

\_ Most of the poets in the era of Bani al-Ahmar resorted to verbal and idiosyncratic improvements such as alliteration, repetition and others, as in Ibn al-Ahmar, Ibn Zamrak and Ibn al-Khatib.

\_ The poetic texts were mostly in the direction of urging jihad and inciting fighters to fight the enemies, as poets bestowed exaggerated epithets on the praised ones, and this was used as a means to raise the status of leaders and princes to push others to reach his rank.

\_ The diversity of literature came from the many intermarriage between the two types of literature, poetry and prose, and the poet began to recline.

Some of them were composed by the poet himself, especially according to Ibn al-Khatib and Ibn al-Ahmar, who are of dual talents.

\_ The large number of styles that include external and internal music of meter, rhyme, alliteration and repetition, and this is what made the poetic taste of the poets of the kings in Bani al-Ahmar of high value and broadness in their horizons, and the breadth of the expression factor in their poetic texts.

As for the rhythm of poetry, it was manifested in rhyme and poetic sea through repetition, alliteration, counterpoint, meter and other things, which gave the texts a rhythm that hearts love and attracts ears and hearts.

The goal of the poets from this is to achieve an effective artistic stimulus in the personality of the recipient because of the human being since birth found his inclination towards the natural music that was pulling him at that time.

