

Rhetoric of the image in the documentary film -science and Islam- -semiological study-

بلاغة الصورة في الفيلم الوثائقي -العلم و الإسلام -
-دراسة سيميولوجية-

Feyrouz Bouzida¹

University of Jijel

feyrouz.bouzida@univ-jijel.dz

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Abstract:

This study aims to reveal the rhetoric of the image in the documentary film (Science and Islam), and to complete this research was based on a systematic plan that enables us to answer the problem of the study and achieve its objectives, where the semiology was chosen as a method of research through Roland Barths approach as the most appropriate to study of image in all its semiotic and rhetorical manifestations. In addition to the use of observation as a tool for collecting data as the film is an audiovisual material. After the analysis process the study reached a set of results, the most important of which are: The documentary science and Islam bears significant semiological signs. In addition, the documentary used rhetorical image that shows the bright side of Islam far from fanaticism and terrorism as propagated in western media.

Keywords: documentary film, Islam, rhetoric, image. Semiology

ملخص:

تهدف هذه الدراسة إلى الكشف عن بلاغة الصورة في الفيلم الوثائقي العلم و الإسلام، و لإنجاز هذا البحث تم الاعتماد على خطة منهجية تمكننا من الإجابة على إشكالية الدراسة و تحقيق أهدافها، حيث تم اختيار السيميولوجيا كمنهج للبحث من خلال مقارنة رولان بارث باعتبارها الأنسب لدراسة الصورة بكل تجلياتها السيميولوجية و البلاغية، إضافة الاستخدام الملاحظة كأداة لجمع البيانات باعتبار الفيلم مادة سمعية بصرية، و بعد عملية التحليل توصلت الدراسة إلى جملة من النتائج أهمها: يحمل الفيلم الوثائقي العلم و الإسلام علامات سيميولوجية دالة، إضافة إلى أن الوثائقي استخدم بلاغة الصورة التي تبين الجانب المشرق للإسلام بعيدا عن التعصب و الإرهاب كما تدعي وسائل الإعلام الغربية.

الكلمات المفتاحية: الفيلم الوثائقي، الإسلام، البلاغة، الصورة، السيميولوجيا.

¹ - author correspondant : Feyrouz Bouzida

e-mail : feyrouz.bouzida@univ-jijel.dz

1. INTRODUCTION

The study of rhetoric has been considered as an essential part of the western culture, the ancient greeks promoted the study of rhetoric, they were interested in different persuasion and speech techniques rather than written texts. Rhetoric, as the art of speaking or writing effectively and the ability to sway the audience, was valued as essential component of civic engagement. Therefore, it became a standard part of the western culture that continued into the centuries later.

Today, rhetoric encompasses not only oral or written discourses, but also visual rhetorics like images and films. Rhetoric of the image in some ways is more complex since it bears different semiological signs and persuasive dimensions.

The image is closely linked to contemporary human life, it is able to form consciousness, because of the rapid dominance of the image in all aspects of man and his culture, however, it can express ideologies, propagandas, attitudes, stereotypes and mental images.

The documentary film is an important part of modern image, it has attracted enormous attention of governments, organizations, and people in general, and brings the audience into new experiences through the factual information about real lives, people, places countries and phenomenon...etc. Documentaries have many purposes like education, information, communication, persuasion, raise consciousness. Documentary film is considered as a new and a powerful tool for agenda -setting, creating public opinion and redrawing the mental maps of audiences.

Islam has a widespread concern in documentary films especially after the attacks of 09/11 where Islam and Muslims are negatively portrayed in western media by describing this religion as violent and radical that finally resulted a kind of hatred and fear of Islam, it is often associated with terrorism, fanaticism, and anti-Semitism. Islam is widely misunderstood and considered by many Americans with distrust². On the other hand, there are many documentaries in the west shed light on the bright side of Islam as a challenge to correct the image of Islam in the west, by exploring the Islamic civilization in the medieval ages where science flourished across a wide areas around the world for several centuries like chemistry, astronomy, mathematics, medicine and translation that began with the great movement of orientalist scholarship³. This kind of documentary depends on rhetoric of the image using different visual techniques to attract, inform and persuade the western audience. One of the most famous documentary films in this field is science and Islam by professor Jimal-khalili. This led us to ask an important question: how does the rhetoric of the image manifest itself in the documentary film science and Islam?

