Language wording of the press address and its role in soliciting the recipient from the contact person's point of view is a study of a sample of editorial directors of a number of Arabic newspapers

By

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Abstract

The importance of the study is the role that the linguistic wording of press addresses plays in the recipient's solicitation; The wording of the headings is no longer a mere characterization of a particular event or the reflection of a situation It has become an industry with its own rules and features of its own linguistic methods. and ways to convince the recipient of the importance of the news, and in this context the study aims to highlight the role of linguistic wording in attracting the public from the editorial directors' point of view as communicators This is based on the analytical description approach by viewing some press addresses in the Iraqi and Egyptian press, Use of the intentional sample to conduct field study on editors in newspapers (Iraqi morning and time, Egypt today and Egypt's seventh day) numbered 24. The study examined the definition of the concept of press address, the characteristics of a good press address, the types of press address, and the role of linguistic wording in soliciting the recipient's audience.

The study found that there are statistically significant differences between editors' opinions on the factors influencing the drafting of the press address. (type, age group, scientific qualification, years of work experience), as demonstrated by a strong pecuniary correlation between the language formulation methods of the press address and the recipient's assignment, the study recommended the importance of observing the grammatical and rhetorical norms of language structure in the press news, and involving academics in the training of journalists in the preparation, drafting and production of the press address.

Keywords: press address - Language wording - recipient's grooming.

Introduction

The press address is the common denominator of all editorial arts of journalism. Without mastery, the press report, news story, wise investigation or other press arts cannot be written. [1] The press address is the interface in which the reader sees the content of the topic, which is an attractive element for the public to read the press news that corresponds to their interests, and the press address has become the barometer that distinguishes one newspaper from another. The press address is as important as the content of the news, and highlights the value of the language of the press address as the language is at the core of the media message and its main pillar, through which the purposes and ideas of the opinion can be revealed [2].

First, the problem of the study:
Language formulation methods of a press address are an important aspect that is constantly criticized as requiring considerable attention and precision in the choice of words and words, although most of the criticisms of press addresses focus more on substance than the

language template, so many newspapers have been freed from some language limitations in the drafting of press addresses; This may cause an imbalance in the linguistic structure of the press address and expose the newspaper's popularity to shaking and criticism by the public or the recipient, so the problem of the study is to answer the main question: What is the linguistic wording of the press address to capture the public about the news from the point of view of the contact persons in the Arabic press?

Second: The importance of the study

The press address as part of the construction of the press news depends on language wording that plays an important role in the fact that the press address is attractive or otherwise. Language wording consists of a few words whose function is to convey the most important elements of the news in a sentence or short sentences that are easy to understand, and offers the reader a simplified version of the content that pushes him to choose what he will read, and language wording varies according to the editor's efficiency. The "contact person" in choosing the language wording of the news or article according to his language and rhetorical skills and familiarizing him with the most important areas around him, as well as the objectivity of the contact person in dealing with events and editing news.

Third: Objectives of the study
1-   Determining the procedural concept of the press address.
2-   Disclosure of the functions and types of press address.
3- Monitor the rhetorical skills of drafting the press address.
4-To determine the relationship between the language of the press
address and the recipient's assignment.

Fourth: Study hypotheses:
The study attempts to test the validity of the following hypotheses:
1-   There are statistically significant differences between editorial directors' opinions on the factors influencing the linguistic wording of the press address. The study sample is referenced to (type, age group, scientific qualification, years of work experience).
2-   An expulsive link exists between the language formulation methods of the press address and the recipient's questioning in the sample study newspapers.

Fifth: CURRICULUM AND METHODS OF THE STUDY

The study drew on the analytical descriptive curriculum suited to the study's subject matter, which is based on an analysis of the underlying components and elements of the study in order to generate results that address the problem of the study. The quantitative curriculum was used in statistical analysis of questionnaire forms, and the data was analysed through the statistical program (SPSS, V.24) using some statistical methods (repetition - percentage - computational average - standard deviation - relative weight – Cronbach's alpha- coefficient - self-honesty coefficient - Pearson correlations - T test).

