**The Semantic Shift of נשא פנים and בשת in Ben Sira in Its Hellenistic Context**

In two cases, Ben Sira deals with the ambivalence of shame (4:21-24, 41:14–42:8); There are cases where shame is negative and brings about bad things, and there are cases where shame is desirable and good. While the negative sense of shame is the common meaning in biblical Hebrew, the positive sense may belong to the Hellenistic period. In addition, the meaning of the expression נשא פנים, which parallels the verb בוש in these two pericopes (Sira 4:22; 42:1), seems also to have undergone a semantic shift, but its exact meaning is disputed. This paper suggests a solution to the dispute in regard to the expression נשא פנים by tracing its translational tradition in the Septuagint, and the related expression הכיר פנים. In these cases, which have not previously been considered in studies of this question, the Septuagint is used as a dictionary for the Hebrew of the Hellenistic period. In order to understand the semantic process in the Hellenistic period of both this expression and the concept of shame in general, the second part of the paper draws attention to the ambivalence of the concept of shame in Greek literature. It appears that this data may shed new light on the reason for the semantic shift of these terms in the time of Ben Sira. Furthermore, this may also contribute to the discussion that has been increasing in recent decades of the Jewish Wisdom literature of the Hellenistic period against the background of its time and place, and in comparison to Greek literature.