Objectives of the study:

This research paper seeks to achieve a set of objectives:

- Explore the role of the image plays in contemporary world, along with how to create the strongest and clearest messages for the audiences through documentaries.
- Discover the rhetorical techniques of the image in the documentary film science and Islam through the topics, characters, music, places ...etc
- Explore the power of the documentary films that can change the stereotypes, and the mental images of Islam in the west through rhetoric of

² -Marie-Christine Pauwels, civilization des Etats Unis, Hchette livre, Paris, 2002, p 151

³ -Bernard Lewis, Islam and the West, Oxford University press, New York, 1993,p 63

- the image.
- Show to what extent the image in the documentary
- -Science and Islam- is rhetorical.
- Show the relation between image and its sociocultural dimensions in the documentary under study.
- **2/Concepts**
- **2/1- Rhetoric**
- The English word rhetoric is derived from Greek (Rhetoriké), which apparently came into use in the circle of Socrates in the 5th century BC. Rhetoriké in Greek specifically denotes the civic art of public speaking as developed in deliberative assemblies, law, courts, and other formal occasions under constitutional governments in the Greek cities⁴.
- The ancient philosopher Aristotle was one of the first theorists to define rhetoric, and his definition is one of the most influential yet today. Rhetoric said Aristotle 'is the ability, in each particular case, to see the available means of persuasion'. His definition focused on persuasion, an association that is still quite common today among theorists and critics⁵.
- Rhetoric is the art of using language for persuasion, in speaking or writing, especially in oratory⁶.
- There are two main concepts most commonly associated with rhetoric: discourse and persuasion. A discourse can be any speech written or spoken as well as the exchange of symbols or meanings in any context (books, newspapers, pictures, movies, websites, music, and so on. Persuasion occurs when someone convinces you of something; it encompasses the dramatic experience of being moved to rage, tears or action by speech, as well as more subtle process such as being influenced by advertising or political ideology⁷.
- **The relation between rhetoric and persuasion**

The practices of rhetoric and persuasion are closely linked because various rhetorical techniques are commonly used for the purpose of persuasion.

Persuasion specifically refers to using a variety of what are generally rhetorical techniques to change opinions or to encourage particular actions⁸.

2/2- Image

In Oxford dictionary the word (image) means a copy of sb/sth in the form of a picture or statue, a picture of sb/sth seen in a mirror through a camera or on television or a computer⁹.

An image is a visual representation of something such as :

- A likeness of an object produced on a photographic material.
- A picture produced on an electronic display (such as television or computer screen)

⁴ - George.A.Kennedy, a new history of classical rhetoric, Princeton University Press, New Jersey, 1994, p03

⁵ - Timothy Borchers, Heather Handley, rhetorical theory and introduction, Waveland Press, USA, 2018, p05

⁶ - J.A Cuddon, the Penguin Dictionary of Literary Theory, Penguin Books, 4th ed, London, 1998, P747

⁷ - William M. Keith, the essential guide to rhetoric, Bedford/ST Martin's, Boston, 2008, p 04

⁸ - www.languagehumanities.org (29/11/2022)

⁹ - Oxford Advanced Learner's Dictionary, Oxford University Press, 2000, p 675

- A mental picture or impression of something¹⁰

‘According to the ancient ethymology, the word image should be linked to the root (imitari). Thus we find ourselves immediately at the heart of the most important problem facing the semiology images’¹¹.

