Communication Competence In Drafting Headlines A Study In Measuring The Level Of Stylistic And Semantic Processing

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Abstract

Measuring the level of communication efficiency in news headlines and the level of stylistic and semantic processing in their formulation requires the development of a quantitative scale based on the foundations of building standards and their levels. Judging the science of media studies lies in the possibility of quantifying journalistic knowledge, that is, the ability of such knowledge to shift from qualitative language to its equivalent in the language of preparation.[1]

News Headlines and drafting processing are one of the media knowledge that should be studied, analyzed stylistically and semantically, and extracted and expressed in numerical language.

This knowledge is divided into two types:[2]

First: Knowledge is related to the element of the medium, and it means the journalistic media medium, whether it is a magazine or newspaper.

Second: Knowledge related to the sender's elements, the message, the future, as well as impact and echo return.

The scale of news heading to be developed is based on the division of these kinds of journalistic knowledge according to the pillars of the communication process, which measures the efficiency of each of its components as follows:

1. The stylistic and semantic measurement of the media message of news headline formats, including a set of mathematical equations that adopt the ratio and proportionality system developed by the researcher to achieve the measurement of the effectiveness of the titles published in newspapers and the level of communicative competence. This measurement represents the journalistic knowledge represented by the message element.
2. Measuring the level of communication skills of press editors in stylistic and semantic processing in the drafting of news headlines, using the test model prepared by the researcher to achieve this measurement, which consists of twenty questions, and each question has a five-point rating. Thus, the degree of drafting skill of the news headline editors is determined, and this measurement represents the journalistic knowledge of the

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[1] Farouk Abu Zaid, Introduction to Journalism, World of Books, Cairo, 1986, p. 12.

[2] The same reference, pp. 13-14.

sender's component. The skill of communication corresponds to the craft of intelligence, which means upgrading the meanings with positivity, excitement, and brevity to reach a balance with the form of the medium used and to present the meaning in harmony and rhythm. Communicative skills mean speaking and writing skills on the one hand, and listening and reading skills, on the other hand, i.e. the ability of the sender or source to choose linguistic and non-linguistic symbols, as well as the ability of the recipient to transform the symbols he receives into meanings he understands and perceives, and this process is called coding skills.[3]

3. Determining the priority of formulations in news headlines resulting from the treatment taken by the editor, which attracts attention and arouses the interest of the reader, using the semantic differentiation form prepared by the researcher to determine the preference of the formulations used in news headlines among readers.

4. Identification of the newspapers whose titles are being studied according to the research plan and its objectives, measuring the efficiency of drafting titles and the way they are presented, and diagnosing the type of journalistic school to which they belong, and this measurement represents the journalistic knowledge related to the element of the medium.

Keywords: communicative competence, news headlines, communication skills, drafting headlines

News Headline Scale:

The headline scale belongs to the relative scales, which are the highest levels of measurement that have the characteristics of nominal, ordinal, and categorical scales, as well as absolute zero, meaning that zero means the absence of the adjective. In the case of the relative scale, all arithmetic operations can be used, including addition, subtraction, multiplication, and division.[4]

Scales have many types, including the nominal scales, which are about giving numbers to the positions of these numbers that do not sum or arrange, such as giving numbers to phones, and dividing groups of students into a first, second and third group, while the second type of these scales is called ordinal scales. In this type of scale, the subjects are arranged in descending or ascending order according to what the researcher sees. The third type of scale is called the interval scale, which does not differ from the scale that preceded it, except in the equality of the subjects arranged according to their difference in value. As for the last type to which the scale developed in this study belongs, which is the standard ratio, its importance lies in the fact that the ratio

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[3] See Muhammad Abdul Hamid, Media Theories and Influence Trends, 3rd Edition, World of Books, Cairo, 2010, pg. 70, and Moataz Sayed Abdullah, fanatic trends, World of Knowledge series - 137, Kuwait, 1989, pp. 149-150, and Raed Hussein Abbas Al Mulla, Skills Mass Communication through the Language of Discourse, Journal of the Media Researcher, Issue 3, College of Mass Communication, University of Baghdad, June 2007, p. 109.

