

#### **4.Types of Memory Codes in Immediate Serial Verbal Recall of Arabic: Investigation of Phonological and Visual Similarity Effects**

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The study aims at exploring the role of the phonological and visual codes in temporary serial recall of Arabic letters .Native speakers of Arabic were asked to recall four lists of letters which varied in their degree of visual and phonological similarity. Results indicated effect of visual and phonological similarity on immediate serial recall. The results not only confirm phonological encoding to be a basic process in shortterm recall of verbal stimuli in a language other than English, but also lend support to the growing evidence of visual encoding in short-term memory. Results were discussed in the light of the working memory model, and Arabic language orthography.