Project 7 - wilādat ‘ustūra

B:

wilādat ‘ustūra .

V8 sūbertšārḍ bi-sa’ a 5.0 litrāt.

quwwa: 575 ḥišān.

‘azm: 680 nyūten mitr.

as-sur’ a al-quṣwā: 300 klm/s.

tasār’ 0-100: 3.9 ṭāniya.

’iṣdār ḥaṣrī.

Jaguar.

The Art of Performance.

Translation:

Jaguar - Project 7 - Birth of a legend

B:

A legend is born.

5.0 Litre V8 Supercharged.

Power: 575 horsepower.

Torque: 680 Newton Metres.

Top Speed: 300 km/h.

Acceleration: 0-100 in 3.9 seconds.

Jaguar.

The Art of Performance.

8.2. **Jaguar XF - Shazam – Arabic**

**A:**

Ğakwār XF.

*i’ntaliq bi-quwwat sūbar tšārğ.*

**B:**

‘alhib ḥamāsak.

*qud mā kunt taḥlum bi-hi.*

‘ayqīz ḥawāssak.

Ğakwār XF.

*i’ntaliq bi-quwwat sūbar tšārğ.*

Jaguar.

*hal taš’ur bi-nabdī l-ḥayāt?*

**Translation:**

**Jaguar XF - Shazam – Arabic**

**A:**

Jaguar XF

Go supercharged.

**B:**
Fuel your excitement.

Drive your dreams.

Awaken your senses.

Jaguar XF.

Go supercharged.

Jaguar.

Do you feel the pulse of life?

8.3. **Jaguar XFR - How Alive Are You? - Arabic**

A:

‘idā ‘aradta ‘an taktašif at-taqnīya,

‘allatī taḡ’al Ġagwār XF tanbiḍu bi-l-ḥayā,  

faqaṭ ġarribhā!

Ġagwār XF.

taqnīya, tanbiḍu bi-l-ḥayā.

B:

Jaguar

hal taš’ur bi-nabdi l-hayāt?

Translation:

**Jaguar XFR - How Alive Are You? - Arabic**

A:

If you want to discover the technology,
which makes the Jaguar XF pulsate with life,

just try it!

The Jaguar XF.

Technology, pulsating with life.

B:

Jaguar.

Do you feel the pulse of life?

8.4. Jaguar XJR - Aluminum Body - Arabic

A:

hal tawadd 'an ta‘rif

kayfa ‘anna t-taknūlūğīyā l-‘alūminyū

w al-ḥafif al-waznhā (sic)

tağ’al Ğagwār XJ taš’ur bi-l-ḥayā?

hal min ‘as‘ila?

XJ min Ğagwār.

B:

Jaguar

hal taš‘ur bi-nabḍi l-ḥayāt?

Translation:

Jaguar XJR - Aluminum Body - Arabic

A:
Do you want to know,
how our lightweight aluminium technology
makes the Jaguar XJ pulsate with life?
Any question?
The Jaguar XJ.
B:
Jaguar
Do you feel the pulse of life?

8.5.  F-TYPE - YOUR TURN - TVC - Arabic

A:
1:  ḏawruk.

Ḡagwār  F-Type  al-gadīda.

ḥāna  ḏawruk.

B:

ḥāna  ḏawruk

F-Type

Jaguar

How alive are you?

Translation:

F-TYPE - YOUR TURN - TVC - Arabic

A:
1: Your turn.

The new Jaguar F-Type.

It is your turn.

B:

It is your turn.

F-Type.

Jaguar.

How alive are you?

8.6. Jaguar 13MY XF - TVC Arabic

A:

*hunāka man ya’taqid

'anna sayyāratan bi-hāḍīhi r-raw'a

bi-hāḍā l-iḥsās

w bi-hāḍīhi r-rašāqa

'amrun ġayyid.

'innamā mubāliğun fī-hi ba’d aš-šay'.

kalāmun fāriğ.

fī Ğagwār, naḥnu na’taqid

'anna kağran min šay’in ġayyid

huwa 'amrun ġayyid ġiddan.

Ğagwār XF 'alfayn w tlāt 'aš.
Jaguar

How alive are you?

Translation:

A:

There are those who think,

that a car this magnificent,

classy,

classy,

is a good thing,

yet might be too much of a good thing.

Nonsense.

We at Jaguar believe,

that more of a good thing,

is a very good thing.

The 2013 Jaguar XF.

Discover a good thing, pulsating with life.

At the Jaguar dealership closest to you.

B:

Jaguar
How alive are you?
9. **LAND ROVER**

9.1. *Raynğ Rūvar Şbūrt - taḥaddī al-qiyāda fī r-rub’ al-ḥālī*

B:

*ar-rub’ al-ḥālī.*

*al-mamlaka al-’arabīya as-sa’ūdīya.*

*‘akbaru ṣahrā’ ramlīya fī l-‘ālam.*

*‘asra’ waqṭ musaḡḡal fī l-‘ālam li-‘ubūr ar-rub’ al-ḥālī.*

*bi-sayyāra bi-muwāṣafât qiyāsīya ḍayr mu’addala.*

10H : 22M : 03s.