[4] Musa Al Nabhan, The Basics of Measurement in Behavioral Sciences, Dar Al Shorouk Publishing and Distribution, Amman, 2004, p. 31.

expresses a specific number and gives the researcher an accurate measurement.[5]

The process of creating the News Headlines Scale relied on the theoretical and applied cognitive study of most of the published research, studies, and books that dealt with editing news headlines and what the researchers agreed upon in determining the conditions for writing the title and its functions, as well as the sources that specified the steps for building standards, their conditions, levels, and the purpose of building them and benefiting from some models of stylistic standards used in analyzing texts, including sentences and press expressions.

To meet the scale preparation requirements and fulfill the purpose, all scientifically agreed steps were applied in building the scale tool, which is specified as follows:[6]

1. Defining goals: It is an essential step in building the scale with the need to determine the relative importance of each of these objectives.
2. Determining the elements of the content: the importance of this step is highlighted in being the basis on which the paragraphs are built and the field from which they are derived. When defining (the feature) the objectives of the scale are determined and the components of that phenomenon are determined or divided into its primary elements, and each element represents a specific field or frame of reference from which the paragraphs are derived.

3. Building the specification table: It represents a scheme for distributing the items of the scale tool in light of the distribution of the content section and the set of objectives measured by the test.
4. Building the scale items: Determining what will be measured and how to implement the measurement process. This requires choosing the appropriate format for the paragraphs, verifying the effectiveness of the type of paragraphs and their suitability to the target group of that measure, and then writing and adjusting the paragraphs.
5. Reviewing the paragraphs of the scale: By presenting it to a group of experts in the subject of the tool to examine the language, its vocabulary, the rules, the validity of the scale, its accuracy, and the degree of ambiguity or clarity of the meaning.
6. Initial application of the scale's paragraphs: This step comes before printing the scale and producing it in its final form to be ready for practical and field use, by testing it on a small sample of news headlines published in the newspapers under study.
7. Next steps: These include:
a. Scale paragraph analysis.
b. Determining the degree of confidence in the scale by studying the validity and reliability.
c. Derivation of criteria.
d. Correction Strategies.

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[5] Ahmed Jamal Zaher, Modern Scientific Research, 2nd Edition, Dar Al-Fikr for Publishing and Distribution, Amman, 1984, p. 133.

[6] Musa Al-Nabhan, a previous reference, pp. 72-86.

Accordingly, the construction of the news headlines scale was carried out according to these steps in terms of defining the objectives and content elements, distributing and testing the scale tool items on a small sample of the news headlines published in Al-Zaman and Al-Mashreq newspapers, determining the degree of confidence in the scale, reviewing its paragraphs and submitting it to a group of experts with different specializations.

The scale can be divided according to the communicative process as follows:

1. Significance is in the least amount of words possible, provided that the benefit is achieved. The few are a criterion that determines the brief, it includes the measurement of the following paragraphs:
   A. The level of ease and difficulty in reading the sentence in the formulation of news headlines and the availability of the condition of brevity and shortness.

The degree of ease and difficulty of the title sentences is determined by their length. Most media researchers have agreed that length is a measure of the readability of a sentence. Thus, the availability of the condition of brevity and shortness in news headlines is measured by the lack of use of words in drafting, as brevity in the rhetorical scale includes the indication of the least possible amount of words, provided that the benefit is achieved. Few are the criterion of brevity, which is determined by reducing the pronunciation and increasing the meaning.[7]

The readability of the text is determined by the person's ability to understand the written material because of the ease with which it is written[8], the easier and clear the reading material, the easier the process of communicating the idea to the reader becomes and increases his enthusiasm for reading[9]. Thus, the length of the sentence, its elements, its level of complexity, the average length of the word, its repetition, the multiplicity of its meanings, the frequent use of cursive sentences, and the use of the third person and passive pronoun more than the active voice are among the factors affecting the readability of the text as well as factors related to the reader such as his experience, enthusiasm, and desire.[10]

UNIT PRESS distributed a table of the length of the sentence in terms of its reading level based on scientific and psychological research in the study of readability.[11]

The newly developed news address scale was based on the criteria of this table in terms of sentence length according to the number of its words because the word is one of the most accurate and objective methods of recording and counting in the analysis of media

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[7] Karim Al-Waeli, Critical Discourse of the Mu'tazila, Baghdad, 2006, p.149.