Sixth: Terms of study

Press address: A linguistic message known as that identifier, which defines its content, is the manifestation of the subjectivity and content of the newsletter, and raises the recipient's desire to read the press news.[3]

Linguistic wording: The way in which the title or press news is written, which requires linguistic scrutiny, the methods of choosing Individual Composition, rhetorical manoeuvre and verbal tasting prowess [4].

Grooming: It is to stimulate the mental and emotional needs of the future audience, by using a logical expression based on the physical persuasion of the mind, and an emotional expression based on emotion and conscientious persuasion [5] .

Recipient: the target audience, which varies according to its demographic and cultural characteristics and according to its needs and trends. Its identification increases the chance of success in its persuasion and development process [6].

Theoretical framework

First: Concept of press address

The press headline is defined as: "The facade of the news, its true input to the published news article, which is the primary factor for the turnout to follow the news. The reader may move away from reading the poorly titled journalist to another newspaper with more interesting and attractive headlines. The attractive title is the key to the success of the media work [7] .

Hamza [8] considers the press title to be "the line or set of lines that have been collected or a story that summarizes this subject or story in large letters to precede a subject, but it is wrong to think that the word" The title "focuses solely on circular headings" interesting "and other titles of the First Press alone, and it is wrong to look at the word" The heading "means only the top of newspaper titles and not all other parts; The title covers all units prior to the publication of news and topics published by the newspaper" .

The press address is the entry point to the content, which gives great importance to its writing. The process of drafting the press address needs a high degree of expertise, expertise and access to the continuous approach between different types of newspapers to indicate how the subject is published, its addresses and the vision to be clarified, preferably in its linguistic wording: "Interesting, a summary of the idea directed at the reader, suggestive, and far from straightforward, may be a word or two that is obtrusive and attributable to him, rather than a news title (a nominal phrase told in an actual sentence) [9] .

The procedural concept of the press address can be defined as: the first reading by the reader and the last writing by the journalist. The title is the natural entry point for the news, the title often includes the most important fact in the news, the most exciting events in the news, and it is the most important element of the news.

Second: The functions of the press address

The title function is determined in the granting of the news in its journalistic form; Thus, the way the press address is written is determined by the introduction to the press release, and the main function of the press address is to link the reader to the writer; According to Cohn John, one of the title's main functions is (Attribution and connectivity, as the title is one of the most important elements by which logical linkage is achieved, and therefore if the text with its scattered ideas is based, the title will naturally be attributed to it, meaning that the title is the general theme, whereas text speech forms the parts of the title, as the title in the text appears as a general idea, a central connotation, or as a holistic text) the title is the first text threshold between the originator and the recipient, especially the prose text, which depends on the reasoning of the proposition and the treatment. Jinnit has developed a parallel planning of the communication process, indicating that the communication process consists of: the sender - message - the addressee.

The title consists of: "Writer" -- Title (Title of Text) -- Title (Reader/Audience).[10]

A good title has a range of functions aimed at improving the newspaper's efficiency in attracting the reader, and a good title function[11] :

1-   Attract the reader's attention.
2-   Summarizes the subject or the press story.
3-   Helps the reader to know the contents of the newspaper.
4-   Depicts the general atmosphere of the press topic.
5-   Helps determine the newspaper's style.
6-   Indicates the relative importance of each news story by using different sizes of letters.

These above functions appear in the news version of the press address, which should include one of three (the subject of the news, the prominent element of the news, the basic truth of the news).

Third: Types of press address

The types of wording for news headlines in the press are numerous, and press addresses are classified according to this criterion of language or stereotypical expressions in the expression of the content of the press news. Here, the term "language expressions" refers to the meaning of a coherent phrase in a linguistic form, which expresses a language unit of particular significance[12] .These patterns are classified into:

1-Abbreviated title

The title using the questioning tools is indicative of the event. Perhaps the best thing for the editor to build these sentences and to successfully perform their purpose is to trade between the six traditional questions when answering them, and the questions are: (What, where, when, how, why?). This is reflected only in the heading.

2-Comparative title

In writing this title is based on the element of comparing and interviewing the details of the news, or making a comparison between numbers, issues or results.

3-Concept title

A question or question should be asked about the highlights of the news; with a view to attracting the reader's attention to seek out the question that is answered in the content of the news.