*Raynğ Rūvar Şbūrt.*

Land Rover.

Above & Beyond .

Translation:

*Raynğ Rūvar Şbūrt* – The Rub’ al-Ḥālī challenge

B:

The Rub’ al-Ḥālī.

The Kingdom of Saudi Arabia.

The largest sand desert in the world.

The fastest recorded crossing time for the Rub’ al-Ḥālī

by a standard production vehicle ever.

10H : 22M : 03s.
Range Rover Sport.

Land Rover.

Above & Beyond.

9.2. MYLAND -ʿ ardī - Land Rover MENA

A:

ḥāḍīhi ʾ ardūk.

ḥāḍīhi haybatu ʾ azdādīk.

šamsuhā.

w layluhā.

ḥuṣūnātum rimālihā.

w siḥru ṭabʾatiḥā.

šakkalat malāmiḥaka ʾ alāmat al-ʿ aqyāl.

ʿ anta difʾ uhā

w ʾ gamālūhā

ḥulmuḥā w quwwatuhā.

hiya lā tahabbu nafsahā ʾ illā li- l-ʿ aqwiyāʾ.

w ʾ anta qabilta t-taḥaddī.

ḥāḍih qiṣṣatuk.

ḥāḍā l- barīqu la-k.

ḥāḍā š-šumūḥu la-k.

ḥāḍihi ʾ ardūk.

ʾ intālīq ʾ ilā hunāk.
'a′id ′iktišāfaha.

ma′a Lānd Rōvar.

B:

′ărḍī.

Land Rover.

Above & Beyond.

Translation:

**MYLAND - My land- Land Rover MENA**

This is your land.

Your ancestors grandeur.

Its sun.

Its night.

The roughness of its deserts.

The magic of its nature.

It has given you a face that represents generations.

You are its warmth.

Its beauty.

Its dreams and strength.

It lends itself only to the strongest.

You have accepted the challenge.

This is your story.

Your spark.
Your glory.

This is your land.

Go there.

Rediscover with Land Rover.

B:

My land.

Land Rover.

Above & Beyond.

9.3.  ‘iʿādat ʿiktišāf sikkat al-ḥiḡāz

B:

ʿiʿādat ʿiktišāf sikkat al-ḥiḡāz.

Rediscovering the Hejaz Railway.

qarīban

Coming soon

My land.

Land Rover

Above & Beyond

Translation:

Rediscovering the Hijaz Railway

B:

Rediscovering the Hijaz Railway.

Rediscovering the Hijaz Railway.
Coming soon.

Coming soon.

My land.

Land Rover

Above & Beyond

9.4. **MYLAND - 'ardī - Land Rover MENA - Arabic**

A:

ḥāḍihi ‘ardūka.

ta’arraf ‘alā wuğūhi

qawmin čālū

’abra z-zamān.

w maṣdari faḥrika l-muša’'i

min ḥāḍā l-makān.

sa-tuḥbirk al-ġibālu

w ar-rimālu ‘ālāf al-ḥikāyāt.

'an ḍikrayātin ta’išu

fī qalbihā munḍu l-bidāyāt.

tattahidu 'aṣwāṭun li-wilādati

'aẓmali sīmfūnīya.

w ta’baqu raḥalātun.

bi-'aṣālati rūḥin 'abadiya.

ha-lumma ma’nā fī riḥlatin forīda.

175
li-ʾistikšāfi ḥabāyā ʾāfāqin ba ʾida.

B:

ʿardī

Land Rover

Above & Beyond

Translation:

MYLAND - My land- Land Rover MENA

A:

Know the faces

of the people, that speak through time.

The source of your pride

irradiated by this place.

The mountains

and sands will tell you thousands of stories

of its heart’s memories

since all beginnings.

Voices unite to give birth

to a symphony most beautiful.

And journeys that own the scent

of an eternal spirit’s uniqueness.

Come with us on a unique journey,

to explore the mysteries of distant horizons.
B:

My land.

Land Rover

Above & Beyond

9.5. **Land Rover MENA - Into The World - Arabic**

A:

ḥā hiya taḥruḡu ʾilā hāḍā l-ʾālam.

yā turā, ʾilā ʾayna sa-taḏḥab?

w māḍā sa-tarā?

hal sa-tataʾattaru bi-ḥuṭā l-ʾābāʾ?

ʿam sa-yāḡʾaluḥā ḥubbun muḡāmara miṭālan li-l-ʾabnāʾ?

li-ḥayātin lam tuḥyā baʿd.

li-muḡāmaratin tataḥṣṭṭā l-ʾāfāq.

B:

Land Rover

Above & Beyond

Translation:

**Land Rover MENA - Into The World – Arabic**

A:

And so it enters this world.

Where will it go?
What will it see?

Will it be affected by the paths that those before it have taken?