- **Rhetoric of the image**

Roland barthes said in his essays that the signs of the 3rd message (the symbolic message, cultural, or connoted) were discontinuous. Even when the signifier seems to extend over the whole message , it is nonetheless a sign separated from others ; the composition carries an aesthetic signified, in much the same way as intonation although suprasegmental is a separate signifier in language. Thus, we are here dealing with a normal system whose signs are drawn from a cultural code. What gives this system its originality is that a number of readings of the same lexical unit or lexia (of the same image) varies according to individuals¹²

2/3- Documentary fim

‘It is certainly impossible to argue that the documentary film has never had a very precise definition. It remains a common today to revert to some version of John Grierson’s definition of documentary. First proposed in the 1930s as the creative treatment of actuality.

Documentary films speak about actual situations or events and honor known facts’¹³

A documentary is a genre of movie making that uses video and film scenes, photographs and/or sound of real people and real events which when edited together creates a particular story, viewpoint, message or experience¹⁴

Overview on the documentary of (Science and Islam)

Science and Islam is a three-part BBC documentary about the history of science in medieval Islamic civilization presented by Jim Al-Khalili. The series is accompanied by the book Science and Islam: A History written by Ehsan Masood.

Episodes:

Part 1: The Language of Science

Part 2: The Empire of Reason

Part 3: The Power of Doubt

Part 1: The Language of Science:

Physicist Jim Al-Khalili travels through Syria, Iran, Tunisia and Spain to tell the story of the great

¹⁰ - www.merriam-webster.com/dictionary (02/06/2022)

¹¹ - Roland Barthes, rhetoric of the image .www.williamwolff.org (02/06/2022)

¹² -Roland Barthes, image,music, text, essays selected and translated by Stephen Heath, Hill and Wang,New York, 1977, p46

¹³ - Bill Nichols, introduction to documentary, indiana university press, USA, 2nd ed, 2010, p 06

¹⁴ - www.desktop-documentaries.com (2/06/2022)

leap in scientific knowledge that took place in the Islamic world between the 8th and 14th centuries.¹⁵

Its legacy is tangible, with terms like algebra, algorithm and alkali all being Arabic in origin and at the very heart of modern science - there would be no modern mathematics or physics without algebra, no computers without algorithms and no chemistry without alkalis.

For Baghdad-born Al-Khalili this is also a personal journey and on his travels he uncovers a diverse and outward-looking culture, fascinated by learning and obsessed with science. From the great mathematician Al-Khwarizmi, who did much to establish the mathematical tradition we now know as algebra, to Ibn Sina, a pioneer of early medicine whose Canon of Medicine was still in use as recently as the 19th century, he pieces together a remarkable story of the often-overlooked achievements of the early medieval Islamic scientists.

Part 2: The Empire of Reason:

Physicist Jim Al-Khalili travels through Syria, Iran, Tunisia and Spain to tell the story of the great leap in scientific knowledge that took place in the Islamic world between the 8th and 14th centuries.

Al-Khalili travels to northern Syria to discover how, a thousand years ago, the great astronomer and mathematician Al-Biruni estimated the size of the earth to within a few hundred miles of the correct figure.

He discovers how medieval Islamic scholars helped turn the magical and occult practice of alchemy into modern chemistry.

In Cairo, he tells the story of the extraordinary physicist Ibn al-Haytham, who helped establish the modern science of optics and proved one of the most fundamental principles in physics - that light travels in straight lines.

Prof Al-Khalili argues that these scholars are among the first people to insist that all scientific theories are backed up by careful experimental observation, bringing a rigour to science that didn't really exist before.

Part 3: The Power of Doubt:

Physicist Jim Al-Khalili tells the story of the great leap in scientific knowledge that took place in the Islamic world between the 8th and 14th centuries.

Al-Khalili turns detective, hunting for clues that show how the scientific revolution that took place in the 16th and 17th centuries in Europe had its roots in the earlier world of medieval Islam. He travels across Iran, Syria and Egypt to discover the huge astronomical advances made by Islamic scholars through their obsession with accurate measurement and coherent and rigorous mathematics.

Research Methodology

¹⁵ - www.islamicity.org 10/06/2022. 10.45pm

As stated in the outset , the main aim of this research is to examine in details the rhetoric of the image in the documentary film (science and Islam), this calls to adopt a a systematic methodology to enable us to address the previous questions of the study.