4-Interpretative title

This title is interpreted and clarified, thereby increasing the title's value and relevance.

5-Quotative title

The title shall be a sentence that has been quoted verbatim from the main character's talk of the content of the news. The title shall be linked to two elements: (Event and personality, answer to two queries: what? When?). This method of editing news, which is important to its source, is often followed. The main headline of the news comes from the same source to confirm the news's credibility on the one hand and a statement characterizing the newspaper's individual access to the news on the other. [13]

6-Descriptive title

This press address focuses on the description of the elements of the news, presents the facts and details related to it, and uses powerful words and phrases that attract the reader's

attention, and it often answers the tool: what? And also both: how? And why? To paint an accurate picture of the news and to link its various parts [14].

7- "Cynical" address

It is one of the most interesting headlines where it presents the news with a joy that interest readers and draws their smiles [15].

8-News address

The title bearing information on the accompanying subject and providing new information relating to the basic news means complete impartiality. The ideal expert title is characterized by a few words of great significance. The news title is characterized by its clear news connotation, which answers a number of basic questions in the news, including: Who? And what? And when? Where? And how And why?

9- "Explosive Force

This title consists of words, phrases, statements, statements or important messages. This pattern may take some structural templates contrary to those prescribed in the news version, but the circumstance itself may permit or permit [16].

Fourth: Drafting skills of the press address

The wording of press addresses requires that they contain the most information in the least words, using various types of innovative drafting methods that respond to the meanings of contemporary events [17]. The heading in the press establishment is based on the "Audit Section", which includes the heads of sections and with the Deputy Editor-in-Chief of the "Liaison", and requires the drafter to have experience in selecting news of scientific value, and to choose in ease and ease the headlines; The article's attractiveness to the reader depends on three grounds; The first is the title, the second is the presentation, the third is the name of the writer and the editor who wrote the article, meaning that the path to the emerging writer's fame is in the choice of the title and in the proper writing of the article thereafter, after which the fame inevitably comes [18].

A good editor who can make language versions of titles must have a number of skills, the most important of which are:

1- Selection skill

The editor identifies which parts of the news deserve to be written in the title, which part of the news can be solicited by the recipient, and the caller relies "the editor" on the news values in choosing to draft the title; It is the cognitive or semantic framework that makes the contact person capable of recognizing and selecting the most important news values among a large number of facts or information and has the ability to formulate them, shape and create their elements in a special news arrangement and give them opportunities to appear through the media with degrees of prominence derived from the nature of the medium and its private and public circumstances and is an indicator of the visibility and discrimination of media organizations as evidenced by the professionalism and professionalism of one or the other media ". [91]

2-Language skills

The editor must have a linguistic score that helps him choose language expressions that support the performance of the title's functions. The word is important in the expression and semantic concept between the editor and the recipient, it may help in the easy understanding and achievement of the purpose of its use in the recipient, and in contrast it may not help

definitively and lead to difficulty of understanding; The word with connotations between editor and reader is, in general, essential, but more relevant in the written word, especially in the title, which is part of the editor's writing strategy and the reader's reading strategy [20].

3- Rhetorical skill

The editor must be able to formulate the title in the form of a clear, unambiguous sentence or sentences, with no different interpretations. Without rhetorical skill, the editor cannot briefly and efficiently communicate the address to the recipient, and there are two essential factors in the rhetorical process:

1-The joint language of the title editor and recipients is the technical means of communication.
2- The editor himself adapts a communication to his audience.

The wilbur schramm Communication Model explains these two factors as it focuses on the common indicative framework between the sender and the future, providing important concepts such as the sender's semantic framework "Editor" and "reader", and the importance of joint experience in facilitating communication and connecting meanings, When a communication source seeks to transmit its information to another person, it has to put that information in a form that can be transmitted. And when we put ideas in written words, we can easily and effectively convey our meaning. In order for the communication process to be completed, the message must be deciphered, and in this case we may be interested in such matters as: Will he understand the message? Would he explain it without deflecting it? Will the letter draw the recipient's attention? Does the image in the recipient's mind resemble that of the "editor" sender [21].