Or will the love of adventure make it a role model for those still to come?

Here’s to the life, yet to be lived.

Here’s to adventure, to going beyond horizons.

B:

Land Rover

Above & Beyond

9.6.  Discover #Kuwait with #Land Rover – ʾiktāṣif al-kwayt maʾa Land Rūvar

A:

lə-kwayt dāyiratnā.

w fī-hā bidāyatnā.

ʾallamatnā

b-kullə ẓ-zūrūf

nətmassək b-tawābatnā:

nəbdī nəṣnaʾ mustaqbalnā.

ʾawwadatnā nəbnīʾ ʾizznā w faḥarnā.

rabbatnā taḥammal masʾüliyyātnā.

lə-kwayt ʾaṛdənā w ḡannatnā.

ʾoyyah ʾiliṯ taḡmaʾnā.

w fī-hā saʿādatnā.

w li-ʾanḥāʾ an aṣ-ṣadāɣa
A:

Kuwait is our home.

From it, we originate.

It has taught us

to keep our values

under any circumstances.

B:

'ardī

Land Rover

Above & Beyond

Translation:

Discover Kuwait with Land Rover - Discover Kuwait with Land Rover

A:

Kuwait is our home.

From it, we originate.

It has taught us

to keep our values

under any circumstances.
We begin to build our future.

It made us build our strength and pride.

And raised us to shoulder our responsibilities.

Kuwait is our land and our paradise.

It brings us together

And is the source of our happiness.

Because it showed us that it is friendship,

from which we draw our strength.

Kuwayt is our lineage

our pleasant circumstance

and the joy which brings us together.

Yes, we love you Kuwait.

Because you are our mother.

Because of you, we are ready for anything.

Land Rover.

Ready for Anything.

B:

My land.

Land Rover.

Above & Beyond.
10. **LEXUS**

10.1. *sayyārāt Lakzus al-ğadīda kullīyan*

A:

*hal it-taṣmīm mustawhā mina l-ḥayāl*

*ʻam il-ḥayāl mustawhā mina t-taṣmīm?*

B:

*Laksuz tuqaddim -*

Lexus.

*mustawhā mina t-taṣmīm.*

Lexus - Amazing in motion.

Translation:

The all-new cars from Lexus

A:

Is design inspired by imagination,

or is imagination inspired by design?

B:

Lexus presents -

Lexus.

Inspired by design.

Lexus - Amazing in motion.
10.2. **ḥātifat al-‘ibṣār NX al-gunakan**

A:

_al-ḡur’atu fī taṣmīm._

tazīduka taʿalluqan.

*Lakzus NX - al-gunakan kullīyan.*

B:

Lexus - Amazing in motion.

Translation:

The new, eye-catching NX

A:

Daring design

increases your affection.

The all-new Lexus NX.

B:

Lexus - Amazing in motion.

10.3. **Lakzus RX al-gunakan**

A:

_al-anāqa._

bi-ʿuslūbin rāqī.

ʾiʿādatu šiyāḡati l-ʾibdāʾ.

*Lakzus RX - al-gunakan kullīyan.*
B:

\[ \text{li-l-}’\text{ibdā’} \text{a (‘} \text{i’} \text{ādat) ta’rīf.} \]

RX F \text{ar-riyādiya / RX hāybrid.}

\text{Laksuz RX al-}’\text{гадида.}

Lexus - Amazing in motion.

Translation:

The new Lexus RX

A:

Elegance.

In a sophisticated way.

Re-phrase creativity.

The all-new Lexus RX.

B:

(Re-)defining creativity.

The sporty RX F / The hybrid RX.

The new Lexus RX.

Lexus - Amazing in motion.

10.4. \text{*Laksuz LX al-}’\text{гадида}

A:

\text{aṭ-ṭumūh yabda’u bi-ru’ya.}

\text{li-kulli rihlatin ḥutuwātuhā.}
fa-la-ka nağāḥ w šuhra.

w 'innaka šāḥibu ru'ya.

B:

al-‘irtiqāʾ bi-maʿāyīr aš-šumūḥ.

Lakzus LX al-ḡadīda (sic).

Lexus - Amazing in motion.

Translation:

The new Lexus LX

A:

Ambition begins with a vision.

Every journey is made up of single steps.

But for success and fame

the vision is your's.

B:

Raising the standard for superiority.

The new Lexus LX.

Lexus - Amazing in motion.
11. **Lincoln**

11.1. Arabic: The Golkar Brothers - MKZ

A:

*hunāka man ya‘rifu naqāh
w mā yali‘qu bi-h.

*hunāka man yuṣammimuh.

al-‘ulwa gūlkār bābāk, hāmān w farḥān
yuṭqinūn al-‘amrayn ma’an kulli yawm.

fa-hum ’aṣḥāb ’alāmati l-‘azyā‘ Emperor 1688.

1: Climate, set temperature 20.

2: Setting temperature to 20 degrees.

