

Investigating the Effects of Body Language on the Leaders' Styles

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دراسة تأثير لغة الجسد على اسلوب القادة السياسيين

الكلمات المفتاحية: (حركات الجسد، التواصل، التأثير السياسي، المؤثر،
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Abstract:

The topic of body language has a great deal with the daily life of human beings and affects the ways in which they cooperate and communicate with each other.

There are certain cases in which body movements would contribute even if there is no speech! But such a matter requires awareness, knowledge of culture, and careful uses for specific movements. When interacting and sending specific body cues, they should be influential, and express real feelings that make the situation a comfortable one, and for the addressee to be enabled to read these feelings.

In most cases, body movements help in building fruitful relations among users, but they would be problematic if they do not match what they intend to convey, or if they are not interpreted accurately, or if the receivers are not aware of their interpretations, and/or the users do not use them in fitted situations.

This research tackles different related matters which are distributed into two sections that help to obtain a better understanding of this topic, like: their kinds, the political effects, and various theories and viewpoints. In addition, it will be an attempt to answer the following questions:

1. Are they powerful tools used to convince, affect, and control societies?
2. Do they match what is intended or they lead to coordination impairment?
3. Do they accurately substitute their verbal equivalents?

Moreover, a very significant issue is dealt with; that is, accuracy of reading the body movement and how to control them with providing the reader with some concluding remarks. Consequently, they show that they play a great role not only in understanding others in the normal life situations but even to convince, affect, and control societies in political issues.

المستخلص:

ان لموضوع لغة الجسد اهمية كبيرة في الحياة اليومية للناس وتأثيرها على طرق تعاونهم وتواصلهم مع بعضهم البعض .

هناك حالات معينة تسهم فيها حركات الجسد حتى ان لم يكن هنالك كلام! ولكن مثل هذا الامر يتطلب وعي، معرفة بالثقافات، واستخدامات حذرة لحركات معينة. عند التواصل وارسال شفرات جسدية معينة، يجب ان تكون هذه الشفرات مؤثرة، وتعبر عن مشاعر حقيقية بحيث تجعل المواقف مريحة، وتمكن المخاطب من فهم هذه المشاعر.

في اغلب الحالات، تساعد الحركات الجسدية في بناء علاقات مثمرة بين مستخدميها، ولكنها قد تسبب مشاكل اذا لم تلائم ما كان في النية ايصاله، او لم يتم تفسيرها بشكل دقيق، او اذا كان المستلمين غير مدركين لتفسيراتها، او اذا لم يستخدمها الافرد بما يلائم المواقف.

يتناول هذا البحث عدة امور مختلفة موزعة على فصلين للمساهمة في فهم افضل لهذا الموضوع، مثل: انواعهم، تأثيراتهم السياسية، ونظريات ووجهات نظر مختلفة. فضلا عن ذلك، فان هذه الدراسة محاولة للاجابة على الاسئلة التالية:

*هل تعد هذه الحركات ادوات فاعلة الاستخدام

بحيث تؤثر وتسيطر على المجتمعات؟

*هل يوافقون النية ام يؤدون الى خرق في

التواصل؟

*هل يعدون بدائل لما يقابلهم في الكلام او اللفظ؟

بالاضافة الى ذلك، هناك قضية مهمة تناولتها هذه الدراسة وهي الدقة في قراءة حركة الجسد وكيفية السيطرة عليها، مع توفير بعض الاستنتاجات.

وبناء على ذلك، فقد تبين ان هذه الحركات تلعب دورا مهما ليس فقط في فهم الاخرين في مواقف الحياة العادية وانما الاقناع، والتأثير على، والسيطرة على المجتمعات في القضايا السياسية.

Introduction:

Communication among human beings is very important, and one way of doing so is through the use of body language. The *objectives* of this study are: treating the different kinds of gestures in the body language for some prominent political leaders in an applicable way, examining what kinds of messages they serve, and analyzing their effects on the audience.

This study *hypothesizes* that these gestures of body language successfully convey the messages sent, plus they vary according to the meaning intended, and they have effects on building specific kinds of relations between the sender(s) and receiver(s) helping in assisting the implied meaning or otherwise spoken messages. Moreover, they lessen the efforts in declaring the 'real and strong' feelings of people involved.

