

Art of the Article and its Technical Characteristics in the Modern Age

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ABSTRACT

Art of the article is one of the expressive arts. It has its own origins, features, and importance. Art of the article can be defined as one of the prose genera that appeared in the modern Arabic literature after its connection to European literature in the eighteenth century, when the art of the article appeared as a separate literary genre, in which the writers deal with the issues related to the aspects of their individual, social, political, religious, literary and scientific lives and environments, with the criticism and analysis. Development of the press helped to develop this literary genus. Some writers became popular and famous through this art, but many of them misused it and failed to build a bridge between them and their readers through this artistic circumstance, which has a limited size, in which the writer can put a specific topic not exceeded from a few pages, where the writer finds a complete freedom in choosing the topic, so that the article contains various topics, but the writer must avoid lengthening in explaining the dimensions of the subject of his article, as the author often deals with what is limited to a specific idea around which the whole article revolves, and tries to reveal and clarify all dimensions that relate to it briefly. We try to shed light on the art of article, its types and forms in terms of its technical characteristics, using the descriptive approach that is more suitable for such topics of the expressive arts.

Key words: Emergence of artistic article, Modern Arabic literature, European Renaissance, Types and forms of the artistic article, Goal of artistic article, Role of journalism in the development of artistic article.

INTRODUCTION

Historical Background: Genesis of the technical article

Art of the article in the modern age arose in the West on the hands of (French Montaigne) in the sixteenth century, and was characterized by the nature of individuality and subjectivity, as he was benefiting from his own experience in dealing with the educational and moral issues that he devoted to dealing with them, so his articles were popular among the readers, then (Francis Bacon) emerged in England in the seventeenth century and was benefited by the experience of (French Montaigne) then he developed his own experience in its light, but the element of objectivity was more evident in his articles, with a tendency to moral and social issues focused. In the eighteenth century, the article appeared as a stand-alone literary genre, in which the writers deal with the aspects of life in their society with the criticism and analysis. The development of the press has helped to develop this literary genus, and a new element has emerged in it, which is the element of irony and humor, although the desire to social reformation was the primary goal of this new art. In the nineteenth century, the scope of article expanded to include all aspects of the life. It became more independent, liberal and expanded

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DEFINITION OF THE TECHNICAL ARTICLE

Article is a prose. It is one of the most important modern art known in Europe since the sixteenth century. It is a brief literary composition that does not describe in deep detail. It deals with the old or modern, literary or scientific, social or political, critical or cynical issues. The article revolves around a specific subject, may shorten the lines or pages.

It is very difficult to define the article accurately for the wideness of the prospects of writing. Some articles have the descriptive, some of them have a narrative nature and some others are based on the discussion and arguments. Some articles have tended to be used for the personal biographies or historical incidents.

This is evidenced by the fact that many mothers of the books have contributed to the development of the contemporary culture. It is well known in the field of literatures and arts in general that all of the peoples in the world contribute to the arts and civilizational science alongside their adherence to their national and local arts and literatures. The large number of the books that have been published in this field includes collections of articles published first in the newspapers and magazines and then collected in the books that are now a part of our modern heritage and have played a great role in the development of the intellectual and literary life in general.

We find some other collections of the pure cultural articles whose writers meant to define the famous European intellectuals and literary scientists for the readers. It can be said that the most of them are based on the translation and the introduction of the European writing, theories and researches rather than on the creation and innovation.

The philosophical article was the second type of the articles that appeared on the history line as an independent art, not as a part of the journalistic editing in European Renaissance, in the 16th century. We have two great collections of the philosophical articles, one of them was authored by an English philosopher Francis Bacon who turned the science of logic, thinking and finding the facts upside down, by his fruitful book: "Articles", which actually contains a set of articles proved the sterility of formal Aristotelian logic, which was dominated the minds of Humans throughout the Middle Ages.

It should be noted that these articles are not considered the chapters of a book because each article is self-contained and has a full form, which deals with a special subject applying the technical characteristics of the article to the subject.