‘inna dāfī‘ warā‘ ‘ibdā‘ al-‘ulwa

šabīhun bi-ḏāka ‘allaḏī yulhim Linkōln MKZ ’alfayn w ḥamsat ‘aṣar.

fa-hum ya‘ṣaqūn at-taḥāmīn al-‘anīqa w an-nā‘ima

w al-‘iltizām bi-l-‘amālī l-mutqān

w al-‘istiḥdāmī l-mawāddī l-fāhira

w al-‘iḥtimām ad-daḏīq bi-t-taḏīsīl

w al-muṭābara ‘alā l-‘ibtīkār.

‘inna tamayyuz al-‘ulwa gūlkār fī ‘ālam al-mūḏa

‘aksabahum sum’ātān ṣayyība

fī mintaḥāti š-ṣarḥī l-‘awsat w ḥāriǧihā.

ka-mā ‘inna naḏğāḥātīhim naḥalatham ‘ilā ḥālātin ḡadīda mina t-tamayyuz.
B:

*Lincoln MKZ 2015*

Translation:

**Arabic:** The Golkar Brothers - MKZ

A:

There are those, who know success

and whom it suits.

And there are those, who devise it.

The Gulkar brothers, Babak, Haman and Farhan

are excelling at both things, every day.

They are the creators of the fashion label Emperor 1688.

1: Climate, set temperature 20.

2: Setting temperature to 20 degrees.

What is driving the brother’s creativity,

resembles what inspired the Lincoln MKZ 2015.

Because they adore elegant and soft design,

commitment to skillful craftsmanship

the use of luxurious materials

precise attention to detail

and perseverance in innovation.

The brother’s Gulkar’s uniqueness in the world of fashion

has granted them a formidable reputation
in- and outside the Middle East.

Their success has taken them to a new level of uniqueness.

B:

The Lincoln MKZ 2015.

11.2. ʾirtʾazīm

A:

ḥā hiya tuḥyī ʾirtahā l-ʾazīm.

hiya tuḥfatun ʾabdaʾathā yadu ʾinsāni w al-ʾāla.

bi-tanāḡum là maṭīl la-hā.

hiya ka-l-barīqi bi-ġamālihā.

w al-barqi bi-surʾatihā.

w maṣdari l-ʾilhāmi li-kulli mā lā tatawaqqā᾿.

ḥulmūn yuḥākī ḥawāssak.

ʾinnaha Linkōln MKZ al-ḡādīda kullīyan.

tafaḍḍal w ʾiktāṣif ῥālmahā fī ʾaqrabi ʾalṣāli ʾard.

B:

MKZ al-ḡādīda kullīyan

Translation:

A great legacy

A:

It revitalises a great legacy.
It is a masterpiece, created by man and machine.

Unmatched harmony.

It is the spark of its beauty

and the flash in its velocity.

The source of inspiration for everything you would not expect.

A dream, simulating your feelings.

It is the all-new Lincoln MKZ.

Discover its world at your nearest showroom.

B:

The all-new MKZ.

11.3. wasalat as-sayvāra al-ğadīda

A:

‘innahā qiṣṣatu ‘ibdā´i n ḡadīda.

taḥbilu ṭuḥa l-māḏī.

w ruʾyatun ḡadīdatun lā tušbihu ḡayrahā.

‘an ḡulnun yuḥākī ḥawāssak.

‘an ḡalāmilu la-ka ’akṭara min mā tatawaqqā’. 

quwwatun kābiratun ʾalā qadrin kābirin mina l-masʾūliya.

‘innaha Linkōln MKZ al-ğadīda kullīyan.

taʃaqdal w ʾiktashīf ḡalāmahā fī ṣālāti ʾarḍ.

B:

ʾilaykum MKZ al-ğadīda kullīyan.
Translation:

The new car has arrived

A:

It is the story of a new creation,

embracing the spirit of the past.

And a new vision, unlike anything else,

about a world, which brings you the unexpected.

A dream, simulating your feelings.

With great power comes great responsibility.

It is the all-new Lincoln MKZ.

Discover its world at your nearest showroom.

B:

The all-new MKZ for you.
12. **NISSAN**

12.1. **Nīssān Ğūk summatīna mat li-t-tašwīq**

**A:**

ḥāḍihī hiya Nīsān Ğūk al-ḡadīda.

waqt al-ʾiḥṭibār.

ḥuḍ mawqifān.

Nīsān.

ʾibdāʿun yuṭīru l-ḥamās.

**B:**

waqt al-ʾiḥṭibār.

ḥuḍ mawqifān.

Nīsān Ğūk al-ḡadīda.

ḥuḍ mawqifān.

Nissan.

Innovation that excites.

Translation:

**The Nissan Juke – Designed for Suspense**

**A:**

This is the new Nissan Juke

Time to experiment.

Show your attitude.
Nissan.
Innovation that excites.