The *modal* adopted in analyzing the data is Lasswell's model (1948) of the Communicative Theory. This model is the [five steps] process of communication itself as follows:

- The analyzed area is the control analysis.
- 'What' clarifies the content of the message, channel or media.
- 'Who' refers to the sender of the message.
- 'to whom' analyzes the audience.
- Effect is the power of the message.

Section one

1.1 Definition of Body Language

Body language is a form of non-verbal communication including body posture, gestures, facial expressions and eye movements. Humans, in general, send and interpret such signals almost entirely subconsciously.

Some specialists say that human communication consists of 93 percent of body language and paralinguistic cues, while only 7% of communication consists of words themselves.

Other scientists assert that between 60 and 70 percent of all meaning is derived from nonverbal behavior. (Fast, 1978: 36). Whatever the percentage is, for each particular community, there could be some agreed upon interpretations for specific behaviors, and those could be different according to other communities.

Onsager (2014) states that "Some researchers conclude that nonverbal communication accounts for the majority of information transmitted during interpersonal interactions"

1.2 Background Knowledge

Pease (2008:25) writes: *“Before radio was invented, most communication was done in writing through books, letters, and newspapers, which meant that ugly politicians and poor speakers, such as Abraham Lincoln, could be successful if they persisted long enough and wrote good print copy.*

The radio era gave opening to people who had a good command of a spoken word, like Winston Churchill, who spoke wonderfully but may have struggled to achieve as much in today’s more visual era.”

And he adds: *"It seems almost incredible that over the thousands of years of our evolution, body language has been actively studied on any scale only since the 1960s and that most of the public has become aware of its existence only since the book of body language was published in 1978- yet most people believe that speech is still the main form of communication. Speech has been part of our communication repertoire only in*

recent times in evolutionary terms, and is mainly used to convey facts and data”. (Pease, 2008: 26)

Speech probably first developed between 2 million and a half years ago. Before then, body language and sounds, made in the throat were the main forms of conveying emotions and feelings, and that is still the case today.

But, because there is a focus on the words people utter , most of them are largely uniformed regarding body language; however , "that recognizes how important body language is to our communication " .(Ibid , P.27)

1-3 Types of Body Language

By body language is meant what someone **intends** behind assuming a certain posture plus the **posture** itself; hence they are grouped in this way:

- a- Parts of the body.
- b- Intent.

A- Parts of the body

Parts of the body include everything from head to toe as shown below:-

- 1- The head movement and placement of the head back to front, left to right, side to side, containing the shaking of hair.
- 2- Facial expressions: the face has many muscles (anywhere between 54 and 98 depending on who you ask) that moves several areas of the face. Each combination of movements of the following face elements communicates a state of mind :
 - Eyebrows – up, down, rowing.
 - Eyes -left, right, up, down, blinking, dilatation.
 - Nose – wrinkle (at the top), flaring of the nostrils.

- Lips – smiling, snarling, puckered, kissing, opened, close, and tight.
 - Tongue – in, out, rolled, tip up or down, licking of lips.
 - Jaw – open, closed, clinched, lower jaw left or right.
- 3- Body posture: It means the way one places his/her body, arms, and legs, in relation to each other, and in relation to other people.
- Body Proximity - how far or close to other people.
 - Shoulder movements – up, down, hanging, hunched.
 - Arm placement -up, down, crossed, straight.
 - Leg and feet towards speaking partner or pointing elsewhere, dangling of shoes.
- 4- Hand and finger gestures – how one holds and moves his hands and fingers are particularly insightful in reading people.
- 5- Handling and placement of objects (ex. Pens, papers, etc.).
Though this is not a body part, it does play a body part, but object does play a big role in reading body language.

2 – Intent

Another way to group types of body language is along intent:

- 1-Voluntary \ intentional movements – usually called "Gestures", these are movements one intends to make, like shaking, giving the finger, blinking with one eye.
- 2-Involuntary movements – usually called "tells" but "ticks" also fall into this category- Any body movements the person has no control over fall in this category; sweating also applies, though it is not a body movement technically.

So where is the tone of voice?