[8] George Claire, Readability Scale, translated by: Ibrahim Al-Shafei, Deanship of Library Affairs, King Saud University, Riyadh, 1988, p. 2.

[9] Amani Abdullah Al-Ajlan, Measuring the Readability of Arabic Texts, King Saud University, Riyadh, 2008, pp. 5-6.

[10] Amani Abdullah Al-Ajlan, a previous source, quoting from Odeh Al-Talhi, Measuring the Level of Readability of Prescribed Reading Books, Umm Al-Qura University, Mecca, 1944, p. 7.

[11] Melvin Minder, Editing News in the Press, Radio, and Television, translated by: Adeeb Khaddour, Media Library, Damascus, 1992, p. 102.

research[12], and the following steps are the measurement method:

First: Calculate the number of words of news headlines in the research sample under study. Second: Calculating the number of news headlines in the research sample under study. Third: The product of the number of titles is multiplied by the number of titles by the average sentence length shown in the table below.

These steps to measure the degree of ease and difficulty of the method used in formulating news headlines can be represented by the following equation:

Read style level= Total headlines words during the study period / Average sentence length according to the table* Number of titles published

If the sum of the words in news headlines during the study period is smaller or equal to the product of the sentence length rate in words according to the table with the number of titles published during the study period, the method acquires the specified degree in the level of readability in terms of readability, but if the total of news headlines words during the study period exceeds the average sentence length according to the criterion of the readability style according to the degrees indicated in the table, then the method of drafting news headlines is considered difficult in reading and lacks brevity and shortness.

Below is a table with the average sentence length according to the degree of its readability, which was distributed by the United Press Agency and adopted by media researchers in determining the degree of readable style and the level of linguistic and stylistic formulation in terms of ease and difficulty of understanding.

Table No. (1) The level of sentences in terms of ease of reading or difficulty according to the number of words

No.	Sentence according to its readability	word rate
1.	Very easy-to-read sentence	8) max words (it is the maximum number of words for the main title)
2.	easy-to-read sentence	(11) words
3.	A fairly easy-to-read sentence	(14) words
4.	Ordinary sentence (medium-standard)	17 words
5.	A somewhat difficult sentence to read	(21) words
6.	difficult to read the sentence	(25) words
7.	A very difficult sentence to read	(29) words or more

The possibilities that may appear when counting the words in the headlines under study can be made into five, without prejudice to the general framework of the above table, as follows:

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[12] Bassam Abdul Rahman Mashaqbeh, Media Research Methods, and Discourse Analysis, Osama House for Publishing and Distribution, Amman, 2010, p. 90.

No.	Sentence according to its readability	word rate
1.	Very easy-to-read sentence	8) max words (it is the maximum number of words for the main title)
2.	easy-to-read sentence	9 words - 14 words max
3.	Ordinary sentence (medium-standard)	15-17 words
4.	difficult to read the sentence	21 words - 25 words
5.	A very difficult sentence to read	(29) words or more

The following figure shows how to measure the degree of drafting in news headlines in terms of ease or difficulty of reading and the availability of the requirement of brevity and shortness[13], as follows:

Figure 9- Measuring the level of difficulty of readability and the availability of the requirement of brevity and shortness in the sentences of news headlines

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The number (1) represents the standard reading standard set at 17 words, which is the average word rate for a regular sentence (standard-intermediate). The fewer the number of words in the title than the normal reading standard, and the more it moves to the left, the easier it is to read, and the greater the degree of availability of the condition of brevity and shortness in the title. However, if the number of words for news headlines exceeds the standard of reading by heading towards the right in the above straight line, the degree of reading becomes more difficult and the condition of brevity and shortness in the headline of the news is not met.

b. The relationship between the title and the news

The complete conformity between the headline and the news is one of the terms and specificity of writing the news headline [14]. The title must reflect the reality of the news and be consistent with the words of the news. The relationship between the title and the news can be measured by analyzing the wording of the titles published in the newspapers using the keywords method.