4-Skill of neutrality

The editor does not have to be biased, writing the title worded objectively without his purpose being to excite for suspense. It must include the title of the substantive true news, and the most important element of the news, such as the element of fame, conflict or significance, And it has to move away from anomaly and inflation and diminish the significance of the news. and without generalization, indefinite and inaccurate wording that distorts the news, Bias in headlines can be revealed by answering questions such as: How closely do titles keep up with the content of news coverage? To what extent do you use exciting or misleading titles that contradict news content? " [22].

Thus, it can be said that the "liaison" editor must have the ability to edit the press text, Editing the press address, ascertaining the integrity of the information published, and analysing the events reported by the article's author in addition to the writer's persuasive ability to present his thoughts on the events, Especially, journalistic writing expresses how much the writer has creative abilities, The extent to which the Arabic language and its rules are capable, such as its dispensation, meanings and words. Not to mention a deep understanding of journalistic arts and their levels of linguistic performance, and an ability to know the requirements of journalistic discourse, aimed at heading to public opinion, to participate in and influence the pivotal issues of concern to them[23].

Applied Framework for Study
I- Field study methodology
1-Design Study Tool

The questionnaire was designed as the primary tool for collecting the study's data, and was made up of two sections, the first of which included demographic data (Type - Age - Qualification - Name of Newspaper - Number of Years of Experience) and section II contained substantive data and the first included factors affecting the language of the press address,

including: (10) Questions, and the second theme is the impact of the language drafting methods of the press address on the recipient's solicitation, which is 10 questions.

2- Test the stability of the questionnaire form

Table (1) *cronbach - Alpha persistence factor for questionnaire axes*

Axis	Title	cronbach - Alpha	intrinsic validity
First	Factors affecting the language of the press address	0,972	**0,985**
Second	Impact of the language formulation methods of the press address on the recipient's grooming	0,934	**0,966**
	Total questionnaire	0,976	**0,987**

intrinsic validity = positive square root of cronbach - Alpha coefficient

Table 1 shows that the cronbach - Alpha coefficient of stability for the first axis on factors affecting the linguistic wording of the press address was 0 .972. The coefficient of stability for the second axis also reached the effect of the language formulation methods of the press address on the recipient's enrollment of 0 .934 and the coefficient of stability for the whole axis 0.976 The self-validation factor for the first axis was 0.985, the self-validation factor for the second axis was 0.966, and the self-authenticity factor for the whole axis in the questionnaire form was 0.987, indicating the high value of the stability factor in the questionnaire form, and its paragraphs conformed to the subject matter of the study.

3- Scale of responses

The questionnaire responses were formulated on the Likert V scale, giving five options, and the quinquennial scale scores were classified as shown in table (2).

Table (2) *Response scale to question paragraphs*

Grade	1	2	3	4	5
Responsiveness Response	Strongly disagreed	Disagreed	Neutral	ok	Strongly Agreed

4-Identification of the study sample

The study community is a contact person in some Arab newspapers. The intentional sample method was used to conduct the field study and to distribute the questionnaire form electronically to editorial directors and heads of press departments in four Arab newspapers (the Iraqi morning and time, the Egyptian day and the Egyptian seventh day). The responses reached 24 individual.

Second - Statistical analysis of the questionnaire form

1-Statistical analysis of demographic data

Table (3) *Sample responses by demographic data*

Variable	Response	Repetition	Percentage%	Arithmetic Average	Standard deviation
Type	Male	18	75,0	1,25	0,44
	Female	6	25,0		
Age	Less than 30 years old	2	8,3	2,95	0,90
	From 30 to 40 years old	4	16,7		
	From 40 to less than 50 years old	11	45,5		
	50 years and more	7	29,2		
Academic qualification	Intermediate or lower diploma	0	0	2,16	0,38
	Bachelor's degree	20	83,3		
	Postgraduate Studies	4	16,7		
Newspaper Name	Morning	4	16,7	2,75	1,07
	Time	5	20,8		
	Day 7	8	33,3		
	Egypt Today	7	29,2		
Number of years' experience	Less than 5 years	0	0	0,71	3,08
	From 5 to less than 10 years	5	20,8		
	From 10 to 15 years old	12	50,0		
	15 years and more	7	29,2		

Source: Prepared by the researcher based on the results of the statistical analysis using the program (SPSS, V.24).