While usually seen as a body language, a tone of voice and intonation are a separate group from body language [though for another opinion a tone of voice and intonation are characteristics of the verbal language] for completeness sake, these are the groups that are found in a tone of voice:

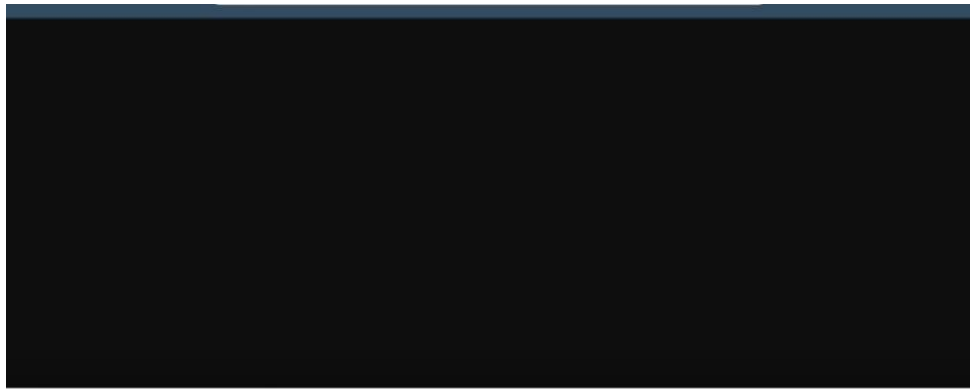
- Pitch of voice – high voice, low voice, intonation.
- Loudness – everything from shouting to whispering.
- Breathing – slow, fast breathing, shaking voice.

(www.simplybodylanguage.com).

The gestures and tone go along together to highlight the state for the listener if the speaker was praising or ridiculing him. This occurs through what is known as 'eloquent silence' to send messages of acceptance, anger, or other meanings.

The following two pictures provide different movements with their various 'usual' meanings:





(<http://www.techandinternet.wordpress.com>).

1-4 Significance of Body Language.

Body language is one of the most important types of communication, actually, more than 90 percent of our attention is devoted to interpreting one another in terms of body language and voice, once people do that, they respond effectively to what the speaker says.

It is observed that:-

- 1- 55% is devoted to body language.
- 2- 38% to the voice, and
- 3- 7 % to the message.

That is why it matters how one manages his behavior in terms of his body language, and his attitude in public.

The more a person understands himself and his attitude , the great opportunity he has to optimize his attractive signals , for example , when one meets people and his body language is open and pleasant , then he increases his charisma , and thereby enhances the chance of a positive result .

If, instead, a person is nervous or uncomfortable about stepping into a gathering where he doesn't know anyone, his natural posture will be closed, and he will hug the walls and make himself invisible, his eyes wonder or are lowered and withdrawn, in that way he protects himself and tells those around him 'I am not feeling comfortable regarding this situation'.

In a way, this is the body's natural protective reaction, because the self doesn't like the occasion and wants to protect itself. To close up and protect oneself from the surrounding can in many occasions be a suitable reaction, but not when he is at a reception or is attending a significant meeting and ought to be radiating self-esteem and a desire to make contact with others. Those people who are around him quickly recognize his posture and unconsciously work out that he is signaling low self-esteem.

Most people want to be successful in their lives and that is why people don't seek out and are not attracted to others who might pull them down, they prefer to interact with people who make role models for what they want to accomplish.

"That is why people signaling low self-esteem have a big job on their hands if they want to make contacts but they can't get their body to signal that message". (Tschiesche , 2011:1)

1-5 Top Five Tips for Using Body Language

There are certain points which have to be followed in using body language:

- 1- Body language is used to add depth to dialogue.
- 2- It is used because more than 50% of human communication is nonverbal.
- 3- It is also used to show how one's characters and emotions affect his or her actions.
- 4- It is used to help one show, rather than tell, his reader everything.
- 5- Using it in moderation, if overused, it can show one's story done. www.writerswrite.com

Section Two

2-1 The Political Effects of Body Language

Some politicians understand the effects of body language on the public and may try to use it to their advantage, they know how to use it in order to persuade the audience and win their approval and their sympathy in many occasions through the elections, debates, orations, television, interviews and press conferences. (Atkinson , 1984: 18.)