(key words method), which means specifying the words that are included in the formulation of the title of the news to convey to the reader the meaning of the news and constitute a method for the press editor when writing the

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[13] News and headlines that mention the main category directly and in a few brief words are more appealing to consumers of news and their headlines who are busy with their work and affairs. Briefness here means economy in the number of words, as the strength of the written material lies in brevity. For more, see Debra Potter, Guide to Independent Press, Office of Foreign Information Programs, US Department of State, 2006, p. 24.

[14] Karam Shalabi, Press Release and its Islamic Controls, Al Hilal House and Library, Beirut, 2008, p. 199.

title[15]. The following steps represent the method of measurement:

First: Calculate the number of keywords in the press release and its introduction.

Second: Calculate the number of keywords used in formulating the title.

Third: Extracting the ratio between paragraphs (2) to paragraph (1).

The following equation represents the above measurement steps:

Matching level= the sum of the keywords used in formulating the news title/ the total keywords in the press release and its introduction.

If the ratio is equal between the sum of the keywords used in drafting the title of the news and the total keywords in the text of the press release, the title meets the requirement of full conformity between the title and the news, and if the ratio is less or more, the title does not fully reflect the reality of the news.

The level of the headline's reflection on the reality of the press release can be represented as follows:

Figure -1- Level of conformity between the title and the news

Keywords   Keywords

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Imperfect match   1   Imperfect match

(Exact match standard)

If the result of the ratio of the total of the keywords used in the formulation of the news headlines to the total of the keywords in the news texts is = 1, then the headlines fulfilled the condition of the complete match between them and the news and expressed their actual reality. Number 1 represents the standard of the perfect match between the title and the news, but if the ratio is less than 1 towards the left of the line, the title did not fulfill the condition of a perfect match and does not express the content of the news completely.

c. Focus style in drafting news headlines

The type of focus in the news headlines can be seen by the language of these headlines, as follows:

First: focus on the event: by listing and counting the headlines of the news whose formulation begins with a verb.

The newspaper's focus on the event relative to the total number of titles posted on its pages in the period under study can be determined by applying the following formula:

Focus style in the event= the sum of the titles that start with a verb/ total titles published during the study period

Second: Focus on the background of the event: by listing and counting the headlines of the news that begin to be formulated with a semi-sentence (conjunction, adverb of time, adverb of place).

The method of the newspaper's concentration on the creativity of the event relative to the

[15] Hosni Mohamed Nasr and Sana Abdel Rahman, Press Editing in the Information Age: Press

Release, 2nd Edition, Dar Al-Kitab Al-Jami, Al-Ain, 2004, pp. 239-243.

counseling titles in the period under study by the following equation:

Focus style in the background of the event= is the sum of titles whose formulation begins with a sentence or an adverb/ total titles published during the study period

Third: Focus on the personality of the event: by listing and counting the headlines of the news that begin to be formulated with an abstract name, such as (the name of a character around which the event revolves) or (the name of a city, state or ministry around which the event revolves).

The focusing method of the wording in the event personality can be determined compared to the total of the titles published in the newspaper during the period under study using the following equation:

The focus method in the personality of the event = the sum of titles that begin with an abstract name / the sum of titles published during the subject's study period

By applying the news headlines scale with its three equations, we can determine the predominant focus method in processing the wording in news headlines, whether they focus on the event, the background, or the personality of the event.

D- The method of drafting news headlines according to the editorial classification

The predominant editorial classification can be determined in the stylistic and semantic processing in the formulation of news headlines in the newspapers under study using the scale of news headlines:

First, the interrogative form:

A title that begins with a question mark and ends with a question mark.

The following equation determines the method of measuring the tendency of the newspaper in its stylistic and semantic treatment in formulating news headlines toward the interrogative style:

The interrogative style = the sum of the news headlines that start with an interrogative tool / total titles published during the study period

Second: The method of attribution in drafting

It is two types of processing in the drafting of the first news headings that require the attribution of its information to a source and the second does not need to attribute its information to a source.