The analysis of table (3) data showing the sample's responses by demographic data shows that the number of male editorial managers is (18) individuals (75%), exceeding the number of females (6) by (25%), the standard deviation record (0.44) indicating the uniformity of responses by type around the arithmetic average (1.25), also ranked first in terms of age from 40 to less than 50 years of age in number (11) individuals (45.8%), ranked second in age group 50 years and over with (7) individuals by (29.2%), ranked third in the age group of 30 for less than 40 years with 4 individuals (16.7%), last ranked the age group under 30 years with a number of (2) by (8.3%), and reached standard deviation (0.90), indicating a dispersion of age-specific responses around the arithmetic average of (2.95.(

In terms of the bachelor's degree, 20 individuals (83.3%) ranked bachelor's degree. The second place was postgraduate with 4 individuals (16.7%). The standard deviation was 0.38, indicating a homogeneity of responses according to the academic qualification on the arithmetic average of 2.16.

According to the name of the newspaper, the highest responses came from the Seventh Day newspaper with 8 individuals. (33.3%), ranked second in Al-Masri Al-Youm newspaper

with 7 individuals (29.2%), ranked third in Al-Ma 'man with 5 individuals (20.8%), ranked last in Al Sabah with 4 individuals (16.7%), the standard deviation was 1.07, indicating a dispersion of responses according to the newspaper about the arithmetic average of 2.75.

The responses of the sample study on the number of years of experience in journalism indicated that it ranked first of 10 for less than 15 years (12) individuals (50%), ranked second 15 years by more than (7) individuals by (29.2%), ranked last of 5 for less than 10 years with 5 individuals (20.8%), the standard deviation was 0.71, indicating a dispersion of responses by the number of years of experience from the computational average of 3.08.

2-Descriptive statistics of objective data
I. Factors affecting the language of the press address

Table (4) *Descriptive statistics of sample study responses on factors affecting the language wording of the press address*

phrase		Strongly disagreed	Disagreed	Neutral	0k	Strongly Agreed	Arithmetic Average	Standard deviation	Relative Weight
Academic study at the university gives experience in the language wording of the press address	repetition	0	1	14	6	3	3.24	0.77	69.0
	%	0	4.2	58.3	25.0	12.5			
Press experience raises the accuracy of the language of the press address	repetition	0	0	4	11	9	4.20	0.72	84.0
	%	0	0	16.7	45.8	37.5			
General culture influences the language of the press address	repetition	0	0	7	10	7	4.00	0.78	80.0
	%	0	0	29.2	41.6	29.2			
Assisting the editor-in-chief and colleagues in choosing the language wording of the press address	repetition	0	3	8	9	4	3.58	0.92	71.6
	%	0	12.5	33.3	37.5	16.7			
Continuous training in the newspaper increases the quality of the language wording of the press address	repetition	0	0	2	7	15	4.54	0.65	90.8
	%	0	0	8.3	29.2	62.5			
Identifying audience trends affects the language wording of the press address	repetition	0	0	4	15	5	4.04	62.0	80.8
	%	0	0	16.7	62.5	20.8			
Reducing the number of words and their interconnectedness with the subject improves the language of the press address	repetition	0	0	0	7	17	4.70	0.46	94.0
	%	0	0	0	29.2	70.8			
The use of technological means reduces errors in the language wording of the press address	repetition	0	0	2	15	7	4.20	0.58	84.0
	%	0	0	8.3	62.5	29.2			
The newspaper's general orientation influences the language of the press address	repetition	0	0	5	11	8	4.12	0.74	82.4
	%	0	0	20.8	45.8	33.3			
Political and party personal affiliations influence the language of the press address	repetition	0	1	6	12	5	3.87	0.79	77.4
	%	0	4.1	25.0	50.0	20.8			

