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**THE ART OF ATTRACTING AUDIENCES IN THE STORY OF HASANAK
MINISTER**

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ABSTRACT

"Abolfazl Beihaghi" (385-470 AH) Secretary sultan of Ghaznavi, has stated the story of the Hasanak Minister charge by Sultan Masood Ghaznavi in his valuable book "Beihaghi date" or "date Masoudi," with a very eloquent pen and expressive. This paper deals with theoretical studies try to answer the question whether certain tricks and important elements of writing and artistic story of Hasanak Minister, attracted the audience, giving it to other stories. Beihaghi history is important first in historiography to reflect the real historical events occurred that have shown serious interest, and secondly, the images of the scene has to offer bright, live, spectacular that can stimulate the reader's emotions. Beihaghi in addition to care and precision to reflect the actual historical events, he also considered the readers' thought. Beihaghi didn't ignore his possibilities and with a certain perspective, character, speaking Arabic and Persian language, idioms and carefully worded teaching, public speaking, etc., ironic mixture together is fun for the audience.

Keyword: Beihaghi history, story, executing Hasanak minister

ABOUT THE AUTHOR:

"Abolfazl Mohammad Ben Hussein",
(born 385 AH and died in 470 AH

Bayhaq Harith e) Secretary M. Sultan
Sultan Mahmoud of Ghaznavi is
accomplished. After the initial

information in Nishapur, the Court found Epistles Mahmoud of Ghaznavi way and serves as President of the Court Epistles Moshkan Abu Nasr had worked so much that was highly favored and he was given the responsibility of writing letters to the Court. After the death of Abu Nasr Moshkan, Bousahl Zouzani was headed by Court Epistles and Beihaghi with his bitterness and intransigence construction still remained at his side. Beihaghi in service to the Izz al-Din Abdul sultan of Ghaznavi in the year (440 AH) was the government, while the owner and President of the Court was willing. After a while, he was dismissed from his position to slander Hasdan and slander them and even his property was seized by order of the king. Per year (444 AH) Seljuk Tugrul rose against Abdul and his servant were killed and many were imprisoned in the castle; among Beihaghi king brought from prison and sent to prison castle that was there a year. Beihaghi after being released from prison to court and did not deal with "adopted isolation and patrols of songs" and a lifetime spent in his home in Ghaznavi in the year (470 AH) died. (1) Beihaghi famous work "The History of Bayhaqi," which he wrote and edited it in a year (448 AH)

began. This book is a history of al Saboktakin. In addition, the practice of writing another book called "The cost of the Book," which is now unknown.

His other works include a book on astronomy in English as "community sentences stars" in three volumes, noting that he wrote this book to ask your friends. (2)

Beihaghi in prose style to mimic the style of his teacher Abu Nasr Moshkan know that some time, somewhere between simple algebra and was chosen as the fourth century was common in Khorasan His method of writing the date, manner of redundancy, redundancy and full of examples affidavit and that it was common in Iraq and the influence of Arabic literature had the first style (Style Morsel) Kurdish dominance know; the style of the "intermediate" or "between the" famous. It should also be noted that since the king of Ghaznavi Beihaghi be able to openly criticize their work and inevitably more of ambiguity and confusion that one of the characteristics of technical prose, in his own words. (3)

Art of Attracting Audience

Establishing a link between history and fiction, both in the minds of ancient history and in the contemporary literature could be considered; but the

story today that they include a variety of topics accident romantic, realistic, scary and magical realism can be achieved. (4) Looking narrative events are bizarre and shocking.

Beihaghi with care and precision to reflect the actual historical events, also thinks his readers. Beihaghi didn't ignore resources to tell a historical story. Speaking Arabic and Persian language, idioms and carefully worded secretary, ironic and popular idioms, all together made a valuable work for the audience.

He, however, for dealing with the history and reality, people do not have freedom of action scenes, using a method that is fiction in the setting of interest are: The inner speech and drawing, scenes that advance the story and engaging them is effective, it is also alive and if the reader puts in the mood and atmosphere of the story.

Beihaghi events in the building on several occasions has used methods that are common in today's fiction. The way in which the indirect or induced through dialogue or tune to readers. (5)

According Beihaghi own thinking and ideas to create interest and pull the audience has caused him and to come to the content of the book of the golden variety. Beihaghi knows very well that

to achieve this objective and also to increase the impact of the Word should pay attention to the shifts in audience; therefore, with regard to mental health and emotional singers trying to establish an intimate relationship with them. And a kind of emotional language in its own prose, like elsewhere in his book humility to apologize about his pedantic, or respectful tone reminds people. Fair and realistic judgment about them. These features can be seen throughout the history of Beihaghi.

