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الجامعة الأردنية  
نموذج التفويض

أنا ريمان يوسف جميل عاشور، أفوض الجامعة الأردنية بتزويد نسخ من رسالتي/ اطروحتي  
للمكتبات أو لمؤسسات أو الهيئات أو الأشخاص عند طلبها.

التوقيع:   
التاريخ: ٢٠٠٦ / ١ / ٢٤

The University of Jordan  
Authorization Form

I, **Riman Yousef Jamil Ashour**, authorize the University of Jordan to supply copies  
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Signature: 

Date: 24 - 1 - 2006

ب

نوقشت هذه الرسالة / الأطروحة تحولات المعجم في العنوان الصحفي "دراسة إحصائية لتواتر المفردات" واجيزت بتاريخ ٢٠١١/١٠/٢٠ م

التوقيع  
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أعضاء لجنة المناقشة

1- الدكتور نهاد ياسين موسى، مشرفاً  
أستاذ اللسانيات العربية - اللغة العربية

2- الدكتور ابراهيم محمود خليل، عضواً  
أستاذ اللسانيات المشارك - اللغة العربية.

الحديث  
3- الدكتور محمود عبدالله الجفال، عضواً  
أستاذ فقه اللغة المشارك - اللغة العربية.

4- الدكتور يوسف أبو العدوس، عضواً  
أستاذ البلاغة والنقد - اللغة العربية (جامعة اليرموك)

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(1) الزواوي بغورة، مفهوم الخطاب في فلسفة ميشال فوكو، المجلس الأعلى للثقافة، ٢٠٠٠، ص ٤٨.  
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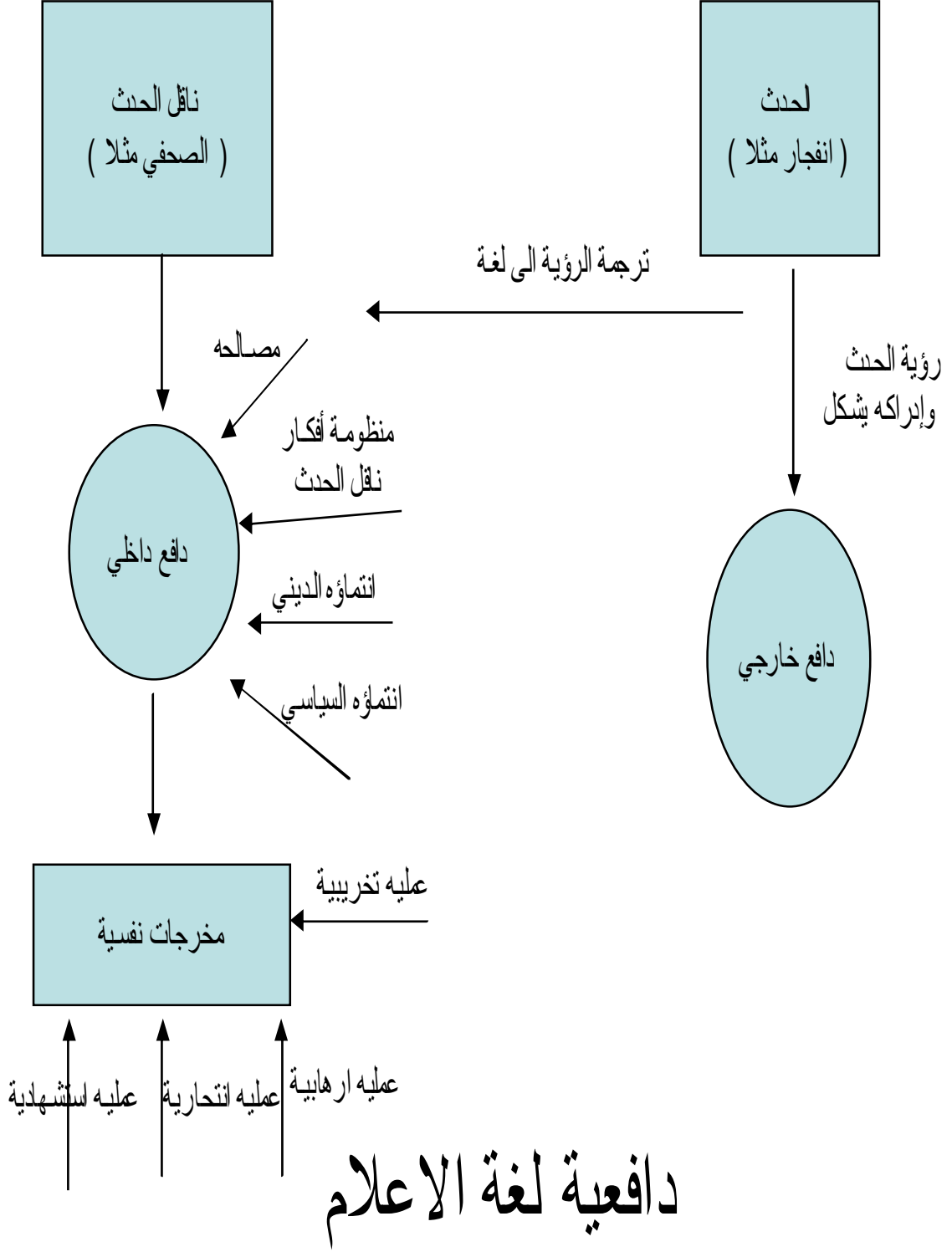
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**LEXICAL SHIFT IN THE PRESS HEADLINES  
" A STATISTICAL STUDY OF THE LEXICAL FREQUENCY"**