The analysis of table (4) data shows that the factors affecting the language formulation of the press address were arranged according to the relative weight of the sample responses to the study, with the first ranking of the phrase "reducing the number of words and their interconnectedness with the subject improved the language formulation of the press address" at a relative weight of (94%), the second ranking was the phrase "continuous training in the newspaper increases the quality of the language wording of the press address" at a relative weight of (90.8%), in third place, the phrase "press work experience increases the accuracy of the language of the press address" by a relative weight of (84%), the same rank read "The use of technological means reduces errors in the language wording of the press address" with a relative weight of (84%), in fourth place, the words "the general orientation of the newspaper affects the linguistic wording of the press address", with a relative weight of (82.4%), in fifth place, the phrase "identification of public attitudes affects the language of the press title", with a relative weight of (80.8%), in sixth place, the words "general culture affects the language of the press title", with a relative weight of (80%), the seventh was the phrase "political and party personal affiliations affect the language of the press title" at a relative weight of (77.4%), the eighth was the words "assisting the editor-in-chief and colleagues in choosing the language of the press title", weighing proportionately. (71.6%), the last ranking was the phrase "academic study at the university grants experience in the language wording of the press address" at a relative weight of (69%).

Theme II. Impact of the language formulation methods of the press address on the recipient's solicitation

Table 5. *Descriptive statistics of sample responses to the study on the impact of the language formulation methods of the press address on the recipient's solicitation*

phrase		Strongly disagreed	Disagreed	Neutral	ok	Strongly Agreed	Arithmetic Average	Standard deviation	Relative Weight
Language wording of the press address expressing general issues increases the recipient's enquiry to read the news	repetition	0	0	0	10	14	4.58	0.50	91.6
	%	0	0	0	41.7	58.3			
Simplify the language of the press address to make it easier for the recipient to understand the press release	repetition	0	0	0	8	16	4.66	0.48	93.2
	%	0	0	0	33.3	66.7			
Diversification in the language of the press address in line with different cultures increases the recipient's grooming	repetition	0	0	0	13	11	4.45	0.50	89.0
	%	0	0	0	54.2	45.8			
The use of contemporary and emblematic words in the wording of the press address leads to the recipient's grooming	repetition	0	0	0	6	18	4.75	0.44	95.0
	%	0	0	0	25.0	75.0			
Questioned in the press address stimulates the recipient's mental image and increases his grooming	repetition	0	0	0	4	20	4.83	0.38	96.6
	%	0	0	0	16.7	87.5			
Focusing on the emotion of the public leads to the recipient's grooming	repetition	0	0	0	3	21	4.87	0.33	97.4
	%	0	0	0	12.5	87.5			
Accuracy and error-free language of the press address increases recipient's grooming	repetition	0	0	0	17	7	4.29	0.46	85.8
	%	0	0	0	70.8	29.2			
The compatibility of the press address with the trends of public opinion attracts the recipient's grooming	repetition	0	0	0	9	15	4.62	0.49	92.4
	%	0	0	0	37.5	62.5			
Neutrality of the press address and its departure from political or religious prejudice attracts the recipient's grooming	repetition	0	0	0	2	22	4.91	0.28	98.2
	%	0	0	0	8.3	91.7			
The language of the press address on the image of the act or source attracts attention and increases the recipient's grooming	repetition	0	0	4	12	8	4.16	0.70	83.2
	%	0	0	61.7	50.0	33.3			

The analysis of table (5) data shows that the impact of the language formulation methods of the press address on the recipient's grooming was arranged according to the relative weight of the sample responses, with the first ranking of the words "neutrality of the press address and its departure from political or religious bias attracts the recipient's grooming" at a relative weight of (98.2%), second place was the phrase "focusing on public emotion leads to the recipient's grooming" at a relative weight of (97.4%), the third was "raised by the question in the press address stimulates the mental image of the recipient and increases his grooming" at a relative weight of (96.6%), in fourth place, the phrase "the use of contemporary and emblematic words in the wording of the press address leads to the grooming of the recipient", with a relative weight of (95%), the fifth was the phrase "Simplification of the language of the press address to make it easier for the recipient to understand the press news", with a relative weight of (93.2%), in sixth place, the words "compatibility of the press address with the trends of public opinion attracts the recipient's grooming", with a relative weight of (92.4%), in seventh place, the phrase "linguistic wording of the press address expressing general issues increases the recipient's quest to read the news" at a relative weight of (91.6%), the eighth was the phrase "diversification of the language of the press address in line with different cultures increases the recipient's assimilation" at a relative weight of (89%), in ninth place, the phrase "accuracy of the language of the press address and the absence of errors increases the recipient's grooming" at a relative weight of (85.8%), the last rank was the phrase "the language of the press address on the image of the act or source attracts attention and increases the recipient's grooming" at a relative weight of 83.2%.