Hasanak Minister Story:

Amir Hasanak, the Al-Michal (Mikaelian) Sogdian prince's family. Sultan Mahmoud was appointed him to the Department of State due to his knowledge and experience. (6) Hasanak during the life of Mahmoud went on pilgrimage routes through Egypt on their return due to insecurity in Ghaznavi return. In Egypt, the Fatimid Caliph of Egypt to Shia Ismaili robe and accepted the surrender of Sultan Mahmoud of Ghaznavi.

Abbasid Caliph under the pretext of casting artificial Qarmati Hasanak in appearance, but because of the lack of acceptable robe Fatimid and service Hasanak In fact, Hasanak Mahmoud asked to submit to him. Sultan

Mahmoud, who was the minister of confidence and know that he is not willing Qarmati Khalifa refused. After the death of Mahmoud of Ghaznavi, Hasanak ministers, including those who bring in the reign of Muhammad, son of Mahmoud and his brother Massoud effort and when that failed, and Masoud Mohammed Ghaznavi takes charge, the hatred of the Sultan Masood from Hasanak on his heart; his father excuse Hasanak Minister and to request Caliph of Baghdad and the insistence Bousahl Zouzani, he hangs. This story Hasanak scene hanging on the Beihaghi can be considered one of the masterpieces of Persian prose in the fifth century.

In this article we try to prove the claim that because the story begins minister of various aspects of the other stories Beihaghi date is superior to fiction and structural aspects of it. But before that, It should be noted that although the cognitive structure of our story about the new story and so-called modern story, but in the story it tells Beihaghi offer, precisely defined structure and is considered the best form below to describe each of them:

A) Viewing angle:

It is true that history is a history book and consequently Beihaghi basically the story of a Hasanak minister also takes

advantage of this historical narrative, but it must be said that the overall shape of the story in the third person perspective, the omniscient benefits.

However, in between the first-person perspective is lacking in some cases it is also in the mix of third-person and first-person perspective of optimal use of them in their place to some extent, on being a strong work is added.

As it appears from anecdotal evidence, seem to offer Beihaghi as a scholar and historian discerning the story stand out and only the narrator of the events related to it: "Because Hasanak of the dead brought to Herat Bousahl Zouzani him to Ali's mathematical, his lackey, died, and was the beginning of what was belittling; that it was investigating and had her revenge and relief, and because people Bousahl language that was long and he had to be, it is said that he has the authority to forgive "(7)

But sometimes, as much as is needed and requires the user story, the writer and the reader into the story notes that the incident described in a document and correspondence fact important benefit is that it is the view of the author: "Because of this constellation was right, I Bu-Fazl and ethnicity, were sitting outside waiting Hasanak. One hour, Hasanak was found. "(8) Perhaps

my presence among the events of the story is a necessity because if otherwise, the word loses its effectiveness. So in terms of audience, despite being old work, choose the viewing angle of the offer Beihaghi to master even possible has been done because unlike modern stories around effect only benefit from a wide viewing angle,

Abolfazl Beihaghi according to the conditions and ongoing events, change the narrative skills and perspective chosen and paid attention to it as a fictional events; if sometimes the story as a character in the story and explains what he sees without shortcomings. Sometimes stands outside the story as a narrator and omniscient as concerned with happenings and events. The narrative style of speaking and Beihaghi story from beginning to end the audience is impressive.

B) Characterization:

Without a doubt, the strongest point in his story is Beihaghi characterization. If Beihaghi characters in the book are all alive and dynamic and when men live in this way and that moves, speaks and the public to pay their survival. After carefully as possible, however, to say that Beihaghi has tried to portray the characters living in our opinion, each

with their own function and action, and all that is in them to show us.

Beihaghi artistic climax in the story begins minister in his characterization of it is so. The following should be noted that in this story we are faced with three types of characters or symbols: On the one hand the number of positive figures five and justice minister in place of gravity is Hasanak unrest and courage of his properties, in times of need and are within their capabilities to speed their story and its events.

The offer Beihaghi carefully as possible and with the processing fiction characters and explicitly says that for none - even though you are - is modest by: "And after Hasanak, this Michael, the sister of the woman Ayaz had seen many tragedies and tribulations it took, and today he has left Quran reading

What way of telling the ugly friend "(9). As noted Beihaghi sometimes introduced into the story and the story's characters which seem today, it is not desirable, if the definition and introduction of a character Bousahl we read:" Bousahl man and scholar and literary.