We have also a number of books from the European Renaissance written in the form of articles, shows that the art of the article has remained in the era of the Renaissance and beyond, a distinctive artistic genre within the literary arts, such as the book : "Articles" authored by Francis Bacon.

In the sixteenth century AD. French thinker Montaigne wrote hundreds of the articles that were collected in four volumes. These articles indicate the intellectual and artistic reflections that are a true representation of the European Renaissance, where the author was depended basically on Greek and Roman heritage, as the European Renaissance was based on the revival of these two old heritage.

However, Montaigne did not borrow from the ancients the means of expression; rather, he reinforced his opinion and his view of what he quoted from the ancients. Thus he was not among the writers of memory when their intellectual line deviated in the preparation for the witness or the text drafted. This is the standard by which we can distinguish the authentic writer from the writer of memory. The authentic writer follows his intellectual path and does not deviate from it as a prelude to the witness or the quotation or the inclusion. He follows his original line of thought, as it does not prevent him from supporting his point of view with regard to the ancient heritage.

The art of the article remained a stand-alone literary genre, as we have many examples from the world literature, but since the art of automatic printing has flourished, this art has spread, and then the newspapers and magazines have appeared. In the early 18th century, the newspapers were only the news bulletins based on the official news, but they were limited in the resolutions and laws that the governor wanted to broadcast in his flock.

Since the articles have found an area in the newspapers, it can be said that the art of the article has lost its place as a separate literary template among the various literary forms. No one publishes the books in the form of the articles unless these articles were previously published in the newspapers and written for them, then were collected in the forms of the books. [1]

VIEWS OF ARAB CRITICS IN THE ART OF THE ARTICLE

Muḥammad Yūsuf Na‘īm says: The article is a prose piece limited in the length and subject, written in a fast spontaneous manner, and free of make-up. Its first condition is to be an honest expression of the writer's personality.

Muḥammad ‘Awaḍ says: The literary article makes you feel that you are reading it and the writer is sitting with you, talking to you and representing before you in every idea and every phrase.

In ancient Arabic literature, there was an art called the chapters and letters has been near to the general characteristics of the art of the article, such as: The letters of Abdullah bin al-Muqaffa‘ and ‘Abd al-Ḥamīd bin Yaḥyā al-Kātib, al-Jāḥiz, Abu Ḥayyān al-Tawḥīdī in his two books, (Enjoyment and Propriety) and (the morals of the two ministers), and we can also find it in the heritage of other nations since the Greeks and Romans, and in the religious and philosophical books and books of the wise men.

The article exclusively has some special characteristics that are not found in the art of chapters and letters. The authors of the article in the modern era are influenced by the prevailing trends in Western literature, which enriched the article with artistic characteristics that make it unique from the other literary genera. [2]

Development of the article in Arabic and its freedom from the verbal decorations

- A. The article influenced by the Western literature and Journalism.
- B. The awareness raised and the political parties and intellectual currents emerged that brought about some notable events such as: Emergence of Jamal al-Din al-Afghani, the Arab revolution, British colonialism, the movement to establish schools and colleges and the activity of the colonial movement in the countries of the Arab Maghreb.
- C. Emergence of the modern press school, and appearance of many newspapers such as: Al-Mu‘ayyid, Al-Liwā’, Al-Jarīda, Al-Sufūr, Al-Siyāsah, Al-Balāgh, and the other newspapers.

- D. Emergence of some specialized magazines that surrounded the components of the Arabic article. Therefore, the article has more ability to address the reality and give attention to its issues. [3]

METHOD OF ARTICLE WRITING

The way the article is written differs from one article to another according to its type. The literary article differs in the way it is written on scientific, media, self, and so on, but it can be said that there are constant steps to write any article regardless of its type and subject, and each writer must determine the topic that he wanted to write about. Where each writer must specify the topic that he wishes to present in his article before starting writing the article, and it must be noted here that the writer needs to be familiar with the field that he wishes to present in the written article, then he begins writing the article as follows, and using the following method:

Abstract

The abstract for an article typically ranges usually between 150-250 words. However, an abstract in the dissertation is longer, usually around 350 words. We should read the instructions of the target mentioned by the journal carefully. Some journals require a structured abstract while others prefer an unstructured one. Graphical abstracts and video abstracts are also gaining popularity and some journals ask for these.