1/ Research method

The use of the method is an essential step of any scientific research, this study was based on semiology method which is the most appropriate in image studies.

In this study we based on Roland Barthes approach of semiology to analyze the documentary film (science and Islam).

Semiotics or semiology has been defined first by the Swiss linguist Ferdinand De Saussure as ‘‘ the science of signs ‘’¹⁶, he considered linguistics in his book (course in general linguistics) as a part of a the general science of signs or semiology.

On the other hand, Roland Barthes has inverted the Saussurean postulation in his book elements of semiology i-e ‘‘semiology is a part of linguistics, to be precise it is that part covering the great signifying unities of discourse’’¹⁷

‘‘According to F.De Saussure the linguistic sign unites not a thing and a name , but a concept and a sound image. The latter is not the material sound, a purely physical thing, but the psychological imprint of the sound, the impression that it makes on our senses’’¹⁸. He called them signifier and signified.

Roland Barthes perceived the semiological sign as a compound system of two main copponents (the signifier and the signified) like the linguistic sign, but it differs on the level of substances. The essence of the semiological sign is not only for signification but it is an object of everyday use, he called them sign-function.

2/ Research instrument

This paper is based on three tools of reseach :

2-1 Film cut : That means to cut the film into shots and how to jump from one shot to another, in order to read the documentary semiologically.

2-2 Denotation and connotation levels of analysis :

According to Roland Barthes any system of signification comprises a plane of expression or the signifier and the plane of content. Denotation is the first order of signification that refers to the simple and initial reading of the image (sign). Connotation is the second order of signification reffers to the socio-cultural , personal and emotional ... etc interpretations and implications of the sign. Thus, we will study the image in the documentary film-Science and Islam- on the denotative and connotative levels of semiology.

2-3 observation :

This study was based also on the scientific observation tool, which is best suited to the nature of the chosen method, in addition to the specificity of the audiovisual material under study.

The documentary was observed accurately and objectively in order to collect data.

3/ The sample

The sample of the study represents the sum of the signifying shots that enable us to answer the questions and achieve the objectives of the research, after the survey we have selected 40 shots of episode 01 from the documentary film science and Islam.

¹⁶ -sibhan Shappman, Christopher Routledge, key ideas in linguistics and philosophy of language,Edinburg university , 2009 ,p 120

¹⁷ - Roland Barthes, elements of semiology, Hill and Wang, New York, 1986, p 11

¹⁸ - Ferdinand De Saussure, course in general linguistics, philosophical library, NewYork, 1959, p 66

