

PART A: KEY LANGUAGE

7.1 MIDDLE EAST MARKETING

CD4 01

At a conference, Sherif interviews some delegates about where they come from. He meets Aida and Ibrahim.

In this unit you can learn how to:

- say what region you live in;
- tell people what there is to see there;
- give an opinion of it.

An important part of making business and personal contacts is socialising. Talking about yourself and your family, your home and where you come from, can establish useful common ground. It's also interesting to find out about the rich variety of regions in the Middle East, from the ancient splendour of Cairo and Damascus to the beaches and shopping paradise of Dubai and the Emirates.

7.2 KEY LANGUAGE

02

03

Where do you come from?

It's (not) a very beautiful region.

It's (not) the most beautiful region in the Middle East.

It's (not) a big town.

It's (not) a crowded town.

It's (not) superb.

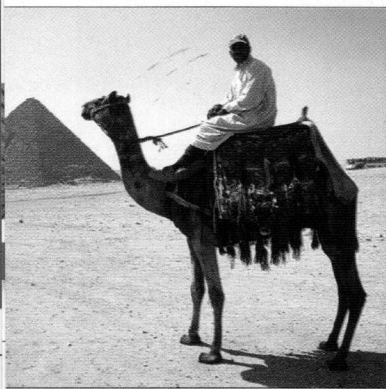
Do you know (*fem.*) Amman?

Do you like (*fem.*) living there?

I come from Dubai.

What is there?

There's/There are... a beach/a gold market/a port/ancient mosques/a river.



04

05

06

07

08

09

7.3 OVER TO YOU



Now try out what you've learned. Looking at the photos on the page opposite and choosing phrases from the KEY LANGUAGE, say:

- a it's a big town;
- b there's a river;
- c there are ancient mosques.

7.1



7.2

أَنْتِ مِنْ أَيْنَ؟

دي (مُش) مِنْطَقَة جَمِيلَة جَدًّا.

دي (مُش) أَجْمَلْ مِنْطَقَة فِي الشَّرْقِ الْأَوْسَطِ.

دي (مُش) مَدِينَة كَبِيرَة.

دي (مُش) مَدِينَة مُزْدَحِمَة.

دي (مُش) رَائِعَة.

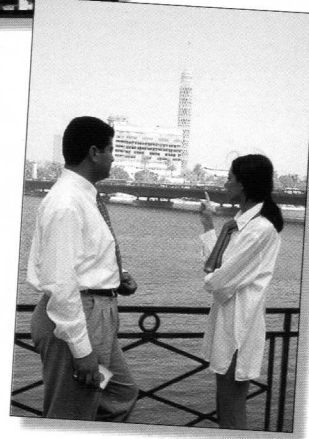
تَعْرِفِ (تَعْرِفِي) عَمَّانَ؟

أَنْتِ مَبْسُوط بِحَيَاتِكَ (أَنْتِ مَبْسُوطَة بِحَيَاتِكَ) هُنَاكَ؟

أَنَا مِنْ دُبَي.

فِيهَا إِيه؟

فِيهَا... شَاطِئُ / سَوْقُ الذَّهَبِ / مِينَاءُ / مَسَاجِدُ أَثَرِيَّةُ / نَهْرُ.



7.3



7.4 STRATEGIES

CD4



You may know a bit more Arabic than you think you do! For example, you have heard of the Sahara desert, and this will help you remember the Arabic word صحراء (saHraa'), meaning "desert". See if you can use the same principle to match the English below with the Arabic on the opposite page.

- | | |
|--------------------------------|------------|
| a market | d the Nile |
| b camel | e Emirate |
| c town (think of Saudi Arabia) | f valley |

7.5 VOCABULARY



Another useful hint for learning vocabulary is to write each Arabic word you don't yet know on separate slips of paper, and mix them up. Do the same thing with the English translations of the Arabic words you've used. Practise matching up the Arabic words with their English meanings as quickly as you can.

- | | | |
|----------------------------|---------------------------------------|-----------------------------------|
| 1 name | 7 conference | 12 where do you (fem.) come from? |
| 2 sign here, please (fem.) | 8 conference hall | 13 palm trees |
| 3 river | 9 beach | 14 the pyramids |
| 4 not much | 10 desert | 15 Damascus |
| 5 old | 11 (do) you like living (fem.) in ... | 16 I'd like to hire, to rent ... |
| 6 Nile valley | | |

7.6 LOOKING AHEAD



Your own general knowledge can help you to understand a lot of Arabic when you hear or read something on a topic you know about. Match up each item in the right-hand column, opposite, with a phrase from the left-hand column.