He was evil. "(10)But it was not only the story Zouzani Bousahl character does not hit, but went on reading and

writing in the service of the author and lines accordingly. It must be said that beauty and sophistication characterization Beihaghi the story begins when the Minister finds that a story with explanations; the scenarios described together with the inner and outer described scenes story, so we know that the writer is less a story using short words, your character with the events surrounding the inner states adapt. Because Hasanak minister with authority as possible, for example, comes from the bank market, just like it is a video camera what is happening with the artist, depicting: "And the riders had gone with those who walk to bring Hasanak. Because of their lovers and the Sharestan market was bound. "(11) Or in this sector, together with the internal conditions and external events has led to a characterization describes the scene with the singer embodied: "And the end of their Hasanak, forbid judiciary. And two courier who "come from Baghdad." Quran readers read the Quran.

Hasanak and said that "the outer garment Cache" He was involved in these, and front and pull the shirt and threw a turban, and stood naked harassment, and hand stirred, tons because the white wire and the

supernatant of a hundred journalists. And (e) Matt's useless crying. Deliberately tight, as wear on his head. And singing that "head and Wear growth to be waste rock, which will send him to Baghdad caliph close." And Hasanak would continue. "(12)

"Because of the Sharestan bound market, and they were lovers, Mikaeil took a horse, subscribing came to him and insulted him. Hasanak looked at him and did not respond. She was damn public. So viciously that he uttered it. "(13)

C) Core:

The core (plot), or in other words the sequence of events leading interface minister what constitutes a causal story begins in the ancient literature of Iran witnessed a battle between good and evil. The story of Hasanak minister core of the story, the battle of right and wrong.

A battle that has ancient roots in his heart and the root of the story as personal as Bousahl Zouzani venting Mas'ud I of Ghaznavi and that apparently is power-hungry and hurting someone: "Your leader told me everything, I am in command of our Lord. If the property is flat thee, Hasanak to be announced. "(14) Why events of the story in this way one after

the other they show? However, in the meantime, A. Beihaghi to introduce Bousahl character Zouzani under titles such as: "Always the eyes were opened to a great king and tyrant on menial servant anger and it gave the government and seized. The man Bajestan Bank and Kurdish "(15) to some extent, the evil nature he portrays; but the story that the character of the behavior Zouzani Bousahl inner core to form and to the events of the story.

However, people like Bousahl Zouzani to waging a revenge fire while someone like Abu Nasr Moshkan with his wisdom fire of sedition away:

"Abu Nasr, at the time of Amir Mahmud, God be pleased with him, without being betrayed their client, the heart of the Sultan Massoud, God kept in all things, that's throne after her father's property." (16) The story of Hasanak minister what is visible over other factors, is the story of ups and downs. I can say that this story will start over from the very beginning, the Beihaghi at the beginning of the story says: "I wrote a writing to announce the execution of this man and so the story began." (17) The ups and downs climax with the story seen the highs and lows. Interestingly, this is mild climax and then continues exponentially until the

end, the end result is a story that seems to be landing, said a brief biography of Mother Hasanak that brave woman, ends: "And Hasanak's mother was a sensitive woman so that this event was hidden for two or three months. Details are not heard because as women, but wept useful, as the audience, he cried out in pain. He said: "Men magnitude that it was my son! That the king and the king Masoud Mahmoud gave him the world. "(18)

D) Themes:

Themes, content and original thought from the beginning of the story and the story begins minister in appearance it is evident that this story has a theme, such as the confrontation between good and evil, but with the impression that reflected in historical form. No doubt the theme story begins minister is not dissimilar to its core, the expression of the battle between good and evil where revenge motive is obvious. Beihaghi Caliph Sultan Mahmud said the haze issue and this has the speed and acceleration of the story, adding:

"Amir was a good pain that Hasanak to read the Caliph. And with it all, fear and prejudice the annual Caliph became involved in secret rather than openly ... "(19)

E) The Tone and Character:

Accurate and even cruel. The story begins in the determination and seriousness of spoken and written Beihaghi Minister for precise and calculated respected; that is my fifth century in place of the story itself requires that in any respect, fairness and justice and this injustice is not accused by readers of this song: "In the history that I speak to prejudices that he takes and the ballad singers say: Shame that old! But I say it with my readers and agree not to engage in it." (20)

As was said in the story take a Hasanak Beihaghi justice minister, even Bousahl Zouzani who wronged him. He also clearly felt and emotional character and format and only Bousahl not vilify the villain of the story, however, says: "And the eunuch Bousahl Zouzani the past few years, and the answer was that he caught and we will not work with me, although he is bad" (21) But in the early story with words such as: The Son of Imam, noble man, scholar and then says, "Evil in his nature." (22)

As introduced a few of their stories truthful and stresses that it is impossible to write lies, and specifications and reliable of narrators explain and where there is solid evidence of his words and guesses your reader does not accept his

words as well as readers or even killed Hasanak minister addressing the twin concept and other examples of all these cases is a sign of respect Beihaghi requirements audience.