Each gesture or posture politicians (i.e. communicators= who) make can reveal to the audience (receivers= whom) something about their character (message= what), people's judgments (because of the effect of message) about their loyalty, credibility, and efficiency to lead their countries to the best and their credibility. Most researchers now agree that words are used primarily for conveying information, while body language is used for negotiating interpersonal attitudes and in some cases is used as a substitute for verbal messages. (Joseph, 2006: 33). It is worth mentioning that what is between brackets in this paragraph is the analysis in the light of Lasswell's model.

Politicians , as well as their peoples pay special attention to both their words and the language of their bodies , because politics is a struggle for power in order to put certain political , economic and social ideas into practice ,so each word or signal plays a crucial role in attaining their goals .(Clough , 1989: 11)

Politicians use their body language mostly at the time of war circumstances, military affairs, and during crisis in their attempt to win the support of their peoples, to put a crucial decision into practice and they need the support of their people and the public opinion. They even have trainers to teach them how to behave in such situations, trainers who are specialist in designing the body language of leader, parliamentarians and another important persons in the society .(Atkinson , 1984: 43)

Psychologists say that politicians can never get away with lying to the public because of body language, no matter how much training a politician receives on public speaking; he or she can never really suppress small hand and facial gestures that give away true feelings, even if his or her words don't match those gestures.

Dr. Peter Collet said [as cited by Pelham (Oct. 2012), at the British association's science Festival that "nobody can escape the eye of the Psychiatrist", meaning that it is impossible for anyone to suppress all un- intentional behaviors.

While politicians may be well disciplined to control their body movements during a speech or press conference, their tiny gestures are compared to those of a poker player, being a successful poker player depends heavily on the ability to stifle emotions.

If a player has a very strong hand, he or she needs to act the same as if he or she has a weak hand; this is so the opponents cannot tell anything about the cards the players are holding. However , even the best poker player has a small gesture that gives his or her hand away , this gesture , known as

a tell , can be something as small as a bit of the lip , the movement of an eyebrow , or fingers rubbing slightly together.

The same is true of a politician. No matter how he/she is praised while giving a speech, certain tell can give away their true feelings about something despite what their mouths are saying. For example, some, at the Science Festival, have picked up on the fact that former "British prime minister" Tony Blair would fiddle with his little finger when he is anxious while others note that he may touch his stomach when he is under verbal attack, Former U.S president George Bush often bits the inside of his cheek when he feels anxious during a speech or press conference.

Dr.Collet noted that in general, politicians who stare out into the distance during other's speech are subliminally telling the audience that he or she doesn't think the person deserves his or her attention. Even a smile can give away politician's true feelings. A real smile rises upward, said Dr.Collet, as opposed to a forced or grimaced smile.

Former U.S President Bill Clinton often bit his lip when he is trying to be emotional, such as when he apologized for the affair with Monica Lewinsky , Dr. Collet also noted that George Bush walked with his palms facing the rear , a stance that gives the appearance that he is physically larger than he actually is .

The crucial point here is: *Can body language alone affect the public views?*

Robert M. Teeter, a pollster for the U.S Republican party [as stated by Mason 2014, p.238], conducted a survey on two groups of ten and twelve people to see what effect a body language could have on a person.

As a part of the survey, the people saw a brief video of politicians whom they were not familiar with -There was no sound on the video, so the people in the study had no idea of the

politician's view, but the video did show the politicians shaking hands.

When they were asked if they felt the politicians were honest, Teeter told David Burnham of the New York Times that those in the study rated politicians they didn't know just as if they actually did not know their positions on view, based solely on body language.

While some politicians may be able to sway people with sympathetic body language, Professor Geoffrey Beattie of the University of Manchester says that if the politician is lying, eventually he or she will be exposed, as a phony.

Professor Beattie notes that you can't take a genuine smile because it is too difficult. A politician is taking into consideration not only his or her words, but actions while speaking as well. (www.bodylanguageexperts.com)

2.1.1 Barack Obama vs. Mitt Romney (In the final debate of U.S.A)

While listening, both Mitt Romney and Barack Obama avoided much smirking, yet Romney still displayed it to a lesser degree.

Obama took on, overall, a more natural facial expressions while listening. If as some political analysts suggested, Romney's plan was to be more passive and Obama more assertive, each of their non-verbal actions reflected this.