The semiological analysis of the documentary film

1 / The denotation level of semiology analysis

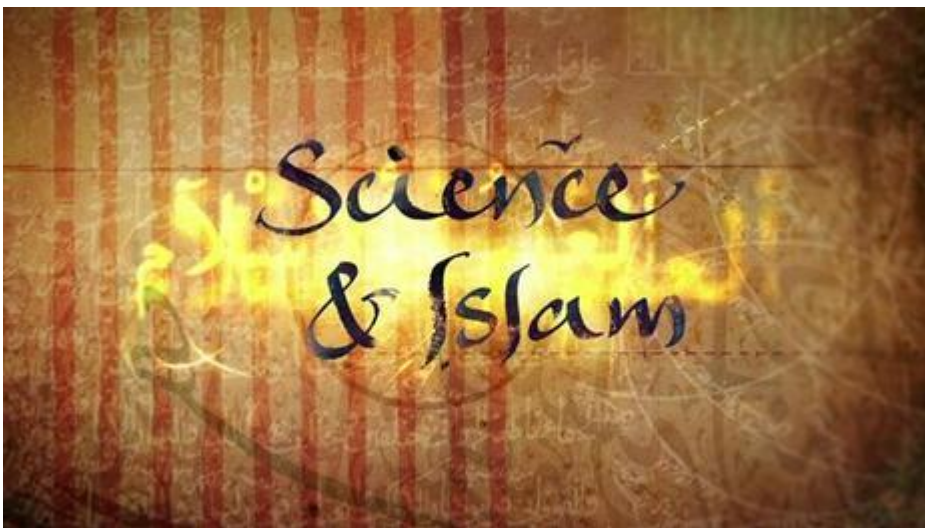
| N0 of shots | Duration of shots | types of shots | Place of shots | Observations |
|--------------------|--------------------------|-----------------------|-----------------------|--|
| 01 | 12 seconds | Medium shot | External | Jim Alkhalili introduces the impact of the islamic civilization |
| 02 | 06 seconds | Medium full shot | External | Alkhalili draws the picture of a mosque in a popular street in Cairo Egypt |
| 03 | 07 seconds | Exteme close up | Internal | The Islamic manuscripts of Algebra and Algorithms |
| 04 | 08 seconds | Medium close up | External | Alkhalili talks about the Muslim scientist Alkharizmi through an Italian document |
| 05 | 16 seconds | Full shot | External | Alkhalili walks in Cairo and talks about the contributions of Alkharizmi |
| 06 | 60 seconds | Extreme close up | External | Alkalili explains how Alkharizmi showed the west the better way of doing arithmetic with 10 simple symbols |
| 07 | 50 seconds | Full shot | Internal | The map of the islamic world in the medieval ages |
| 08 | 12 seconds | Full shot | External | Baghdad in the 60s one of the greatest cities |
| 09 | 08 seconds | Full shot | Internal | A map shows how Islam spread in different parts of the world |
| 10 | 30 seconds | Full shot | External | The picture of some mosques and Islamic architecture |
| 11 | 40 seconds | Full shot | External | Alkhalili explains how Islam is a religion of knowledge through the Hadith of the prophet Muhammed(PBUH) |
| 12 | 04 seconds | Close up shot | Internal | Young men reading Quran |
| 13 | 06 seconds | Close up shot | Internal | a calligrapher writes in arabic language |
| 14 | 08 seconds | Close up shot | Internal | Jim Alkhalili shows a picture of (In the name of Allah most merciful) |
| 15 | 07 seconds | Full shot | Internal | Many books in different fields to explain the translation movements in the Islamic civilization |
| 16 | 15 seconds | Full shot | External | The new library of Alexandria |

| | | | | |
|----|------------|----------------------|----------|--|
| | | | | in Egypt |
| 17 | 20 seconds | Cow boy shot | Internal | Jim alkhali reads and explains a saying of the prophet Muhammed ‘‘God did not sendtdowns a disease without also sending down its cure ‘‘ |
| 18 | 14 seconds | Full shot | External | Jim walks with doctor Petter in Damascus Syria and talk about Islamic medecine |
| 19 | 10 seconds | Cow boy shot | Internal | Alkhalili talks with a tunisian woman about medical herbs in Tunisia |
| 20 | 08 seconds | Cow boy shot | Internal | Jim explains that Islamic medecine is related to other traditions of mecine like india and China |
| 21 | 22 seconds | Medium close up shot | Internal | Jim Alkhalili reads the book of the Prophet ‘s medecine |
| 22 | 07 seconds | Full shot | External | group prayer of Muslims in the mosque |
| 23 | 20 seconds | Full shot | External | Jim and Petter enter to Nouredinr hospital in Damascus which is now a museum, it was the leading hospital in the Islamic empire |
| 24 | 17 seconds | Full shot | External | Petter explains that the hospital was open for all people Muslims and non muslims |
| 25 | 21 seconds | Full shot | Internal | Jim talks the notion of pharmacy in Islamic hospitals |
| 26 | 15 seconds | Full shot | Internal | Jim and Pitter talks and show the Islamic surgery |
| 27 | | | | Petter explains a drawing of the eye during the Islamic empire |
| 28 | 18 seconds | Medium full shot | Internal | Medical tools used by muslim doctors |
| 29 | 17 seconds | Full shot | External | Jim talks about Ibn Sina and shows his picture |
| 30 | 11 seconds | Extreme closeup | Internal | The book of Ibn Sina the Canon of Medecine |
| 31 | 33 seconds | Medium shot | Internal | Jim and Petter talk about the book of Ibn Sina |
| 32 | 10 seconds | Full shot | External | Mosques and Islamic architecture |
| 33 | 9 seconds | Medium shot | Internal | The archiologist in Egypt explains the manuscript of Ibn wahchia |
| 34 | 20 seconds | Medium shot | Internal | The archiologist explains the letters in hierogliph language |
| 35 | 23 seconds | Full shot | External | Jim explains the curiosity that |

