

**Multimodale Verwendung von Phrasemen und Lexemen in der Werbung**

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**A new approach of morphological analysis of arabic syntagmatic units based on a linguistic ontology**

El Abdi, Mariem; Ali, Boutheina Smine Ben; **Ben Yahia, Sadok** Computational Collective Intelligence : 14th International Conference, IICCI 2022, Hammamet, Tunisia, September 28–30, 2022, Proceedings 2022 / p. 364 - 377 [https://doi.org/10.1007/978-3-031-16014-1\\_29](https://doi.org/10.1007/978-3-031-16014-1_29) Conference Proceedings at Scopus Article at Scopus Conference Proceedings at WOS Article at WOS