

**Persuasion in Political TV. Interviews through
Facial Movements**

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**الإقناع في المقابلات السياسية المتلفزة من خلال حركات
الوجه**

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قسم اللغة الانكليزية

تستخدم طريقة الاتصال غير اللفظي من قبل المحاورين اثناء التحوار فهو جانب مهم في المحادثة والتفاعل اليومي للمتحوارين. تهدف الدراسة إلى التحقق من أهمية تعبيرات الوجه وكيفية تأثيرها على التواصل. الغرض من هذا البحث هو النظر في تعابير الوجه وأهميتها في عملية الإقناع خلال المقابلات السياسية حيث تأسست الدراسة على الأفكار التي يستخدمها العديد من المحاورين لتعابير الوجه كأداة مقنعة في التفاعل مع الآخرين للتعبير عن المشاعر والأفكار والمواقف ، بالإضافة إلى تحقيق أهدافهم وإقناع الأشخاص برسائل محددة. ولتحقيق أهداف هذه الدراسة ، تم استخدام نوعين من الطرق: النظرية والعملية. استلزم الطريقة النظرية شرح المفاهيم الأساسية للإقناع والتواصل غير اللفظي. من ناحية أخرى ، استلزم الجانب العملي تحليل الأفلام المسجلة لمقابلتين سياسيتين مع سياسيين مختلفين. تم جمع مقاطع الفيديو من قناة اليوتيوب و تحليل المقابلات المختارة باستخدام نموذج انتقائي يعتمد على نموذج (2001) Cialdini لإستراتيجيات الإقناع ، ونموذج (2013) Matsumoto لأشكال ووظائف تعبيرات الوجه العالمية ، ونموذج (1965) Argyle and Dean لوظائف التواصل البصري. تظهر نتائج تحليل البيانات التي تم جمعها أن كلا المحاورين يستخدمون عادةً تعبيرات الوجه كطرق مقنعة في المقابلات التلفزيونية السياسية. المحاور له تأثير على الضيف ويقنعه بالتحدث بصراحة. الضيف ، من ناحية أخرى ، يستخدم تعبيرات الوجه لإيصال وجهة نظره ونواياه ومشاعره إلى المحاور والجمهور. ووفقاً للنتائج ، فإن وظيفة البحث عن المعلومات هي أهم وظيفة للتواصل البصري ، تليها وظائف السعادة والإعجاب ، والتي تُستخدم كطرق للإقناع. وبناءً على نتائج الدراسة خلصت الدراسة إلى عدد من التوصيات والمقترحات لمزيد من البحث

Abstract

During interaction, nonverbal way of communication could be used by the interlocutors. They are a crucial aspect of interlocutors' daily conversation and interaction. The study's aims to investigate the significance of facial expressions and how they affect discussions. The purpose of this research is to look into facial expressions and their significance in the persuasion process during political interviews. The study is founded on the ideas that many interlocutors utilize facial expressions as a persuasive tool in interactions with others to express emotions, thoughts, and attitudes, as well as fulfill their purposes and persuade individuals of specific messages. To achieve the aims of this study , two sorts of approaches were used: theoretical and practical. The theoretical approaches entail explaining the fundamental concepts of persuasion and nonverbal communication. The practical processes, on the other hand, entail examining recorded films of two political interviews of different politicians. The videos were collected from the YouTube channel. The selected interviews were evaluated using an eclectic model based on Cialdini's (2001) model of persuasion techniques, Matsumoto's (2013) model of universal facial expression forms and functions, and Argyle and Dean's (1965) model of eye contact functions. The results of analyzing the collected data demonstrate that both interlocutors, interviewer and interviewee, commonly employ facial expressions as persuasive methods in political TV interviews. The interviewer has an impact on the guest and persuades him to speak candidly. The guest, on the other hand, employs facial expressions to convey his point of view, intentions, and feelings to the interviewer and audience. According to the findings, the function of information seeking is the most important function of eye contact, followed by the functions of happiness and liking, which are utilized as persuasion methods. Based on the study findings, the study concluded with a number of recommendations and suggestions for further research.

Introduction

In the 1950s, American psychologist Albert Menrabian, a pioneer in body language research, found that the entire impact of a message is around 7% verbal, just words, 38% vocal (including tone of voice, intonation, and other sounds), and 55% nonverbal. As a result, the importance of NVC is evident (Tiechuan,2016:1). Anderson (1999:2) defines NVC as a technique for producing meaning through conduct rather than language. Nonverbal communication (NVC) refers to nonverbal modes of communication.