Third: Testing the validity of the study's hypotheses
1- Test the validity of the first hypothesis

Table (6) *Test (t test) for the first study hypothesis*

Variable	Average	Standard deviation	Average standard error	Test t	Possible connotation p
Type	1.25	0.44	0.090	13.844	0.000
Age Group	2.95	0.90	0.185	15.963	0.000
Academic qualification	2.16	0.38	0.077	27.882	0.000
Years of experience	3.08	071	0.146	21.059	0.000

احتمال الدلالةp	اختبار t	الخطأ المعيارى للمتوسط	الانحراف المعيارى	المتوسط	المتغير
0.000	13.844	0.090	0.44	1.25	النوع
0.000	15.963	0.185	0.90	2.95	الفئة العمرية
0.000	27.882	0.077	0.38	2.16	المؤهل الدراسي
0.000	21.059	0.146	0.71	3.08	سنوات الخبرة

Source: Prepared by the researcher based on the results of the statistical analysis using the program (SPSS, V.24).

Table 6 shows that the likelihood of indicator p is below a moral level (0.05) in all demographic variables of the sample of the study. Thus, the first nihilistic imposition and acceptance of alternative imposition are rejected "there are statistically significant differences between editors' opinions on the factors influencing the drafting of the press address. (type, age group, academic qualification, number of years of experience), which indicates the different study sample in the extent to which demographic factors influence the language wording of the press address in the study sample.

2-Test the validity of the second hypothesis

Table 7 shows that there are strong correlations between the language formulation methods of the press address and the recipient's grooming, as the strongest relationships of drafting methods have come in "The accuracy and error-free language of the press address increases the recipient's grooming" The value (0.788), followed by "Raising the question in the press address stimulates the recipient's mental image and increases his grooming" value (0.759), followed by "diversification in the language of the press address in line with different cultures increases the recipient's grooming" value (0.750), then "the use of contemporary words in the wording of the press address leads to the recipient's grooming" value (0.700), and the rest of the methods recorded values ranging from (0.50-0.70) indicating the strength of the relationship between the language formulation methods of the press address and the recipient's grooming, as evidenced by the rejection of the second nihilistic imposition and the acceptance of the alternative imposition that "There is a link between the language formulation methods of the press address and the recipient's questioning in the press sample study"

Table No. 7 *Results of the analysis of the correlation factor between the language drafting methods of the press address and the recipient's grooming*

Methods	General issues	Simplify language	Diversification of wording	Contemporary Words	Question-raising	Public emotion	Language accuracy	Public Opinion Trends	Neutrality	Recipient's grooming
General issues	1	0.837	0.777	0.683	0.529	0.447	0.542	0.917	0.357	0.697
Simplify language		1	0.650	0.816	0.632	0.535	0.454	0.913	0.426	0.686
Diversification of wording			1	0.531	0.411	0.348	0.698	0.713	0.277	0.750
Contemporary Words				1	0.775	0.655	0.370	0.745	0.522	0.700
Question-raising					1	0.845	0.287	0.577	0.674	0.759
Public emotion						1	0.243	0.488	0.798	0.642
Language accuracy							1	0.497	0.193	0.788
Public Opinion Trends								1	0.389	0.689
Neutrality									1	0.689
Recipient's grooming										1

* *Correlation relations at the symbol level (0.01).

Source: Prepared by the researcher based on the results of the statistical analysis using the program (SPSS, V.24).

Conclusion

Results of the study

- The study showed that the press address is the first thing the recipient reads, the natural input of the press news, which contains the most important fact in the news, and represents the most exciting events in the press news, so it is the most important element

of the press news.

- The types of wording for news headlines in the Arabic press are multiple, classified according to this standard into language or stylistic expressions in the expression of the content of the press news.

