

## **Abstract**

One of the important findings of Formalists is deviation from norm which is the basis of discussions of stylistics and linguistics. They introduced literary language as deviated from standard language, studied the style likewise. In the early twentieth century, they took an important step in departure from the established criteria; and they created the two terminologies of defamiliarization and embossment. Quran, the eternal miracle of the Prophet of Islam (PBUH), although not a literary text, but it is a miracle in terms of verbal, linguistic and rhetorical aspects which requires deep and unique investigation. Implementing analytical methods, authors of the present research seek to introduce briefly the deviation from norm, defamiliarization and embossment, and then explore a variety of syntactic and semantic embossment in some verses of Holy Qur'an in the twenty-seventh chapter. The survey is made to understand that the use of figures of speech, metaphor, simile in Quran, which are the integral parts of it, give certain meanings to Qur'an, and enables the readers to have multiple interpretations. Repetition is one of the most prominent aspects in this chapter.