So by this definition, is determined when the story begins minister's speech, Beihaghi what they have witnessed, and the seriousness of the tone tells the story, in the end it is a tragedy.

As in the story "The Minister of the Hasanak" When he went to court to help them, "Ahmad Hassan Meimandi" of objects to audit them and their property, Atmosphere of the meeting can be a deal, "Meimandi" and "Bousahl" with "Hasanak" and the tone of the conversation with the well understood. "Because Hasanak came up Khwaja on foot. Because he stood up, all if they wanted or not based on the rose. Bousahl Zouzani his anger was overwhelming, not all stood up and was angry with himself. Khwaja Ahmad He said: "In all the unfinished tasks." (23)

F) The Words

Prose fiction and expression conversations due to the age of heroes (voices of) is also significant. "Since the target word, dramatic, say for implementation, as well as the nature of this type of speech, language that is people talking, features and textures that

were used in everyday life." (24) Thus, the parts of this chapter, parts of speech, normal age of the author, it is also kind. The final issue relates principally to drum techniques and having this characteristic is present context, "stretch" is that before coming through in every scene and find the answer to that question in the next scene was created. (25) For this reason, all the scenes in this story has a "peak" and "down". The way to "an inner voice remains controlled in the context that repeats and adds to the emotionally charged story." (26)

It (the question of the stage or any stage) of the text as well impermeability and solidify the stretch of text and drawing the reader by the end of is that most of the narrator's tone and "dramatic invective" is read. (27)

G) Texture:

The texture of the narrative text, to one of the plays drums like that scenario, based on a story or a story predetermined, and by a speaker or a writer is set and the same kind of drama on Beihaghi that case has validity. (29)

Artistic Tricks

If we ignore the length of the story. Beihaghi admired Bu Nasr because of his letter writing. (30) He didn't the point out the date.

So Beihaghi should be more creative. Perhaps, if someone else wrote it, it would be boring, but he was so creative that created this story.

In Beihaghi era, Arabic language was the language of officials, but most of the letters were written in Persian. The other resource is society.

The study of the public speech need the research, but what words are more suitable than these words to express Hasanak's failure in the fight against Abolhassan Herballi who was Beihaghi's friend:

"The slaves should be quiet against the elders because the weak men could not fight against the lions" (31).

He said: "O' Abolhasan! You are the weak man! (32)

Another tool for attracting the audience is using the idioms and literary words. Simile is more used that makes them more beautiful. Mahmoud said in anger: "Caliph should be known stupid..." (33). the descriptions are clear and precise:

"Hasanak came, he had a black clean wearing, he wore a pair of new shoes" (34).

"He had a white body and beautiful face". (35)

In addition, Beihaghi described a space that Hasanak was innocent in the story,

Hasanak tried to maintain his power and glory, it causes that the audience feel empathy with Hasanak, as people of the story cry for him:

"Ali Rayez prisoned Hasanak." (36)

Beihaghi less used metaphor. His dialogues are alive so that we can see Sultan Mahmoud Gaznavi that he is angry and shout:

"Caliph should be known stupid that they execute someone who is innocent and right". (37)

Using irony is reasonable that it has many dimensions, this method increases the effectiveness, like:

"He took him for execution, they sat him on the ride that he had never been..."(38)

"As he came, all stood..." (39)

"Hasanak said: I don't know who was dog? My ancestors were glorified, all would die..." (40)

In addition, detail description of the hero shows the waiting, and on the other hand stress is considered in the author's view point.

The most important point is the use of many actions that do not answer the questions in the mind of readers that is one of the Beihaghi's art in the text.

CONCLUSION

The art of writing for audience, beauty and effectiveness of the text is

important, and this value as at the date Beihaghi Clearly, the minister is also to be seen in the story begins. Mentioned factors, rather than originating author's imagination, are the factors that the author used to be more effective in the minds of the audience. Story begins in the field of narrative and structural Minister is a historical masterpiece. Although the historical accuracy of the story, but according to the type of narrative and the specific structure and the fact that each of the heroes of this story of personal and real scope of functions, speech and behavior in each moment passes, and wherever the story takes the audience to ponder, is considerable.

Beihaghi skills in storytelling, his particular interest in how the statements in the narrative, as well as familiarity with the techniques of domination cohesion audience and literary trick has made use of this effect in terms of structure and attract the audience's attention civet to draw. Story of Hasanak minister is not a simple story, in addition to being rooted in the history, the traces of the tragedy had hidden in his heart, and it can be called a tragic effect. This is the story of one of the most exciting and beautiful stories that offer Beihaghi date it has

image. And the dramatic features, video and benefited story and this story in the history of literature and in the minds of memorable and recorded.

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