B:
Time to experiment.
Show your attitude.
The new Nissan Juke.
Show your attitude.
Nissan
Innovation that excites

12.2. The Patrol Challenge

A:
Nīsān Batrōl.

faraḍa haybatahu 'alā žamī' durūbi š-šarqi l-'awsaṭ
li-fatratin tazīdu 'an ḥamsīna 'āman.
'al'ān aš-šay'u l-wāḥidu 'allāqī' yaqīsu fi ṭarīqīh
huwa 'ant.
marhaban bi-k 'ilā mawqi' tāḥaddā Nīsān Batrōl.
ḥayyū qad yataḥawwalu tāḥaddīka
'ilā muğāmaratin šayyiqa.
tubṣiru nūr.

B:
taḥaddī Nissan Patrol.
Translation:

The Patrol Challenge

A:

The Nissan Patrol.

Has been imposing prestige on every road in the Middle East

for more than 50 years.

Now, the one thing in its way,

is you.

Welcome to the Nissan Challenge site,

where your challenge can turn into an exciting adventure.

Let there be light.

B:

The Nissan Patrol challenge.

Innovation that excites.

Nissan.

shift_.
12.3.  *Nīsān Maksīma al-ğadīda kullīyan - 2016*

A:

ġaddid 'ašgak li-l-qiyyāda.

*Nīsān Maksīma al-ğadīda kullīyan.*

šaġafun yatağaddad.

B:

*Nīsān Maksīma 2016 al-ğadīda kullīyan.*

šaɡafun yataɡaddad.

Nissan

Innovation that excites.

Translation:

*The all new 2016 Nissan Maxima*

A:

Renew your passion for driving.

The all new Nissan Maxima.

Renewed Passion.

B:

The all new 2016 Nissan Maxima.

Renewed Passion.

Nissan.

Innovation that excites.
12.4. **Nīsān Maksīma al-ḡadīda kullīyan - 2016**

A:

žaddid 'ašqaka li-l-qiyyāda.

*Nīsān Maksīma* 'alfayn w sittat 'ašar al-ḡadīda kullīyan.

šaḏafun yatažaddad.

B:

*Nīsān Maksīma* 2016 al-ḡadīda kullīyan.

šaḏafun yataḵaddad.

Nissan.

Innovation that excites.

Translation:

The all new 2016 Nissan Maxima

A:

Renew your passion for driving.

The all new 2016 Nissan Maxima.

Renewed Passion.

B:

The all new 2016 Nissan Maxima.

Renewed Passion.

Nissan.

Innovation that excites.
12.5. Patrol Challenge - Fastest Dune Ascend AR

A:

māḏā yantaziru li-l-baṭal min taḥaddīyāt?

kāna s-suʾāl il-ʾahamm.

w ḡāʾati l-ʾižāba fī sādis ʿašar min awgusṭus

mina l-ʾām ʿalfayn w ḥamsata ʿašar.

ḡāʾat bi-wādī l-qamar.

wādī ramm.

w tamattūṭa (sic) fī taḥaddīyin (sic) ḡādīd.

aṭ-ṭūl: miʾatān w wāḥid w ʿašrūna mitran.

al-ʾırtifāʾ: miʾatun w wāḥida mitran.

az-zāwiya: ṣalāqūna darağā.

talla mina r-rimāli n-nāʾima

taqīf bayn al-baṭal

w slaught at-tārīḥ

marratan ʿaḥrā.

hunā yakūnu taḥaddī ḡadīd.

qatʿu l- miʾat mitri l-ʾaḥīra

fī ṣaqqali zamanin mumkin.

w sirrū t-taḥaddī yakūnu

fī surʿat w quwwat al-baṭal.

B:

ʿasraʾ waqt șuʿūd tall ramlī.
ar-riwāya kāmila.

‘asra’ waqt šu‘ūd tall ramlī

bi-sayyāra ġayr mu’addala

ḥaqqaqathu Nīsān Bātrūl

fī wādī ramm fī l-’urdun

yawm 16 ’aġusṭus 2015.

Nissan.

Innovation that excites.

Translation:

Patrol Challenge - Fastest Dune Ascend AR

A:

What challenges await the hero?

It is the most important question.

It was answered on the sixteenth of August 2015.

In the valley of the moon,

Wadi Rum,

in the form of a new challenge.

Distance: 221 meters.

Height: 101 meters.

Angle: 30 degrees.

A dune made of soft sand

stands between the hero
and him making history again.

The challenge lies in travelling the last 100 meters in the least possible time.

The secret to winning this challenge are the hero’s speed and strength.

B:
The fastest time to ascend a sand dune.
The full story.
The fastest time to ascend a sand dune by a standard production car was achieved by the Nissan Patrol on August 16th 2015.

Nissan.
Innovation that excites.

12.6. Nissan D22 in the Market

A:

\[\text{galbī bi-siḥri l-baydāʾ walhān} \]
\[\text{mā hagēt tatruk ǧarāmahā yōm} \]
\[\text{w rağma l-kuṯbān w al-wudyān} \]
\[\text{al-hammu șaʾb mā ʾaṣīlah dōm} \]
\[\text{al-guwwa șīmatah} \]
bi-‘azima mā tilīn
ma‘a rafīq darbī
kullu šay’ tamm.