- The most important language skills in drafting the press address include the selection skill for the most important news events, the language skill in soliciting the recipient, the rhetorical skill in drafting the press address, and the impartiality skill in presenting the press news case.

- Statistical results showed that there are statistically significant differences between editorial directors' opinions on the factors influencing the drafting of the press address in the study sample due to (type, age group, academic qualification, number of years of experience.(

- There was a strong correlation between the language formulation methods of the press address and the recipient's questioning of the study sample newspapers, the strongest of which was the accuracy and error-free language of the press address.

Study recommendations

Arabic newspapers should pay more attention to the language wording of the press address in order to keep their audience grooming and attract more readers.

- Expand the use of modern technology to correct language errors in press addresses, linguistic scrutiny and highlight the aesthetic values of Arabic language in the language wording of press addresses.

- Use language professionals to review press addresses prior to publication.

- The use of academics to provide quality training for editors on the language formulation of press addresses in Arab newspapers.

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Supplement (1)

Questionnaire Form
(Addressed to the editor-in-chief of Arab newspapers)
Greetings and ...
This questionnaire is part of a study entitled "**Linguistic wording of the press address and its role in soliciting the recipient from the point of view of the contact person - a study of a sample of editors of a number of Arab newspapers",** we kindly request you to express your opinion on the subject matter of the study by answering the questions contained in this questionnaire; Because it is important to arrive at accurate results that benefit the researcher in

achieving the objectives of the study, serve the purposes of scientific research, and confirm to Your Excellency that all answers will be trusted, will be treated in full confidentiality, and will not be used solely for the purposes of scientific research.

And kindly accept with utmost respect,,,,

Researcher

First: Personal Data

       Below is a set of questions, please mark (√) in the selection expressing your opinion:

1-   **Type:**   Male ( )   Female ( )

2-   **Age:** less than 30 years ( ) old 30 less than 40 years old( )

of 40 over 50 years old ( ) 50 years old and over ( )

3-   **Academic qualification:** Intermediate or lower diploma (bachelor's degree))

4-   **The name of the newspaper:** Al-Sabah ( ) Al-Timan ( ) Al-Youm Al-Egyptian ( )

5-   **Number of years of experience:** less than 5 years ()

from 5 to less than 10 years ()

From 10 to 15 years old ( ) 15 years old and over ( )

Substantive data

       Below is a set of paragraphs, please mark (√) in the selection expressing your opinion:

I.   **Factors affecting the linguistic wording of the press address**

	phrase	Strongly disagreed	Disagreed	Neutral	0k	Strongly Agreed
1	Academic study at the university gives experience in the language wording of the press address					
2	Press experience raises the accuracy of the language of the press address					
3	General culture influences the language of the press address					
4	Assisting the editor-in-chief and colleagues in choosing the language wording of the press address					
5	Continuous training in the newspaper increases the quality of the language wording of the press address					
6	Identifying audience trends affects the language wording of the press address					
7	Reducing the number of words and their interconnectedness with the subject improves the language of the press address					
8	The use of technological means reduces errors in the language wording of the press address					
9	The newspaper's general orientation influences the language of the press address					
10	Political and party personal affiliations influence the language of the press address					

Theme II. Impact of the language formulation methods of the press address on the recipient's solicitation

	phrase	Strongly disagreed	Disagreed	Neutral	ok	Strongly Agreed
11	Language wording of the press address expressing general issues increases the recipient's enquiry to read the news					
12	Simplify the language of the press address to make it easier for the recipient to understand the press release					
13	Diversification in the language of the press address in line with different cultures increases the recipient's grooming					
14	The use of contemporary and emblematic words in the wording of the press address leads to the recipient's grooming					
15	Questioned in the press address stimulates the recipient's mental image and increases his grooming					
16	Focusing on the emotion of the public leads to the recipient's grooming					
17	Accuracy and error-free language of the press address increases recipient's grooming					
18	The compatibility of the press address with the trends of public opinion attracts the recipient's grooming					
19	Neutrality of the press address and its departure from political or religious prejudice attracts the recipient's grooming					
20	The language of the press address on the image of the act or source attracts attention and increases the recipient's grooming					