PART B: LANGUAGE IN ACTION

7.7 NOW I UNDERSTAND



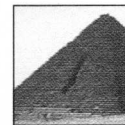
Answer the questions while you listen, in order to show that you understand all the main points of the story. The photos opposite give some clues.

- When the receptionist has taken Anwar Hussein's name, what does she ask him to do next?
- What does Aida think of the business conference?
- Is there a beach in Amman?
- How well does Ibrahim know the Nile Valley?
- What does Ibrahim think about the Pyramids?
- What, according to Anwar, is there to see in Damascus?
- Where is Ibrahim from?

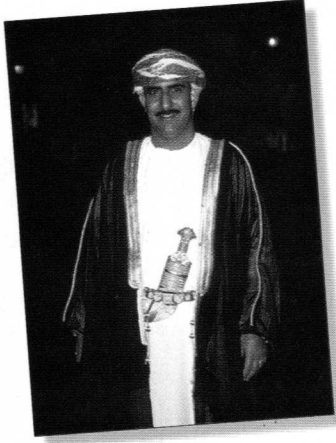
7.8 GOT IT?



In the course of the story, Sherif, Ibrahim and Aida use certain words in connection with certain things. Which word or phrase from the right-hand column, opposite, do they use to describe the items in the left-hand column?



7.4



٤ مَدِينَة

١ جَمَل

٥ وادي

٢ النيل

٦ سوق

٣ إِمارة

7.5

١٣ نَخيل

١٠ صَحراء

٥ قَدِيم

١ اِسْم

١٤ الأهرامات

١١ مَبسوط بِحَيَاتِكَ

٦ وادي النيل

٢ وَقَّعْ هُنَا، مِنْ فَضْلِكَ.

١٥ رِمَشَق

(مَبسوطَة بِحَيَاتِكَ) فِي ...

٧ مُؤْتَمَر

(وَقَّعِي هُنَا، مِنْ فَضْلِكَ.)

١٦ أُريدُ اسْتِئْجار...

١٢ أَنْتَ (أَنْتِ) مِنْ أَيْنَ؟

٨ قاعة المؤتمرات

٣ نَهْر

٩ شاطئ

٤ مَشْ كَثِير

7.6

a فيها ميناء.

١ القاهرة

b فيها مَدِينَة الخَرْطوم.

٢ دُبَي

c فيها الأهرامات ونهر النيل.

٣ إِسْكَندَرِيَّة

d فيها نهر التيمز.

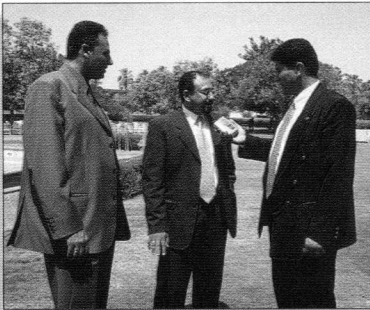
٤ السودان

e فيها سوق الذهب.

٥ لَنَدُن

7.7

المؤتمر
MIDDLE
EAST
MARKETING
CONFERENCE



«دي مِنطقة جَميلة.»

7.8

a مَدِينَة قَدِيمَة

١ مُؤْتَمَر

b رَائِع

٢ دُبَي

c فِيهَا شاطئ

٣ عَمَّان

d مَدِينَة كَبِيرَة

٤ وادي النيل

e أَجْمَل مِنطقة

٥ رِمَشَق

Listen to the story again. Keep on listening until you feel confident with it.

7.9 HERE'S THE ENGLISH EQUIVALENT OF THE TRANSCRIPT WHICH APPEARS ON THE PAGE OPPOSITE.

CD4 17 18

Sherif goes to a marketing conference in Cairo.

THE CONFERENCE CENTRE: RECEPTION

Aida Hello! My name's Aida Salim.

Ibrahim Hello! My name's Ibrahim Fawzi.

Receptionist Your name, please?

Anwar My name's Anwar Hussain.

Receptionist Mr Anwar. Sign here, please.

Receptionist What's your name, please?

Aida Aida Salim.

Receptionist Thank you, Mrs Aida. Sign here, please.

Aida Thanks!