B:

Nissan.

Innovation that excites.

Translation:

Nissan D22 in the Market

A:

I love the desert’s magic with all my heart.

I never thought that this passion could ever vanish.

In spite of the dunes and valleys.

It is hard to ponder

what I am carrying at all times.

She is accustomed to strength.

Her will does not wane.

With a companion at my side,

all is set.

B:

Nissan.

Innovation that excites.
13. **TOYOTA**

13.1. **Tūyūtā Kūrūlā 2016 - dā ‘if al-ḥamās**

A:

*hal turīdu ‘an taʾīš al-ʾīṯāra?*

ʾāyatu nī l-ʾanāqa.

ʾakṭaru riyāḍīya.

Kūrūllā - dā ‘if il-ḥamās.

*kun fī qimmati l-ḥayawīya.*

B:

*hal turīdu ‘an taʾīš al-ʾīṯāra?*

Kūrūlā 2016.

*maḡmūʾat taḡhīzāt riyāḍīya ḡadīda.*

*dā ‘if al-ḥamās.*

Corolla.

2016 Corolla, New Multidrive 7S & Sports.

*kun fī qimmati l-ḥayawīya.*

Toyota /ʾakīd.

Translation:

**Toyota Corolla 2016 - Double the Excitement**

A:

Do you want to experience the excitement?
Abundant elegance.

More sporty.

Corolla - Double the Excitement.

Be on the pinnacle of liveliness.

B:

Do you want to experience the excitement?

The 2016 Corolla.

A new sports-package.

Double the Excitement.

Corolla.

2016 Corolla, New Multidrive 7S & Sports.

Be on the pinnacle of liveliness.

Toyota / Sure.

13.2.  

al-ğadīdu kullīyan Toyota Hillux

A:

ṣalābatun mutaqaddima.

nahw sāʾir ar-rāḥa fī sayyārati d-dafʿ ar-rubāʾī.

Hāylūks - al-ğadīdu kullīyā.

B:

ṣalābatun wa mahābatun.

Hilux - al-ğadīdu kullīyan.

Toyota / ʾakīd.
Translation:

The all-new Toyota Hilux

A:

Advanced toughness.

For all the comfort of an SUV.

The all-new Hilux.

B:

Toughness and grandeur.

The all-new Hilux.

Toyota / Sure.

13.3. ʾiʿlān Bīrūs at-tilifizyūnī (nusha muṭawwala)

A:

al-mīlād - našʾatu kayyānin ġādīd.

at-taṭawwur.

ʿamaliyyatu taḥṣīn min ġīlin ʾilā ġīl.

kulū ḥāḍīhi l-ḥikma.

ʿaddat ʾilā l-ʾibtikār.

ladayya ʾasʿila.

w al-ʾiḡābāt ʾamāmī.

ʿalayya ʾan ʾataqaddam li-ʾaḡidhā.

mahmā baʾdat (sic) al-misāfūt ʾaw ṭāl al-waqt.
sa-’astamirru fī l-baḥt.

fī ṭalī’ati hāḍā l-ʿālam al-mutağayyir.

al-ḥayāt tastamirru fī t-ṭawwur.

munḏu laḥžati mīlād ’ilā mā lā nihāya.

B:

al-muḥarrīk - al-mūṭūr al-kahrābāʾī.

Prius - ṭawrat as-sayyāra al-hāybrīd.

al-mustaqbal bayn yadayk.

Toyota ‘akīd.

Translation:

Prius Television Advertisement (Extended Version)

A:

Birth - the beginning of a new existence.

Evolution.

Improvement from generation to generation.

All this wisdom.

Led to innovation.

I have questions.

And the answers are ahead of me.

I need to move forward to find them.

No matter how far it is or how long it takes.

I will keep searching.
At the forefront of this ever-changing world.

Life keeps evolving.

From the moment of birth to eternity.

B:

The engine - the electric motor.

Prius - the revolution of the hybrid car.

The future is in your hands.

Toyota / Sure.
14. Volkswagen

14.1. Fülkswāğin. ' ihtār bi-ḏakā'

A:

1: (...) ʾal-ʾawwal bi-l-madrasī.

2: ḥābībī mā āṣṭaru!

šū Ṭāri’?

ʾammak ḥabbarātnī ʾannak kṭīr šāṭir.

šū ḥābībī tkūn bass tikbar?

3: ḥaddi ʾskūn zakī mitl bayyu la-sāmī.

1: ḥābībī, mā ḥaddak tkūn mitl bābā?

3: huwa kamān ḥadd ykūn mitl bayyu la-sāmī.

zakā’ - huwa ʾinnak taḥtār bi-zakā’.

ʾištarī l-handasa l-almānī.

bi-ʾasʾārʾiʿiqtiṣādiya.

ʾiḥṭar bi-zakā’ - ʾiḥṭar Volkswagen.

