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## The Creation of Arabish: How Young People are Adapting Technology to Communicate in the Arab World

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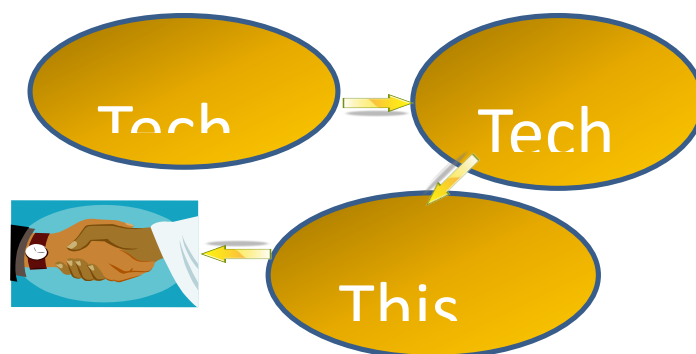
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### Technology and Language

- ✓ Language and Technology combine to facilitate communication technology
  - The focus here is on how communication technology augments, constrains and simulates human-to-human communication both personal and mass communication through
    - ✓ the telephone, the radio, television, and the computer
    - ✓ social media functions that allow for both



### Technology and Communication

Electronic communication means the interaction of language and technology. For example, text messaging, i.e. the use of a mobile phone to send information to another person:

- ✓ Computers were developed the mid 20<sup>th</sup> century as a product of a literate and a technological society
- ✓ Writing became electronic, which in turn affected traditional writing
- ✓ Therefore, Electronic Writing refers to writing on and through networked computers
- ✓ Electronic Writing is used for interpersonal communication like emails, mailing lists, discussion groups or can be for synchronous communication as in chat rooms or multi user dimensions
- ✓ Electronic Writing uses oral communication to overcome the limitations of traditional communication such as grammar and punctuation and even spelling

Techlish (Computer Language)	Traditional Language
btw	By the way
Brb	Be right back
Lol	Laugh out loud
Omg	Oh my God
Thx	Thanks
:)	Happy
;-) or ;)	Wink

But with all this technology...the keyboards did not have Arabic letters...**So Arabish was invented**

### What is Arabish?

It's a written form of colloquial Arabic that uses Latin characters as an alternative form of the Arabic language

سؤال	so2al	ء	2
عبير	3abeer	ع	3
مشاغب	mosha3'eb	غ	'3
هذا	ha4a	ذ	4
خالد	5aled	خ	5
طالب	6aleb	ط	6
ظريف	6'areef	ظ	6'
حبيبي	7abeebi	ح	7
قميص	8amee9	ق	8
صباح	9aba7	ص	9
اضحك	E9'7ak	ض	9'

Linguists have yet to agree on a name for it. It has been called Romanization, transliteration, Arabizi, Frankoarab, Latinized Arabic but the more common term used nowadays is Arabish similar to the Spanish term Spanglish.

Latinization of Arabic has been around for a long time. The purpose was to make Arabic more accessible to non Arabic speakers. It became a political issue and was abandoned in the 1940s.

A Romanization scheme was developed by the Library of Congress and the American Libraries Association to communicate bibliographic information to American and British libraries in English-speaking world.

Personal name	<u>Najm, Ibrahīm, b. 1895.</u> <u>نجم، إبراهيم، د. 1895.</u>
Main title	Jihād Filastīn al-‘Arabīyah : awwal kitāb bi-al-‘Arabīyah ‘an fatrat al-Intidāb al-Barītanī wa-bidāyat al-thawrah al-kubrā sanat 1936 / ta‘līf Ibrahīm Najm wa-Amīn ‘Aql wa-‘Umar Abū al-Naṣr ; taqḍīm Walīd al-Khalīdī. جهاد فلسطين العربية : أول كتاب بالعربية عن فترة الانتداب البريطاني وبداية الثورة الكبرى سنة ١٩٣٦ / تأليف إبراهيم نجم وأمين عقل وعمر أبو النصر ؛ تقديم وليد الخالدي.
Edition	al-Ṭab‘ah 1. الطبعة 1.
Published/Created	Bayrut : Mu‘assasat al-Dirāsāt al-Filastīniyah, 2009. بيروت : مؤسسة الدراسات الفلسطينية، 2009.

## Why Arabish?

- ✓ For Arabs living abroad with a QWERTY keyboard, Arabish is the only option if they want to communicate with their friends and family
- ✓ Arabish is a teen language. It has become an icon and gives teens the Arab identity they are seeking.

## How did Arabish Start?

- ✓ It was first seen in chat rooms when IRC was the only mode of electronic communication
- ✓ It was a reaction to the domination of Latin script in the world of technology
- ✓ Arabish emerged and spread with the development of the Internet and other technologies like smart phones

## Where is Arabish Used?

- ✓ Whatsapp
- ✓ Arabish can be seen in blogs and in chats all over the Internet
- ✓ Arabish can be seen in tweets, Instagrams, Facebook, Flickr, Youtube, etc.
- ✓ Arabish has become so popular that business and companies have begun to adopt it as an advertising tool.
- ✓ It was widely used during the Arab Spring revolutions.



## Why Arabish?

- ✓ It's easier
- ✓ I don't have an Arabic keyboard
- ✓ I want to talk to my friends in slang not in fo97a
- ✓ My parents can't read it
- ✓ I'm proud to speak in Arabic...I just can't type it
- ✓ It's kind of a funky language for teens to use; like a code language
- ✓ I can cheat in Arabic tests because the teachers don't get it
- ✓ I can send notes to my friends in class and my teachers won't get it.

## The Future of Arabish

- ✓ The Internet will continue to have long-term effect on language use as a form of human communication, and Arabish will continue to be used as an informal language amongst teens.
- ✓ The online use of Arabic will be shaped by both technical capacities and by the social systems that technology encompasses.
- ✓ The online use of English and Arabic by the Arab youth will reflect a broader and more enduring social and linguistic shifts
- ✓ Global networks and the local Arab identity will continue to evolve as social media and electronic communication grows.

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