Keywords

Keywords are those words that have the weight of repetition and distribution of the text in a way that opens the gap and dispels the mystery. [4]

Stylistics did not develop this entire approach at once, but it was started first by the references before the emergence of stylistic tendencies in literature. In 1832 Sainte Beuve (1804-1869) stated in his article that "Every writer has a favorite word, which is frequently repeated in his style, and expresses some of his hidden desires or some weak points in his personality."

Baudelaire (1821-1867 AD) wrote in an article about Banville: "In order to discover the mentality of a poet or at least to discover what does occupy his mind basically, let us search for a word or words that are repeated to him many times, that word will reflect what he thinks". As well as, Valerie later stated that the repetition of some certain words to a writer means that they are resonant, and that these words have a remarkable creative force that is much stronger than the current use. This is an example of those personal estimates that play a significant role in the production of the mind certainly, where the uniqueness and discrimination is a very important element, so the "keyword" to Valerie is the one whose repetition at a particular author is more significant than it has in his contemporaries.

If we want to clarify more, we have to show the difference between the keywords and the thematic words. The thematic words are the words used by a particular author profusely, whereas the keywords are those lexical materials that increase their frequency of significance above what they have in the normal situation. The discovery of keywords is a delicate process, and the man has to be careful to avoid the so-called contextual words that are more frequently repeated than any stylistic or psychological trend. Some of the researches and studies in keywords tend to be statistical trend, but the concept can also be defined in the qualitative terms and not in quantitative terms. [5]

Therefore, keywords should be taken from those words are used many times in the article and those words that represent the basic theme of the articles.

Introduction

The thesis usually has a more detailed introduction. However, in the article, the literature review is more succinct and should include only as much as is required to understand the gap in research that led to the study. If your thesis/dissertation includes more than one research question, make sure you narrow down the focus to just one research question for your journal article.

It is a paragraph in which the writer paves the topic of his article, and it should be appropriate to the topic, and the length of the introduction depends on the idea of proportionality between the introduction and the length of the article, so the introduction must not be short compared to the length of the topic presented and vice versa.

First Steps to write the article

1. We should identify a goal or problem and collect all the information about it.
2. We should convert the objective or problem into a question.
3. We should develop initial possibilities to solve the problem by a doubt.
4. We should study the extent of their impact on the results of the research.

Discussion and Conclusion

The conclusion comes at the end, where the author provides a brief summary of the most prominent of what was mentioned in his article, and presents the result that he reached through what he presented, and the conclusion should be clear and also brief as the introduction. /

We may notice that some articles feature a discussion section and a conclusion, though some others combine the two as one section. If we will use just the term “discussion” it means in a simple way that we want to refer to the interpretive concluding portion of the article.

The critical nature of discussion sections stems from the fact that they not only summarize “the most important notable findings” but “interpret those findings”. [6]

While a thesis or dissertation usually reports each and every result in some considerable details, an article reports only the main findings. In fact, as a result the students often end up the reporting of the results in their thesis that are not strong enough. However, when it comes to the articles, some strict standards of reporting should be followed, as we should only report the results that are directly related to the research question and backed by strong evidence. Secondary findings may be included as supplementary information.

Length of the article

An article is much shorter than a dissertation or thesis, so it requires a tighter framework and a more brief style. While a dissertation can be in a few 100 pages and has around 20,000 words, while an article can be usually between 3000-6000 words, depending on the field and the journal. Therefore, each section of the manuscript has to be shortened carefully.

