

4a Arabic script (10 marks)

Arabic script, like our ‘Roman’ script, gives each character a sound, so it allows foreign words such as international brand names to be written phonetically. For example, “Coca Cola” is written:

كوكا كولا

(If you look where the letter for ‘C’ occurs, you will notice an important difference between Arabic and Roman script.)

When a letter is joined to the next one, it is usually written in an abbreviated form. For example, a letter with a tail like س (“s”) will lose its tail if it is joined on to the next letter:

اديداس (Adidas) has the full “s” letter at the end, but

سوني (Sony) starts with the same letter but without its tail.

There are some other important differences between the Arabic and Roman scripts, which you can work out for yourself.

The table below shows six products whose English names (1-6) are pronounced in Arabic roughly as in English, and written as in (a-f); but the order of names is not the same in the two lists.

Arabic	English
نايكي (a)	1. Heinz
مارميت (b)	2. Marmite
بيبيسي (c)	3. Nescafé
تيشوب (d)	4. Nike
هاينز (e)	5. Pepsi
نسكافيه (f)	6. Topshop

Questions

4a.1. Match the English words with their Arabic forms.

4a.2. How do you think “Toyota” would be written in Arabic?

4a.3. How are the following characters pronounced?

i. ز

ii. ف

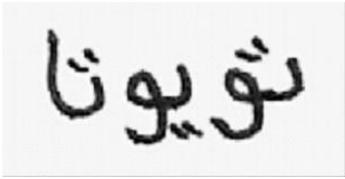
iii. م

iv. ه

4a Arabic [10 marks]

14 points:

- 4a.1-2: 1 point each for a-f
 - Accept '4 Nike, 2 Marmite, 5 Pepsi, 6 Topshop, 1 Heinz, 3 Nescafe', with or without numbers.
- 4a.2: 1 point each for each of the six characters (separated by red lines).
 - Accept crude attempts at individual characters in 4a.2 – i.e. ignore minor mis-shapes if they're recognisable.
 - But require correct double-dots above or below.
- 4a.3: ½ each for i-iv. No other half points.
 - Accept variations e.g. 'ha' or 'em' or 'H'.
- Round up any remaining ½ in total.

4a.1. (a)	(b)	(c)	(d)	(e)	(f)
4	2	5	6	1	3
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;"> <p>or</p>  </div> </div> <div style="text-align: center; margin-top: 20px;">  </div> <p>cf the Toyota logo:</p>					
4a.3.	i. z	ii. f	iii. m	iv. h	

Comment

The way into Arabic is via the letters for k/c and for s, which are fairly obvious in Coca Cola, Adidas and Sony. And by the time you get to the unknown data, it's obvious that Arabic is written right-left. Those two letters pick out Nescafe (f), Nike (a) and Pepsi (c). Then I think one thing leads to another and you're home. (On the way you discover that Nike is pronounced /naiki/ in Arabic!)