Obama effectively used various hand gestures to stress keywords, such as pointing during his concluding comments Romney used power gestures, and those that he did use were often not visible they occurred below the line of sight the camera angle offered viewers – Romney licked his lips frequently.

Regardless of each debater's planning, here the president Obama has the advantage of nonverbal communication for two reasons; first, he used a variety of congruent and forceful gestures, and listened more effectively. Second, Governor Romney's lack of gesturing, numerous incidences of lip-licking, and moderate smirks made his nonverbal communication less effective.

If people are highlighted (voters), that will give insight into what people like and dislike with regard to the nonverbal actions of debaters, both while speaking and listening.

Viewers of previous presidential debates have looked negatively on debaters who rolled their eyes, shook their hands, continuously showed disbelief (through frowning or saying "no" or "what?"), sighing, lack of eye contact, lip – licking , failing to coordinate gestures with speech and grimacing.

However, in previous presidential debates, audience viewed debaters favorably when they communicated in a dynamic fashion that was immediate, expressive, and energetic; using forceful gestures; maintaining eye contact, facial pleasantness and open body positions; nodding their head and speaking fluently. (www.webside.com).

2.1.2 Putin's Body Language Shows He Detests Royal Family and Obama While Other World Leaders Show Disdain Towards Him



There is no question that, based on Russian President Vladimir Putin's body language, there is no love for any members of the royal family from the Queen to Prince Charles. In fact, he completely ignores them as evidenced by his facial expression and faraway gaze. There is no question that he wishes he was elsewhere instead of at the Day Memorial Celebration. In the photo above one can see how he doesn't even look in the Queen's direction as Obama tries to help her down the stairs. No doubt he could care less if she made it down the stairs safely or fell down the stairs as he would not be the one to pick her up.



Perhaps the person he detests the most is Prince Charles whom he completely ignored and he even turned his back to him

as shown in this photo above. It is understandable since the Prince of Wales reportedly compared him to Adolf Hitler a week earlier.

Immediately Putin held a press conference in Saint Petersburg and said that the Prince's comparison of him to Adolf Hitler was “unacceptable” and “wrong” and that remarks of this kind are “not what monarchs do”.

He even gave a direct personal message to the prince, he added: “Give my words to Prince Charles. He has been to our country more than once, if he made such a comparison, it is unacceptable and I am sure he understands that as a man of manners.”

Putin added: “I met him personally, as well as other members of the royal family. This is not what monarchs do.” But over the past few years we have seen so much, nothing surprises me any longer.”

Well, Putin’s words were certainly and understandably reflected in his body language when he was in close proximity to Charles and the Royal Family. There was nothing phony about Putin as his body language revealed his true feeling towards them. He refused to be polite and to be a diplomat with the Royal Family. He was angry and rightfully so as Charles had no business sticking his nose into political matters. He is merely a figurehead with no power or authority. Putin was right when he said “this is not what monarchs do.”



As everyone including Obama, clapped when the Queen arrived, Putin refused to clap, let alone acknowledge her. From his body language based on his cupped hand in a pre-fist like position, one can observe that he was angry.

Putin's disdain was not only directed towards the royals but towards Obama as well. Putin walked well ahead of Obama especially since he was walking with the detested Queen.



They clearly kept their distance publicly and appeared to play cat and mouse with one another sneaking glances at one another.



They made it a point to ignore one another as one can see here in the photo below.



When they did meet face to face then was considerable tension was revealed in both of their body language. It is worth looking at Putin's neck and how his major vein is exposed in tension and anger. Also it is significant to look at the tension in Putin's face and jaw and in his eyes as he glares at Obama.



The body language of the other world leaders were not warm and fuzzy towards Putin in light of his invasion of Ukraine. The Ukraine President Poroshenko looked in disgust at Putin as it is obvious here.



German Chancellor Andrea Merkel gives him a questioning look.



UK's David Cameron looks very angry at him as well.



The only one who seemed to treat him warmly based on his body language was the French President Francois Hollande. There was a genuine smile and warm affection between the two.



(www.drlillinianglass.bodylanguag blog.wordpress.com)

2.2 Accuracy of Reading

What one can see and hear in any situation does not necessarily reflect the real attitudes people may actually have. He needs to follow three basic rules to get things right.