| | | | | |
|----|------------|---------------------|----------|--|
| | | | | Islamic scholars had about the world |
| 36 | 10 seconds | Medium shot | Internal | Alkhalili checks books in a library in Baghdad |
| 34 | 7seconds | Full shot | Internal | Mosques and Islamic architecture |
| 35 | 6 seconds | Medium shot | Internal | Jim listens to pieces of Iraqui music |
| 36 | 6 seconds | Medium closeup shot | Internal | Jim listens to a storyteller as a part of his culture |
| 37 | | Full shot | Internal | Jim walks and talks in one of the Abassi castle about the intellectual life of Baghdad |
| 38 | 10 seconds | Medium closeup | Internal | Jim talks about Alkharizmi |
| 39 | 16 seconds | Closeup shot | Internal | The picture of Alkharizmi |
| 40 | 10 seconds | Full shot | Internal | Geometry and mathematical symbols |

2- The connotation level of semiology analysis

Semiology of the title -Science and Islam-



The title of the documentary was written in both languages english and arabic. Both phrases are semiologically attractive through the combination of languages which connote that Islam is a religion of knowledge and contributed largely in many scientific fields. The title in this way is like a door opened for many interpretations and readings.

✓ Colors symbolism in the title

The phrase العلم و الاسلام was written in Arabic with yellow color. It is a color associated with sun. it symbolizes optimism, energy, joy, happiness, it is mentioned in the Quran in Surat Albaqara, when Allah Almighty wanted to show the Israilites intransigence in asking their messenger (Moses) in showing what intended cow is. They said ‘ ‘ Call upon your Lord for us to make plain to us its color’’. ‘ ‘ It is a yellow cow , bright in its color , pleasing the beholders’’.

This title connotes that Islam is not a religion of ignorance or darkness; it is a religion of science and knowledge. This is mentioned even in the tradition of our Prophet Muhammed (PBUH), He ordered Muslims to seek knowledge even in China.

The black color is the color of the English phrase science and Islam, black is a symbol of power, mystery, sophistication, authority and elegance. It connotes the power of Islam in the medieval ages where many Muslim scientists created and devolped many sciences like medecine, pharmacy, biology, physics, chimestery ... etc

✓ Characters

The main character in this documentary is Professor Jim Alkhalily. Jameel Sadik "Jim" Al-Khalili (born 20 September 1962) is an Iraqi-British theoretical physicist, author and broadcaster. Jim is a theoretical physicist at the University of Surrey where he holds a Distinguished Chair in physics as well as a university chair in the public engagement in science. He received his PhD in nuclear reaction theory in 1989 and has published widely in the field.

He is a prominent author and broadcaster. He has written 14 books on popular science and the history of science, between them translated into twenty-six languages. He is a regular presenter of TV science documentaries¹⁹.

Jimal-khalili seems to be a charismatic figure, intellectual confident and also proud of his origins. He uses body language to be more persuasive.

Topics of the image

✓ Mathematics and Alkharismi

The documentary shows the great contribution of Alkharismi in the field of mathematics, it is thanks to him that europeans realized their way of doing arithmetic he describrd a revolutionary idea, you can represent any number you like with 10 symbols. He has been described as the father of algebra his name gave rise to the term algorism or algorythm. On the Calculation with Hindu Numerals, written about 820, was principally responsible for spreading the Hindu–Arabic numeral system throughout the Middle East and Europe

✓ The map of the Islamic empire in the middle ages

¹⁹ -www. jimal-khalili.com (12/06/2022. 17 :15)

The Middle Ages was a period that witnessed the rise Muslim Empires in the middle ages. During this period, there were numerous developments in science, art, cultural works, religion and economy that ensured the empires survived. Scholars from various backgrounds in the Islamic world were united with one goal of translating classical knowledge into the Arabic language and were based in the House of Wisdom in Baghdad. This scholarly knowledge was vital to the success of the empire and advancement in new ways. This ideas is very important to clarify and correct the image of Islam in the west.