Receptionist Don't mention it...Your name, please?

Ibrahim Ibrahim Fawzi.

THE CONFERENCE CENTRE: THE CAFÉ

Aida The conference is superb!

Ibrahim Very crowded! Where do you come from?

Aida I'm from Amman. Do you know Amman?

Ibrahim Not much.

Aida It's a big city. There isn't a beach, but it's a beautiful city.

Ibrahim I think the most beautiful region in the Middle East is here, the Nile Valley. It's a superb region. The palm trees and the river, the desert and the pyramids. Beautiful! Superb!

Aida You're happy here?

Ibrahim Yes, yes! And you?

THE CONFERENCE CENTRE: THE GARDEN

Sherif Where do you come from?

Anwar I'm from Damascus.

Sherif That's an old city. What is there?

Anwar There's a market and some ancient mosques.

Sherif And you, madam? Where do you come from?

Aida I live in Amman.

Sherif That's a superb city!

Aida But it's a crowded city.

Sherif And where are you from, sir?

Ibrahim I live in Dubai, near the beach.

Sherif What is there?

Ibrahim There's a beach and a gold market.



7.10 PRACTISE



Looking at the transcript of the conversation between Aida and Ibrahim, note down:

- the interested questions they each use to keep the conversation going,
- the words and phrases they use to show their interest and enthusiasm, and
- how Aida provides a balanced description of Amman.

These are all useful techniques you can use to improve your own Arabic conversational skills.

7.9

ابراهيم: أظن إن أجمل مِنَاطة في الشَّرْق الأوسَط هي هُنا، وادي النيل. مِنَاطة رائِعة! النّخيل، والنّهر، والصّحراء والأهرامات! جَميلة! رائِعة!
عايدة: أنت مبسوط هُنا؟
ابراهيم: نعم، نعم! وأنت؟

قاعة المؤتمرات: الجَنينة

شريف: أنت مِن أين؟
أنور: أنا مِن دِمَشق.
شريف: دي مَدِينة قَدِيمَة. فيها إيه؟
أنور: فيها سوق ومَسَاجِد أثريّة.
شريف: وأنت يا مدام؟ أنت مِن أين؟
عايدة: أنا عايشة في عَمّان.
شريف: دي مَدِينة رائِعة.
عايدة: ولكنّها مَدِينة مُزْدَحِمَة.
شريف: وأنت مِن أين، يا أستاذ؟
ابراهيم: أنا عايش في دُبَيّ. قَرِيب مِن الشّاطِئ.
شريف: فيها إيه؟
ابراهيم: فيها شاطِئ وسوق الذّهب.

قاعة المؤتمرات: الإِسْتِقبال

عايدة: أهلاً. أنا اسمي عايدة سالم.
ابراهيم: أهلاً. أنا اسمي إبراهيم فوزي.
الموظفة: الاسم مِن فضلك؟
أنور: أنا اسمي أنور حُسَيْن.
الموظفة: أستاذ أنور، وَقَع هُنا، مِن فضلك.
الموظفة: الاسم مِن فضلك؟
عايدة: عايدة سالم.
الموظفة: شكراً مدام عايدة. وَقَعِي هُنا، مِن فضلك.
عايدة: شكراً.
الموظفة: عفوا... الاسم مِن فضلك؟
ابراهيم: إبراهيم فوزي.

قاعة المؤتمرات: الكافيتريا

عايدة: مؤتمَر رائِع!
ابراهيم: مُزْدَحِم جدّاً. أنت مِن أين؟
عايدة: أنا مِن عَمّان. تَعْرِف عَمّان؟
ابراهيم: مُش كَثِير.
عايدة: مَدِينَة كَبِيرَة. ما فيها شاطِئ، لكنّها مَدِينَة جَمِيلَة.

7.10



7.11 GRAMMAR

CD4



The simplest form of the Arabic plural is made by adding **يين** (*een*) to the end of a masculine word or **ات** (*aat*) to the end of a feminine or masculine word:
مُوظَّف (*muwazzaf*): (male) employee → **مُوظَّفِين** (*muwazzafeen**): (male) employees
مُوظَّفة (*muwazzafa*): (female) employee → **مُوظَّفات** (*muwazzafaat*): (female) employees
مُؤْتَمَر (*mu'tamar*): a conference → **مُؤْتَمَرَات** (*mu'tamaraat*): conferences
 (*Can also be **مُوظَّفُون** (*muwazzifoon*) in written Arabic.)