Rule 1. Reading Gestures in Clusters

One of the most serious errors a novice can make in body language can make is to interpret a solitary gesture in isolation of other gestures or circumstances. For example, scratching the head can mean a number of things - sweating, uncertainty, dandruff, fleas, forgetfulness or lying - depending on the other gestures that occur at the same time. Like any spoken language, body language has words, sentences and punctuation. Each gesture is like a single word and one word may have several different meanings. For example, in English, the word 'dressing' has at least ten meanings including the act of putting on clothing, a sauce for food, stuffing for a fowl, an application for a wound, fertilizer and grooming for a horse.

It's only when someone puts a word into a sentence with other words that he can fully understand its meaning. Gestures come in 'sentences' called clusters and invariably reveal the truth about a person's feelings or attitudes. A body language cluster, just like a verbal sentence, needs at least three words in it before you can accurately define each of the words. "The 'perceptive' person is the one who can read the body language sentences and accurately match them against the person's verbal sentences". (Onsager, 2014).

Scratching the head can mean uncertainty but it's also a sign of dandruff.

So it is always better to look at gesture clusters for a correct reading. Each individual has one or more repetitive gestures that simply reveal others are either bored or feeling under pressure. Continual hair touching or twirling is a common

example of this but, in isolation of other gestures; it's likely to mean the person is feeling uncertain or anxious. People stroke their hair or head because that's how their mother comforted them when they were children.

To demonstrate the point about clusters, here is a common critical evaluation gesture cluster someone might use when they are unimpressed with what they are hearing:

The main Critical Evaluation signal is the hand-to-face gesture, with the index finger pointing up the cheek while another finger covers the mouth and the thumb supports the chin. Further evidence that this listener is having critical thoughts about what he hears is supported by the legs being tightly crossed and the arm crossing the body (defensive) while the head and chin are down (negative/hostile). This body language 'sentence' says something like, 'I don't like what you're saying', 'I disagree' or 'I'm holding back negative feelings.'

Rule 2. Looking for Congruence

Research shows that non-verbal signals carry about five times as much impact as the verbal channel and that, when the two are incongruent people - especially women, they rely on the nonverbal message and disregard the verbal content.

If the speaker were to ask the listener shown above to give his opinion about something he has said and replied that he disagreed with him, his body language signals would be congruent with his verbal sentences, and that is, they would match. If, however, he said that he agreed with what the person said, he would more likely be lying because his words and gestures would be incongruent.

When a person's words and body language are in conflict, what is said will be ignored.

If someone saw a politician standing behind a lectern speaking confidently but with his arms tightly folded across his chest (defensive) and chin down (critical/hostile), while telling his audience how receptive and open he is to the ideas of young people, would you be convinced? What if he attempted to convince you of his warm, caring approach while giving short, sharp karate chops to the lectern? Sigmund Freud once reported that while a patient was verbally expressing happiness with her marriage, she was unconsciously slipping her wedding ring on and off her finger. Freud was aware of the significance of this unconscious gesture and was not surprised when marriage problems began to surface.

Observation of gesture clusters and congruence of the verbal and body language channels are the keys to accurately interpreting attitudes through body language.

Rule 3. Reading Gestures in Context

All gestures should be considered in the context in which they occur. If, for example, someone was sitting at a bus terminal with his arms and legs tightly crossed and chin down and it was a cold winter's day, it would most likely mean that he was cold, not defensive. If, however, the person used the same gestures while you were sitting across a table from him trying to sell him an idea, product or service, it could be correctly interpreted as meaning that the person was feeling negative or rejecting the offer, or that is not defensive .

(www.westsidetoastmasters.com)

2.3 Faking Body language

There is a very prominent question here; can you fake body language? The general answer to this question is no because of the lack of congruence that is likely to occur between the main gestures, the body's micro – signals and the spoken words. For example, open palms are associated with honesty but when the faker holds his palms out and smiles at you as he tells a lie, his micro – gestures give him away. His pupils may contract, one eye brow may lift or the corner of his mouth may twitch, and these signals contradict the open palm gesture and the sincere smile. The result is that the receiver, especially women, don't tend to believe what they hear.