By applying the news headlines scale, it is possible to determine the wording style assigned to news headlines by using the following equations:

1. Apparent attribution: It is the method of drafting news headlines whose information is attributed to an explicit and apparent source, such as quotation or comment titles, opinions, and information that provoke controversy or headlines that express an indirect news story, such as an eyewitness or participant in the event.

Apparent style = the sum of the titles whose information is based on an explicit source / the total titles published during the study period

2. Implicit attribution: It is the method of drafting news headlines that implicate the source, due to the inability to mention the source and explicitly attributing the information

to the source because of his unwillingness to disclose his name.

Implicit method = the sum of the titles assigned to an implicit source / the total titles published during the study period

3. Unidentified Attribution: It is the treatment method in formulating news headlines whose information is attributed to unknown sources such as: (informed sources, close sources, responsible sources, scientific sources, reliable sources, well-informed sources, a source who does not wish to reveal their name, insiders, observers... etc).

Unidentified method = Total titles assigned to unknown sources / Total titles published during the study period

4. Self-attribution or well-known sources: It is the method of processing the formulation of news headlines that do not need to assign their information to a source because they depend on the direct observation of the press informant or because the informant is confident of the truthfulness and accuracy of the source of the information, such as official authorities, police, health, and firefighting.

The subjective method = the sum of the titles whose information is assigned to self-resources / the Total titles published during the study period.

C. Determining the type of journalistic school to which the style of drafting news headlines belongs:

If the type of journalism school to which the news published in the newspaper belongs is to be determined, the drafting and processing method must be observed by applying the following formula:

Headlines school type = Sum of Quiet Titles/ Total Exciting Titles

If the sum of quiet headlines is predominant in those published in the newspaper, the drafting style belongs to the News Journalism School (job), whereas, if the sum of the exciting titles is predominant over the published titles, the style of drafting belongs to the sensational journalism. Whereas, if the style of drafting is balanced and the percentage of using quiet headlines and exciting headlines is equal, then it belongs to the third school of journalism, in which headlines fall according to the importance of the news, i.e. a kind of balance is committed to highlighting the news for its importance, not because interest or excitement requires that.

This can be represented as follows:

Figure 11- Type of study, the newspaper to which the news headlines belong

Exciting + Titles	Quiet Titles +

News School 1 (Balancing School) exciting School

If the ratio of the total of quiet headlines to the total of exciting headlines is = 1, then the style of news formulation belongs to the Balancing School. If the ratio of exciting headlines to quiet headlines increases, the method of drafting news headlines belongs to the exciting School, while if the proportion of the total of quiet headlines to the total of exciting headlines increases, then the style of

drafting news headlines belongs to the school of news journalism.

H- Predominant news values in the style of drafting news headlines:
The overriding news value of stylistic and semantic processing can be determined in the wording of news headlines relative to the total number of titles published using the following equation:

The dominant element in the drafting style = is headlines that highlight a certain news[16] value / total titles published during the study period

G. colored titles
These are the headings that are formulated using special words, especially for coloring and directing the news, in which the character of the editor is reflected through the drafting method as a result of the use of qualities, preferences, and certain pronouns, including object pronouns and negative verbs.[17]

To determine these news headlines, we adopt the following scale

Colored titles = titles formulated with special words to direct the news / total titles published during the study period

D- Headlines appropriate to the nature of the topic, its objective, and the method of presentation:

These news headlines can be identified by the following measurement rates:

A method that highlights the number = the sum of the titles whose formulation begins with numbers/ total titles published during the study period

Comparative method = the sum of the titles that depend on the interview or comparison element/total titles published during the study period

Descriptive style = titles that answer the questions What, Who, How, and Why? / total titles published during the study period

The (missile) headlines used in the newspaper under study can be identified by diagnosing the processing method in formulating the titles by moving the title words to the beginning and the body of the news without a break, and through the following equation:

The missile method = the sum of the missile titles / total titles published during the study period

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[16] The news value may include strangeness, fame, the enormity of the event, highlighting the number and its importance, or answering who? and what? Or the answer to why? Or any other value that needs to be highlighted.