Methodology

The material and method section of a thesis usually includes an extensive discussion of the research approach and methodology. However, a journal article requires a more controlled presentation of methods: you should limit yourself to describing only the details of the methodology used, specifically, the experiments conducted; and a comprehensive discussion of the research approach is not required in the article.

References

Dissertations typically have a list of citations or references. However, the articles include a limited number of citations, and the reference section includes only works that have been cited within the article. Some journals actually specify the maximum number of references that can be included.

GOAL OF THE ARTICLE

It is to present a certain idea to the reader in a manner chosen by the writer, and for the article to achieve its purpose it must be met in it: Clarity of the idea, clarity of style and its beauty.

Clarity of Idea Or Topic

Topic of the article is considered its primary focus, which is its goal, and as much as the writer by his interest in its specification and clarification reaches his goal in persuasion.

The biggest mistake made in failed articles is that its subject is not clear in the mind of its author, and that the idea that the article revolves around it is not clear, vague, or not mature, or lost in the midst of words whose writer does not know the correct relationship between the word and the idea.

Technical template for the article

The style is the verbal template in which the idea is poured to add the spirit to it or we can say: The flavor, which is perceived or understood by this method, and which distinguishes a writer from another, and it is meant by who said that "the method is the writer himself", his imprint and signature that cannot be changed.

The style is not words paved or extracted from here and there for the slightest relationship or without any relationship in some cases, but it is the outcome of the writer's studies and readings, and the entirety of his culture, in addition to the features of his mood and nature.

The successful style is characterized by: The clarity and beauty. As for the clarity, it is by choosing the exact words of the meaning, avoiding tracing oddity, and keenness on the methods of expression, which is an important issue.

As for the beauty of the style, it is very difficult to define, because it is based on taste, and this taste is reared and refined by reading and following the fine literary texts.

If we knew this, it became clear to us that the article is not a fiery sermon aimed at arousing emotions and charging thoughts with irritating words and phrases away from persuasion.

It is not a research aimed at showing the writer's ability to search, prospect, document, and overburden margins with the footnotes and references.

It is not an assumption of a specific science approach to authorship, and the confusion of the reader with the terms that he does not know anything about them or who knows little about it! In short, it is a beautiful literary art, which includes a major topic that is intended to be conveyed to the reader in a graceful and persuasive way, far from the tiredness and exhaustion, and it is kind to him with an entrance or initiation that is tantamount to permission to enter his mind and heart, and that he does not leave except when the writer has reassured that he reached the goal, then he collects the elements of his topic with a conclusion that is like a farewell, which is nothing but acquaintance, serenity and close relationship.[7]

CHARACTERISTICS OF THE ARTICLE

These characteristics must be considered in each article that are:

- **Related ideas:** The author must consider closely the ideas in the article, and the sentences should be in harmony with each other, where all the sentences form an integrated unit in terms of meaning and artistic and literary construction.
- **Persuading the reader:** The article can be appropriate for the reader's thought by relying on simple, easy-to-use phrases that suit all readers of all levels of their minds.
- **Quality of formulation:** The formulation is achieved through the use of an interesting language style that attracts and influences the reader.
- **Limitation:** The article should not exceed a few pages in order to remain within the circle of the article otherwise it will turn into a search.
- **Prose:** The article should be written in prose, not in a poetic language, as it is prose and not poetry, and it must present ideas and not emotions.
- **Diversification of Styles:** This diversification is based on the nature of the writer and the nature of the topic presented in the article, such as the literary topic will be heavily dependent on the images and compositions that demonstrate the writer's ingenuity in the language drafting. [8]

TYPES OF THE ARTICLE

History of the modern Arabic article is closely related to the history of the press in the Middle East, it is due to the history of Napoleon's invasion of the East and the existence of modern presses. For a long time, the press maintained the newspaper's editorial style, which was mostly about the political situation and the conditions and fluctuations that were presented in it. The literary article appeared alongside the newspaper article.

There is a difference between the newspaper article and the literary article. The newspaper article deals with existing problems and contingent issues from a political point of view. Meanwhile the literary article presents the problems of literature, art, history and society.