“Body language is easier to fake with men than with women because, overall, men aren't good readers of body language". (www.westsideastmasters.com)

2.4 Body Language and Control

There are many points here when investigating such a topic, they are:

A: Why does it all matter?

The way any political leader or a celebrity looks and behaves has a much better chance to be remembered than the specifics of his/her particular statement. The processing of visual information is much simpler for the brain than processing verbal messages.

Using verbal language is like trying to pack rush hour traffic into a one lane road. Visuals create an additional highway and let you communicate more effectively.

B: Political Psychology

Most politicians are very aware of the significance of body language. They use coaches to learn how to convey power in their stride, to literally get the upper hand in a handshake, and how to gesture to hide a lie. For example, most people don't realize that the person who walks through the door last is the one who is in charge. The real fun starts when body language savvy world leaders get together at meetings, and the handshake photo session is the best moment for them to demonstrate their dominance. They always want to stand on the left of the picture because then the person can have the upper right hand on the camera and his left arm around his partner. World leaders are always jockeying for position when the time comes to take the group photo, and they are on full handshake alert to get the dominant position.



C: Emotion is what we are looking for

Expressions of less than one second tell us about the real deal. Quick and subtle facial displays slip out even if the communicator tries to keep his face straight. They reveal their

owner's immediate appraisal of the situation and mostly happen around the eyes and mouth.

If someone has reactions to people that make him feel uncomfortable, then perhaps he is unconsciously noticing their micro expressions, since they have a significant effect on the viewer's response.

Politicians are always interesting to study, as they don't often tell the whole truth. When caught off guard, their physical reactions and micro expressions can be best analyzed by watching pictures or frame by frame videos.

Anger — Lips pressed together. Corners of lips flat or turned down. Eyebrows slanted in, lowered in middle of forehead. Widened eyes (brief stare).



Happiness — Corners of lips turned up, slightly raised cheeks. Crows feet at side of eyes.



Contempt — one side of lips raised. Head slightly back.



D: Puppet Show

Politicians love their rehearsed hand gestures and are good at hand positioning, because hands can say an awful lot and hypnotize the public easily and effectively into a state of trust and comfort. Here are some do's and don'ts:

Split finger fastball gesture — which is a pitch in baseball. It is named after the technique of putting the index and middle finger on different sides of the ball.

The split finger fastball gesture is an example of an alphabet a hybrid. It projects assertiveness, authority, confidence and strength.



This one is for those who use minimal or restricted body gestures. The gesture transmits 'know it all' attitude and has two versions.

The Raised Steeple — the position is normally taken when the speaker is giving his opinions or ideas and is doing the talking.

The Lowered Steeple — the position is normally used when the speaker is listening rather than speaking.

The Fig Leaf position — hands are crossed over the genitals. It is the most notorious of the closed gestures that demonstrates insecurity. This betrays a lower degree of emotional comfort.

Chin Stroking Gesture can be a preening gesture, sending 'look at me — I'm famous' signal. Or indicate that the person is evaluating and making a decision. If you look at someone while you're stroking your chin, they may assume that you're making a judgmental decision about them. (www.us.sputniknews.com)

2.5 Conclusions

Throughout treating different issues in this research, many concluding remarks have been achieved, they are:-

- 1- Body language in general has a very important part in the way that individuals understand the other people's messages. They are interpreted significantly depending on the body signals or gestures.
- 2- As the politics is competition of how the politicians can convince the audience of their opinion, so they pay special attention to their non-verbal way of communication because they know its effects on the audience to obtain their approval. Lasswell's model has been chosen for it resembles a good interpretation, easy, simple, suits almost all types of communication, and focuses on the effect of messages.
- 3- On the other hand, the audience has to know how to be good readers of this type of communication by following certain rules in order not to be deceived.
- 4- The study emphasizes that body movements and gestures go hand in hand with the speech in serving the communication among people.
- 5- It is a good way used by politicians to convince their audience, for this reason they put certain emphasis on controlling it.
- 6- Body movement help politicians a lot specially in war and military affairs to get support from their people.
- 7- Different meanings can be revealed through body movements, and each part of the body can serve in sending different signals depending on the situations themselves and relations among individuals.

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