[17] Negative verbs mean the non-neutral verbs that are sometimes used in the formulation of news and their titles to direct and color them, such as: alleging, claiming, threatening, accusing..etc., Arab Future Magazine, No. 260, Center for Arab Unity Studies, Beirut, 2000, p. 77 -78.

Sharp headings can be identified by diagnosing the processing method of heading formulation that uses strong reader-activated phrases, and to determine the ratio of sharp headings in the newspaper studied we follow the following equation:

Sharp method (stun initiation) = sum of acute headlines/ total titles published during the study period

The proportions of the types of text headings used in drafting can be determined as follows:

Text titles = the sum of the introductory titles / total titles published during the study period

Style Texts = sum of the headlines / total titles published during the study period

Text titles = sum of subheadings/ total titles published during the study period

Text titles = sum of complementary titles / total titles published during the study period

Y- The winning words in the news headlines: They are words of direct significance to the news that are vital and do not cause confusion or ambiguity in meaning and fulfill the terms of the news's descriptions, conditions, and functions.
A title that is formulated in words is considered a winning title because it is devoid of words that carry more than one meaning, words that are not used by people, puns, compound words, technical expressions, the passive voice, and ambiguous words.
The titles with winning words can be obtained by the following equation:

Winning titles = sum of title words published - sum (uncommon words, puns, plural meanings, compound words, technical expressions, passive).

R. present and seriousness in news headlines.

The availability of the present and immediate element in news headlines can be measured by knowing the ratio of the use of the past tense to the present tense in the formulation of the title and from the following equation:
Present in News Headlines = Total Actions in the Past/ total verbs in the present tense
If the percentage of using the past tense in formulating the news headlines under study is higher than the percentage of using the present or future verb, then the news headline lacks the present element. If the opposite is the case, the formulation of news headlines has the element of present according to its percentage of the total published headlines.

The following figure shows the availability of the present in the news headlines:

Figure No. (12) Chart of the method of measuring the availability of the present in the news headlines

Present tense   past tense

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Whenever the percentage of the use of the past tense in the formulation of news headlines is = 0, the formulation has an element of the present at a degree of 100%. If the percentage of using the past tense in formulating the title of the news is more than 1, then the phrasing has an element of the

present, while if the percentage of the use of the past tense = 1, the phrasing preserves the present element, provided that the use of sharp headings or blistering consumption is limited to the particularity of the event.

The more the present act is used in the wording of the news headlines, the more the present element becomes available, because the present tense indicates continuity.

G- Disruption of time:

Time disruption in the wording of news headlines can be determined by counting news headlines that combine a stylistic predicate indicating the past tense, such as yesterday with the present tense verb in one title, or using a stylistic predicate indicating the present or future, such as today or tomorrow with the past verb in the same title, as shown in the following equation:

Time disruption= news headlines that contain a stylistic predicate inconsistent with the headline verb/news headlines that contain a stylistic predicate compatible with the headline verb

If the total of the stylistic predicates that is contradicting the verb of news headlines is higher than the percentage of using predicates that are compatible with the headline, this indicates that the wording in news headlines is time disordered, but if there is no use of stylistic predicates that are inconsistent with the verbs of the heading sentences, then the predicate heading forms are devoid of time disorder.

As follows:

Figure No. (13) Chart of the time disorder measurement method in the news headlines

contradicting ----predicates	opposing predicates
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If the percentage of using the stylistic predicate in conflict with the verb of the title sentence is = 0, then the wording is free from disorder. But if the use of this predicate exceeds zero, the times in formulating titles will be disordered.

2. Measuring the level of skills of news headline editors

The skill test model developed in this study combines the bases of an assessment scale consisting of a set of characteristics or qualities to judge and serves to measure many variables, such as reading and playing instruments and choosing identification, which means that the respondent chooses the answer from several answers given [18]to measure the level of skills of journalistic editors in stylistic and semantic processing in drafting news titles in any newspaper under study. This form consists of 20 questions and an estimate of five scores per question thus the total score is 100 degrees, and according to the scores collected by the editor in this test, the percentage of his drafting skills is determined. The vocabulary of the test was prepared through the cognitive study to formulate the title of the news, and one of the first of these skills is to possess an abundant collection of linguistic vocabulary and a strong sense of sentence structure and construction.[19]

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[18] Raja Mahmoud Abu Allam, Research Methods in Psychological and Educational Sciences, 4th edition, Cairo, University Publishing House, 2004, pp. 337-353.