✓ **Quran and arabic language**

The holly Quran is written in Arabic and his words are sacred, and making copies of Quran is has always been a respected job since the foundation of Islam. The documentary shows the beautiful aspects of the arabic calligraphy, It has has a strong history in the Islamic world in merging culture and geometry. It allows you a myriad of ways in creating one-of-a-kind calligraphic expressions. Thus, the beauty of the arabic language and calligraphy was very clear in this documentary.

✓ **The mosque, prayer and reading the Holly Quran**

The film shows some mosques in Baghdad, Damascus and Cairo, which is a sign of the sanctity and beauty of the place, as it is clear that people pray lined up and this shows the importance of prayer and its role in the lives of Muslims. Prayer is one of the five pillars of Islam, it was made obligatory for all Muslims, it allows the believer to enrich their spirituality through the connection with our Lord.

✓ **Medecine and Ibn Sina**

The Islamic empire known a great movement in medecine and pharmacy. Ibn sina or Aviceana as known in the west tration. He was one of the most eminent Muslim physicians and philosophers of his days whose influence on Islamic and European medicine persisted for centuries thanks to many of his books like the canon in medecine which is among the famous books in the history of medecine. This is a sign of the large Islamic contribution in the field of medecine.

the islamic contribution in medecine witnessed the first anatomical illustration in history (illustration of the eye). In addition, there are many tools of surgery and anatomy in Noure-ddine hospital in Damascus which is a leading hospital of the Islamic empire; it was opened for all community in that times (for muslims and non-muslims).

✓ **Voice of Adhan (call for the prayer)**

The voice of the Adan (call for prayer) has appeared in many shots of the film, it reflects the Islamic culture, The Adhan is delivered five times a day to remind Muslims to come to mandatory prayer and leave wordly matters behind.It is common to hear the call to prayer in the Muslim countries.

Music and sound effects

The documentary has succeeded in transmitting the message to the audience through the music and some sound effects. It used the oriental music; different tunes were heard by using some specific instruments needed to make the region completely unique in music. In creating this kind of music certain tools should be used like: qanun, darbouka, drum, doumbek, and oud.

Lighting

Lighting is a fundamental cinematic element because it makes the visual mood and sense of meaning for the audiences. In this documentary film Science and Islam lighting varied between natural lighting through the light of the sun and daylight in different parts of the film; in streets, markets, mosques of Baghdad, Egypt and Damascus and artificial lighting that was the best way to achieve well-lit scenes in order to make what we see in the film almost similar to what we see in real life.

Conclusion

This research provides us with insightful results and conclusion

- ✓ The documentary (science and Islam) includes many semiological signs.
- ✓ The image in the documentary film under study is open for many interpretations.
- ✓ the documentary used rhetorical images that shows the bright side of Islam far from fanaticism and terrorism as propagated in western media.
- ✓ The image in this documentary reflected the value of science in the Islamic civilization like : mathematics, geometry, algebra, architecture, medicine, pharmacy and calligraphy.
- ✓ the characters played an important role in the image ; Jim Alkhalili as the main character, besides some scientists.
- ✓ A famous figure was hired to make the image more credible and rhetoric.
- ✓ The documentary uses music and some sound effects to give more significance to the image which basically related to the eastern and Islamic culture.
- ✓ Rhetoric of the image was related to semiology of place which varied between internal and external shot, like streets , mosques, hospitals, museum...etc
- ✓ The image is related to the sociocultural of the icons appeared in this documentary (mosques, Quran, Islamic architecture, music, arab cities and arabic language ...)
- ✓ The image tried to deliver ideas and messages effectively as a language, this may make a significant contribution to change the image of muslims and arabs in the west.
- ✓ Lighting played an important role to make the image rhetorical and significant.

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