There were some writers who were able to master in writing the two types of articles: the newspaper article and the literary article such as: 'Abbās Maḥmūd Al-'Aqqād, Ḥusain Haikal, and Ṭāhā Ḥusain. There were also some writers who were famous for their mastery in the newspaper article only such as: 'Abdul Qādir Ḥamza the journalist, Aḥmad Ḥāfiz 'Awad, and Maḥmūd 'Azmī. As well as there were some other writers who were the best known for writing the pure literary article such as: Michāel Na'ima, Gibrān Khalīl Gibran, Mai Ziyāda and 'Abdul 'Azīz Al-Bishrī. [9]

Types of the articles differ according to the subjects presented by the articles. There are social, political, scientific and literary articles. Here are some details of these types of the article in the following: [10]

SCIENTIFIC ARTICLE

It is the article that presents scientific topics, visualizes them, simplifies them, and supports scientific evidence to prove the theory presented therein, and takes into account the characteristics of the known article mentioned earlier.

Literary Article

It is a prose piece that has a poetic impression, literary words and artistic images that the writer selects.

Philosophical Article

It is an article that is concerned with philosophical theories and philosophical opinions and its topic is always on these opinions and theories.

Mathematical Article

It is an article that falls under the characteristics of the articles previously mentioned. It is interested in presenting various sports topics. There are many other types of articles also due to the nature of the ideas covered in the articles in general.

CONCLUSION

The article is a short or medium prose piece, unifying the idea that deals with some specific or general issues, deals with a quick treatment that meets a personal impression or a private opinion, and in which the subject element emerges as a prominent eminence governed by the logic of research and its method that is based on the facts built on its premises and concludes with its results.

It is a composition piece of medium length, usually scattered in a style of ease and digression, and it deals with a particular topic. The author (Arthur Bunsen) defines it as an expression of a personal feeling or an effect on the soul caused by some strange, beautiful, interesting or humorous thing. He describes the author of the article: He is a person who expresses the life and criticizes it in his own way... He watches, records, and interprets the things as he likes.

The contemporary articles are distinguished by a set of characteristics, namely:

1. It is an expression of a personal viewpoint and this feature is what distinguishes it from the other forms of prose writings.
2. The briefness, avoiding boring details, while developing the idea and setting the goal. Therefore, we see that there is an interest in mentioning the **abstract** and **keywords** in contemporary articles. The abstract -as it is well known- is that the writer presents a microcosm of his article in terms of purpose and goals, then mentions the **keywords** that cover all of the elements of the topic.
3. Good opening and skilful closing.
4. Entertainment of the reader. If it deviates from this feature becomes any other color of the literature, which cannot be called the art of an article.
5. Freedom and forging ahead.

Unity, cohesion and progression in moving from one thought to another are the elements that gather around the topic of the article. [11]

The way of article writing differs from one article to another according to its type. The literary article differs from the articles in the science, media, self, and so on, but it can be said that there are some fixed steps to write any article regardless of its type and subject, and each writer must determine the topic that he wanted to write about it, where each writer must specify the topic that he wishes to present in his article before starting writing the article, and it must be noted here that the writer needs to be familiar with the field that he wishes to present in the article writing, then he begins writing the article as follows, using the following method:

- A. **Introduction:** It is a paragraph in which the writer paves the topic of his article, and it should be appropriate to the topic, and the length of the introduction depends on the idea of proportionality between the introduction and the length of the article.
- B. **Presentation:** It is the essence of the article or its body, in which the author presents the desired topic and explains it clearly, and supports his words with various evidence. The presentation must be consist on the coherent sentences, easy to formulate and has

a clear meaning, where the writer presents his ideas in a clear manner to all readers with a complete ease.

- C. Conclusion:** The conclusion comes at the end, where the writer provides a brief summary of the most prominent of what was included in his article, and presents the result that he reached through what he has presented, and the conclusion should be clear and also brief as the introduction. [12]

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