[19] Albert L. Hester, previous reference, p. 166.

3. Determine priority wording in news headlines

This scale aims to determine which wording is preferred in news headlines, and which preferred formulations in news titles can achieve attention-grabbing function and interest readers the most. This scale was based on the semantic differential method developed by Osgood and developed by Hofstatter. This method is summarized by asking the sample members of the experiment under study to have their reaction to a particular concept, word, text, or other by using a list of attributes by placing the person's reaction to the pre-prepared tiered form.[20]

Semantic differentiation depends mainly on the components and elements of the connotation and measures the reader's reaction to any direction of the different poles in the semantic choices.[21]

This method has been adapted in accordance with the conditions of constructing the news headline and its formulation stylistically and semantically, to achieve its most prominent functions related to the audience, which represent the most important stages of measuring the communicative efficiency of news headlines in achieving the attention of readers to the news.

Scale reliability level

1. Validity: The researcher followed more than one type to determine the level of validity of the scale:
a. Apparent validity

It is the validity of the content based on a researcher's skills in selecting tools that correspond to the nature and function of measurement and control the searcher's sense and views in determining the suitability of tools for measurement function as well as external arbitration procedures during the methodological process[22]. This type of validity is based on the idea of how appropriate the scale is for what it is measured and for whom it is applied. Such validity appears in the clarity of the clauses and their relationship to the ability, feature, or dimension that is measured and to whom is it applied. This validity appears in the clarity of the items and their relationship to the ability, feature, or dimension measured by the scale. Often this is decided by a group of specialists in the field to which this or that measure belongs[23]. Based on this, the researcher presented the test items to a group of experts and arbitrators in the competence of information, meeting, statistics, and language. The average agreement between arbitrators and experts was 99.6%. The scale included 10 cases, and 10 marks were given to the case in which the expert committee and arbitrators did not make any modifications, 8 marks for the case agreed upon by the arbitrators with a slight modification in its wording, one mark for the case on which a complete amendment was made, and zero for the case that the arbitrators agreed to cancel.

b. Construction validity

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[20] Bernd Splenner, Linguistics and Literary Studies: A Study of Style, Rhetoric, and Text Linguistics, translated by: Mahmoud Gad Al-Rub, Al-Faniya House for Publishing and Distribution, Riyadh, 1987, p. 157.

[21] Same reference, pg. 157.

[22] Muhammad Abdel Hamid, Content Analysis in Media Research, Al Hilal House and Library, Beirut, 2008, p. 226.

[23] Saad Abdel Rahman, Psychometrics: Theory and Practice, 3rd Edition, Dar Al-Fikr Al-Arabi, Cairo, 1988, pp. 185-186.

It is related to the methodological skills of the researcher and his full awareness of the theoretical framework of the research problem[24]. The researcher designed the news headlines scale according to the theoretical, exploratory, procedural, and methodological study of the research topic and its problem to reach accurate answers to everything related to the problem and achieve the objectives of the research in measuring the communicative efficiency in the headlines.

    c.   Procedures for pre-testing the scale on a small sample of the two newspapers, Al-Zaman and Al-Mashreq, amounted to fifty news titles, with twenty-five titles for each newspaper, to verify its validity. The test results revealed the validity of the scale for application.

    2.   Stability: The researcher used the common methods of reliability tests, including the method of selection and re-testing.