By  
**Riman Ashour**

Supervisor  
**Dr. Nehad AL- Mousa**

**Abstract**

The purpose of this study is to shed light on the role of language in the discourse and how, in its change, can serve different points of view and eventually affect the public opinion.

This study was based on studying samples of Arabic, Arabic overseas, American, British and Israeli Newspapers, then studying the lexicon of each newspaper and highlighting the lexical choice which plays an important role in the shift of meaning and the contradiction of the reporting.

The importance of this study lies in its being a close lingual trace which revealed the background that set up the point of view in two important issues; the Second Intifada and 9/11. In its pursuit, the study has handled, along with the lexicon, the way the headline tackled giving precedence or priority and shifting of words and phrases, (use of rearrangement rule), use of the figurative language, wide and limited connotations in addition to the use of augmented verbs which affect the headlines and then direct the meaning towards a specific area.

The analysis and induction led to results, of which the most important are:

- The word terrorism was tackled more in the Arabic newspaper than the non-Arabic which led to the spread of the word to be directly connected to Arabs and Moslems. Ha'artz, instantly, accused the Arabs and Moslem since day one of 9/11. The American Newspapers used figurative language whenever the needed to exaggerate the events and seeking the public opinion sympathy. The most important was the gradual change in the meaning of the word "terrorism" in the non Arabic newspaper; at the beginning it was "evil", then "hub of evil", then the evil "people", the "terrorism and terrorists", then the "extremists" and eventually Arabs and Moslems, until the connotation of all those words was shaped to be called "terrorism".
- As for the "Aqsa Intifada", the British newspapers used to cut the scenario to suit them deleting the parts which showed the Israelis tyranny using the language as a tool to achieve that and guiding the public opinion towards a specific goal. They also, on purpose, hid the roots and reality of Arab – Israeli conflict and eventually muting the voice of the Palestinian History. To achieve this, the newspapers used indefinite major words in their headlines to keep the meaning vague. Then they used the figurative language to mislead the public opinion adding vagueness and primordial matter to the headline.
- Another result the study achieved concerning the Independent Newspaper is using the term "Arab World" whenever the headlines meant to be sarcastic or mockery while using the term "Middle East" when the headline was information. In addition to reducing all the Palestinian events in simple words that do not reflect the reality of the news.

This lingual chronological study sheds light on in the way it used different lingual styles and techniques to include shifting in the lexicon and phrases, use of connotation of figurative language, the use of special lingual styles, use of corresponding sentences and the use of wide and limited connotations in addition to the effect of the mentioned lingual use on the public opinion, affecting it and leading that towards an opinion whose owner, on purpose, worked toward creating and consolidating such an opinion.