However, these plurals only work for the minority of Arabic words. Other plurals are made by a system called "broken" plural. The word is "broken" up and the vowels rearranged to make the plural. For example:

بَنْك (*bank*): bank → **بَنُوك** (*bunook*): banks

مَسْجِد (*masjid*): mosque → **مَسَاجِد** (*masajid*): mosques

The broken plural can follow many patterns and it is easier as a beginner to try to remember only those that might be useful on an individual basis.

See if you can join the Arabic words opposite with their plurals (a clue: try to ignore the long and short vowels and look for the other common letters.)

7.12 LISTEN AGAIN

Replay the story. At the points indicated by each of the photos opposite, a question is asked. Give your own answer in the pause in the recording.

PART C: TEST YOURSELF



Put what you've learned to work. As before, replay the recording of the unit so far until you're completely at home with it. Then try to give a commentary yourself, saying the following:

- It's a very beautiful region.
- It's superb.
- It's a big town.
- It's a crowded town.
- There is a beach and a gold market.

7.13



You come from Southampton, a big town. It isn't beautiful, but it's not boring. It also has a port and a superb beach. You're in Cairo, at a business conference, having coffee with an Arabic-speaking delegate. Answer the questions she puts to you.

PART D: THE END OF THE STORY

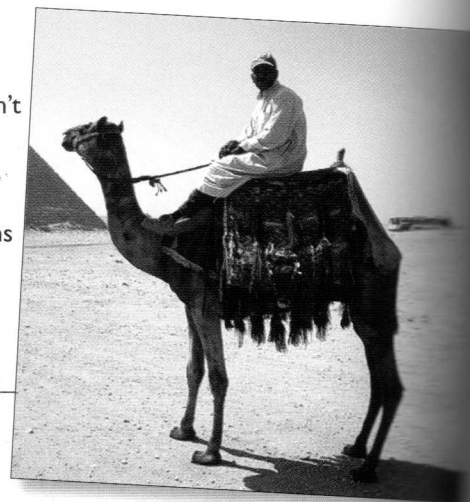
7.14 HERE'S THE ENGLISH TRANSLATION OF THE TRANSCRIPT ON THE PAGE OPPOSITE.



Ibrahim discovers that Aida has not seen the famous pyramids at Giza. Aida decides to do something about it and goes immediately to a car-hire office.

Ibrahim Do you know the pyramids at Giza? They're superb. Have you seen them?

Aida No, but... I'd like to hire a car.



c she uses the word لكن (but):
 ما قيتش شاطئ، لكنّها مدينة جميلة.
 (There isn't a beach, but it's a beautiful city.)

7.10 a أين من أين؟ (Where are you from?)
 تعرف عمّان؟ (Do you know Amman?)
 أنت مبسوط هنا؟ (You're happy here?)
 رائع (superb)/جميل (beautiful)

7.8 she asks him to sign: b she thinks it's superb; c no; d he knows the region well; e he thinks they are beautiful, superb; f a market and some ancient mosques; Dubai

a عایشین	۱ مُؤْتَمَر
b مُؤْتَمَرَات	۲ وَلَد
c اَنْهَرُ	۳ عایش
d اَطْفَال	۴ نَهْر
e اَوَّلَاد	۵ طِفْل

١ أنت من أين؟
٢ دي مدينة كبيرة؟
٣ دي مدينة جميلة؟
٤ فيها إيه؟

ابراهيم تعرفي أهرامات الجيزة؟ دي رائعة!
شفتيها؟
عايدة لا ولكن... أريد استئجار سيارة.

الإجابات

ॐ ह्रीं क्लीं नमो भगवते वासुदेवाय ॥

၂၇၅၂

ॐ नमो भगवते वासुदेवाय

၇ ရက်၊ ၇ ရက်၊

[illegible]

po

7.12

7.11 \b; \r; \a; \c; \d

7.13

3. စစ်ကိုင်းတိုင်း၊ လှိုင်ဘို၊ ရွာ။

[illegible]

وہ کہتے ہیں کہ یہ سب کچھ ہے

١٠٠

7.6 \c; \e; \a; \b; \d

7.4 a7; b1; c3; d5; e7; f0

འདྲི་བ་ལྟོགས་པར་བྱེད་ཀྱི་ཡིན།

q 577 578

[illegible]

7.3