B:

ʾiḥṭar bi-ḏakā’.

Volkswagen.

Translation:

Volkswagen - Choose Smart
1: (...) top of his class.

2: My dear, so smart!

Ţāri’. Your mother told me what a smart boy you are.

Dear, what do you want to be once you’re grown up?

3: I want to be as smart as Sāmi’s dad.

1: My dear, don’t you want to be like daddy?

3: He wants to be like Sami’s dad as well.

Being smart means choosing smart.

Buy German engineering.

At affordable prices.

Choose smart - choose Volkswagen.

B:

Choose smart.

Volkswagen

14.2.  Ḥūlqī, al-kulliya al-milkīya Walton al-markaba

A:

1: (...) kīf la-kāna.

ḥəddek təl’abhā šāhī li-ta’luj hēk ʻard ʻalā hēk siyyāra.

ʻawwal mā yužik ʻal-muwazzaf;

“ʻisma l-hu!”

həzz bi-ra’sak li-yufakkir la-hu bā’a l-h-k ʻiyāhā.
Volkswagen - Das Auto

B:

5 sanawāt kafāla

3 sanawāt šiyāna mağğānīya

Das Auto

Translation:

Volkswagen – The total cost of owning a vehicle

A:

1: (...) Oh, and also...

If you want to get such an offer for a car like this, you have to play it really smart.

First of all the salesman will come over:

“Listen to this!”

Nod your head to make him think he sold it to you.

Then you turn around and leave.

He will go after you...

And then you start haggling.

2: Dear, are you talking about how we got it by haggling?
A five year warranty and free maintenance for three years.

Volkswagen - Das Auto

B:

5 year warranty.

3 years free maintenance

Das Auto

14.3.  Fūlkswāğin. bi-’as’ār ma’qūla w mudhila

A:

1:  w ’ahamm šī’ ’anna as-sayyāra ’almāniya
    bi-mazāyā mā b’tlī’hā b-ğayr sayyārāt min nafs əl-fi’a.
    bi-ḥams w tmānin alf w tis’ami’ dirham bass.
    šarāḥa ’anā mahallak mā kōnt ’ufakkir marratān.

Volkswagen - Das Auto

B:

qabla qalīl.

hiya Fūlkswāğin bi-l-fi’l.

w hāḏā fi’lan si’ruhā.

Das Auto.

Translation:

Volkswagen. At reasonable and astonishing prices

A:
And most importantly, it is a German car, and it comes with more benefits any other car of its class should have. And all that for just 85,900 Dirham. Honestly, if I were you, I wouldn’t think twice.

Volkswagen - Das Auto

B:

Not long ago.

It truly is a Volkswagen.

And this is truly its price.

Das Auto.

A:

1: (...) tīṭla ḥilwa w lāzim tislū il-laḥma kwayyis giddan.

2: masāʾ il-ḥēr yā gamāʾa.

3: karīm. māmā qarrarat tsīb bēthā w tāʾīs maʾnā ḥalāṣ.

2: w al-baḡbaḡān? (w al-baḡbaḡān?)

1: ḍandi ḫi-k ḥabar ḥilw.

’inta taʾrif ’anna Vōlkswāgen miš bass ’ibtʾamal ’arabīyāt ḥilwa giddan. lāʾ. dī btiddīk ’aḥsan ḥidma.

w lammā biṭširī ’arabīya min Vōlkswāgen bitaʾīs maʾkaʾ alā tūl.

’izzayyī kida bi-z-żabṭ.

w lammā ybāʾū la-k ’arabīya, ’in-nās dī mā-tinsākš.
'izzayy il-ˈēla kida.

byahdā bālhum min baˈd.

w lammā btistirí wāḥda

btabˈā ˈanta kamān mina l-ˈēla.

Volkswagen – Das Auto.

1: yalla! nrūh ništarī tarābehzat sufra!

B:

German engineering for everyone.

Das Auto.

Translation:

Ad: Your mother-in-law recommends

A:

1: (...) it gets very nice and you have to cook the meet thoroughly.

2: Good evening to all.

3: Karim. Mother has decided to leave her house and stay with us.

2: And the parrot? (And the parrot?)

1: I have good news for you.

You know that Volkswagen not only makes very nice cars

No. They also offer you the best service.

And if you buy a Volkswagen it will stay with you forever.

Just like me.

And these people won`t forget about you once they have sold you a car.
Just like family.
They take care of each other.
And if you buy one,
you become part of the family.

Volkswagen – Das Auto.

1: Let’s go and buy a dinner table!

B: German engineering for everyone.

Das Auto.

14.5. ِّّ فُلْکَسْوَّاَّیْن - اَّهْبَّرْ السَّرَّر

A:

1: ‘ālīya. ta’ālī sallimī ’alā ‘ibrāhīm.

min hina w rāyiḥ ‘ibrāhīm ḥa-yawl’ab bi-la’b’ālīya.

w ḥa-yawl’ud fi ʔōdat ‘ālīya.

w māmā ḥa-tōb’a mašgūla l-fatra ‘illī gayya ma’a ‘ibrāhīm.