References

1. Dr. Farouk Abu Zaid: An Introduction to the World of Journalism, The World of Books: Cairo, 1986, p. 12.
2. The same reference, pp. 13-14.
3. See Dr. Muhammad Abdul Hamid: Media Theories and Influence Trends, 3rd Edition, World of Books: Cairo, 2010, p. 70, and Moataz Sayed Abdullah: Intolerant tendencies, World of Knowledge series - 137: Kuwait, 1989, pp. 149-150, and Dr. Raed Hussein Abbas Al-Mulla: Mass Communication Skills through the Language of Discourse (Satellite Channels as a Model), Journal of the Media Researcher, Third Issue, College of Information - University of Baghdad, June 2007, p. 109.
4. Dr. Musa Al-Nabhan: The Basics of Measurement in Behavioral Sciences, Dar Al-Shorouk for Publishing and Distribution: Amman, 2004, p. 31.
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7. Professor Dr. Karim Al-Waeli: Critical Discourse of the Mu'tazila, Baghdad, 2006, p. 149.
8. George Claire: Readability Scale, translated by: Ibrahim Al-Shafei, Deanship of Library Affairs at King Saud University: Riyadh, 1988, p. 2.
9. Amani Abdullah Al-Ajlan: Measuring the Readability of Arabic Texts, Second Edition, King Abdullah Initiative for Arabic Content with King Saud University, Knowledge Unit knol, 5-15-2009, copied from: Towards the development 2008 Al-Ajlan, A, Al-Khalifa, H, and Al Salaman, A: of automatic readability measurements for Arabic language, In the third international. London, 511-506.p, 2008 conference on Digital Information Management I C D M.
10. Amani Abdullah Al-Ajlan: A previous source copied from Ouda Al-Talhi: Measuring the level of

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[24] Muhammad Abdul Hamid, previous reference, p. 230.

readability of reading books scheduled in 1410 AH for students of the last grades of the primary stage, Umm Al-Qura University: Makkah Al-Mukarramah, 1994, p. 102.

11. Melvin Minder: Editing the news in the press, radio, and television, translated by: Dr. Adeeb Khaddour, Media Library: Damascus, 1992, p. 102.

12. Bassam Abdul Rahman Mashaqbeh: Media Research Methods and Discourse Analysis, Dar Osama for Publishing and Distribution: Jordan - Amman, 2010, p. 90.

13. News and headlines that mention the main idea directly and in few and concise words are more appealing to consumers of news and their headlines who are busy with their work and affairs. Newspapers that allow writing news and headlines that are long and not too short will find themselves lacking the space and time to cover other news and prepare headlines that express them. Briefness means economy in the number of words, as the strength of the written material lies in brevity. For more, see Debra Potter: Handbook of Independent Press, Office of Foreign Information Programs: US Department of State, 2006, p. 24, and W. Stunk, 1959, and white, E.B. The Elements of style Macmillan publishing CO, New York reprinted 1979, p. 23.

14. Dr. Karam Shalaby: Press Release and its Islamic Controls, Al-Hilal House and Library: Beirut, 2008, p. 199.

15. Dr. Hosni Nasr, and Dr. Sanaa Abdel-Rahman: Press Editing in the Age of Information Press release, 2nd Edition, University Book House: Al-Ain, 2004, pp. 239-243.

16. The news value may include strangeness, fame, the enormity of the event, highlighting the number and its importance, or answering who and what. Or answering why or any other value that needs to be highlighted.

17. Negative actions mean those non-neutral actions that are sometimes used in the formulation of news and their titles to direct and color them, such as: alleging, claiming, threatening, accusing, and so on. For more, see Edmond Gharib: (American and Arab media), Arab Future magazine, No. 260, Center for Arab Unity Studies: Beirut, 2000, pp. 77-78.

18. Dr. Raja Mahmoud Abu Al-Alam: Research Methods in Psychological and Educational Sciences, 4th Edition, And Cairo: University Publishing House, 2004, pp. 337, 353, 354.

19. Albert L. Hester, previous reference, p. 166.

20. Bernd Spellner: Linguistics and Literary Studies Studying Stylistics, Rhetoric, Textual Linguistics, Translated by: Dr. Mahmoud Gad Al-Rub, Technical House for Publishing and Distribution: Riyadh, 1987, p. 157.

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22. Dr. Muhammad Abdul Hamid: Content Analysis in Media Research, Al Hilal House and Library: Beirut, 2008-2009, p. 266.

23. Saad Abdel Rahman: Psychometrics: Theory and Practice, 3rd Edition, Dar Al-Fikr Al-Arabi: Cairo, 1998, pp. 185-186.

24. Dr. Muhammad Abdul Hamid, a
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