2: bass ‘anā li-ki ‘andi ḥabar ḥilw.

‘inti ‘arfa ’anna Fūlkswāgin ḥala’a at-taknūlōgīyā l-’almānīya l-mutaṭawwira w mutawaffira li-kulli n-nās.

bi-‘as’ār mudhiša, fi-hā kull ‘obšens hāga.

‘ēh rā’yuk?

šāyifa al-’arabīya dī, fi-hā qimmati l-‘ibdā’ at-taknūlōgī.

w b-‘as’ār ma’‘āl.
Translation:

**Volkswagen - Good news.**

A:

1: Aliya. Come here and say Hi to Ibrahim.

   From now on, Ibrahim will play with Aliya’s toys,
   and stay in her room.
   And Mama will be very busy now with Ibrahim.

2: But I have good news for you.

   You know that Volkswagen makes sophisticated German technology available for everyone.

   At astonishing prices, with all the options.
   What do you think?

You see this car there, it is the pinnacle of technological creativity.

At reasonable prices.

Good news, right?
German craftsmanship for everyone.

Volkswagen - Das Auto

2: Astonishing, astonishing.

B:

German craftsmanship for everyone.

Das Auto

14.6. Ġittā 2013 al-mudhila

A:

1: māšī.

2: mutšakkir ‘awi.

1: hiyya ‘ēh sayyāra dī?

2. dī ġetta ‘afandim.

1: ‘aṣdī s-sayyāra ‘illī rakibhā ḥadratāk.

2: ‘aywa, dī ġetta.

1: ‘aywa naw’hā ’ēh ya’nī?

2: ġetta, yā ‘afandim dī ġetta!

1: ġetta....

2: bī‘ūl ’ēh?

Volkswagen - Das Auto.

B:

Ğittā. ‘anāqatun tuğhiluk.

bad’an min 69,900 riyāl sa‘ūdī.
Translation:

**The astonishing 2013 Jetta**

1: Alright.

2: Thanks a lot.

1: What car is this?

2: It’s a Jetta, sir.

1: I am referring to the car that you are sitting in.

2: Yes, it’s a Jetta.

1: Yes, I mean what kind?

2: Jetta, Sir, it is a Jetta!

1: Jetta ….

2: What’s he saying?

**Volkswagen - Das Auto**

B:

Jetta. Elegance that astonishes.

Starting at 69,900 Saudi Riyal.

German craftsmanship for everyone.

Das Auto.
ABSTRACT - ENGLISH

BACKGROUND: This thesis combines the application of central concepts pertaining to the subject areas of marketing and advertising, like consumer psychology and branding, with a textual and linguistic analysis of automobile advertisements that were designed by international corporations for broadcasting in the Arab world.

OBJECTIVE: The first objective of this thesis is the establishment of a solid corpus of texts which will be presented in transcribed and translated form. The most prominent textual and linguistic features and the most frequently used lexical items will be analysed and exhibited, as well as the different varieties of the Arabic language that are being used in the texts.

METHOD: Based on the transcriptions, all dialectal elements are being listed and categorized. Depending on the number of these elements, each script is assigned to one of two corpora. A frequency analysis is conducted, listing all nouns, adjectives and verbs that occur at least three times in each corpus. The most frequently occurring items will be presented in their syntactic and semantic context and additionally analysed from a marketing standpoint.

RESULTS: Most scripts employ Modern Standard Arabic, with the ones using lower variety forms of Arabic differing from them in terms of vocabulary, the context of the narrative and often in the way the product or the brand are being referred to. Few scripts show the abundant use of different phonological, morphological and lexical elements which can be clearly described as pertaining to various lower-variety forms of Arabic.
ABSTRACT - DEUTSCH


ZIEL: Das erste Ziel dieser Arbeit ist die Erstellung eines Textkorpus, der in transkribierter und übersetzter Form präsentiert wird. Dieses Korpus dient als Grundlage für eine Reihe von Analysen. Die Untersuchung und Präsentation der wichtigsten textuellen und sprachlichen Besonderheiten und der am häufigsten verwendeten lexikalischen Elemente sind ebenso zentrale Aspekte dieser Beobachtungen wie die komparative Analyse der verschiedenen verwendeten dialektalen Typen der arabischen Sprache.


ERGEBNISSE: Die Mehrheit der Texte nutzt Hocharabisch, während jene, die dialektales Arabisch nutzen, sich in Bezug auf Wortschatz, den Kontext des Narrativs und oft in der Art, wie sie auf das Produkt oder die Marke Bezug nehmen, unterscheiden. 15 von 65 Texten zeigen die häufige Verwendung phonologischer, morphologischer und lexikalischer Elemente dialektalen Ursprungs. Nur eine kleine Anzahl von Skripten weist eine einheitliche Nutzung solcher Elemente auf, die eindeutig einem bestimmten Dialekt zugeordnet werden können.