Interlocutors utilize a variety of tactics to achieve their objectives during TV interviews, including facial expressions. Interlocutors employ facial expressions as a kind of nonverbal communication that involves the movement of face muscles. Facial expressions transmit an individual's emotional state, feelings, and intentions, as well as connect to the aim of the interlocutors and the context of the situation via evoking reactions in others (Matsumoto and Hwang, 2011:1-2).

People often connect with one another to socialize, establish, and maintain their connections. They communicate utilizing both verbal and nonverbal cues like as words, body language, silence, eye contact, and facial expressions.

Non-Verbal Communication

Matsumoto et. al. (2013 :48) defines NVC as “the transfer and exchange of messages in any and all modalities that do not involve words”. Nonverbal cues, gestures, bodily postures, interpersonal distance, gaze, touch, and facial expressions are all examples of how NVC occurs.

Both verbal and nonverbal elements of communication could be widely utilized. Non-verbal communication (henceforth NVC) refers to communication that occurs without the utilization of words. Verbal communication refers to communication that occurs through the utilization of words. These include things like eye contact, physical movements, and voice clues (Knapp and Hall, 2006:5)

According to Payrato (2009: 164), NVC can be divided into two categories: broad and narrow: NVC, in its broadest meaning, refers to any type of nonverbal communication or nonverbal indications related to an informative process. While it is restricted to non-linguistic phenomena that are frequently interrelated in intricate ways with vocal language and can be found in communicative processes in its narrow sense.

NVC is defined as "any part of communication that does not include words" by Trask (2007: 187). According to Kendon et al. (1981:3-4), NVC refers to all of the ways in which people communicate with each other when they are in each other's presence without using words. As a result, there are three fundamental constraints on the use of NVC. For starters, it is most commonly used to refer to discussions between persons who are physically present in the same room. Second, it refers to communication that takes place through activities that have a communicative significance that cannot be gained by other means. Finally, the most important messages are frequently ones with explicit formulation.

According to Guan (2004:90), NVC is a style of communication in which communicators convey information and express specific meaning to other communicators by employing natural features of their bodies. NVC is crucial in people's day-to-day communication, "silent language express more information than vocal language since it contains much information". According to anthropologist Hall (1973: 188), we must not neglect the significance of NVC.

Nonverbal cues utilized by any speaker are more effective than verbally communicated items in impressing others. It is even more powerful when meeting someone for the first time. Whenever there is a lack of synchronization between verbal and nonverbal communication, nonverbal skills are the most vital to examine. Initial impressions, for example, involve facial expressions; even if there is no vocal description, facial expressions imply genuine meaning through the behaviors of others in a certain situation (Willis and Todorov, 2006:592).

Facial Expressions

Human faces, both static and dynamic, are a rich source of information and interactive signals that play an important part in social interaction. In actuality, the face may reveal a lot about your age, gender, and social standing, and it influences how others see you. We can learn about someone's personality through interpersonal perception. When paired with other nonverbal cues, it has a powerful and swift influence in transmitting interpersonal attitudes such as cordiality, animosity, dominance, and submission. As examples of other mental functions, it communicates attention, memory, and thinking (Muller, et.al. 2001: 1342).

A face is the mirror of life since it is our visual signature and the most photographed aspect of the human body. It has more emotional impact than a word. It is difficult to imagine one without the emotions linked with facial expressions. Our faces are quite expressive. Its qualities are exceedingly colorful, florid, and possibly more than any other area of the body. A frown implies dissatisfaction, a smile indicates friendship, and raised eyebrows imply disbelief. They include the genuine essence of the messages represented by the uttered words (Kulkarni, 2013: 13). The human face serves as a billboard for the soul. Our conscious facial expressions can indicate love and connection, agreement and collaboration, scorn and dismay. They can also be used as a mask to hide those feelings, but they cannot change the underlying emotions (Reiman, 2007: 50).

According to Calero (2005: 66), infants learn to understand distinct facial emotions and to notice changes in their partner's facial expressions. According to Ferraro (2006: 102), the face is so crucial to the act of communication that Westerners frequently speak of face-to-face conversation and then lose it in places like Japan. The face is regarded as a multi-signal, multi-message response system with a high level of specificity and mobility. It is the interface between sensory inputs and communication outputs. Faces convey data via four different types of signals (Ekman, 1978: 125) which are as follow:

A- Static facial signals: The face's bone structure and soft tissue masses are permanent components that influence how the face appears.

B- Slow facial signals: include aging facial traits such as wrinkles, texture, and other changes.

C- Artificial signals: these are exogenously determined properties such as eyewear and cosmetics.

D- Rapid facial signals: These are phasic changes in neuromuscular activity that appear to influence the appearance of the face.

All four of these categories constitute face recognition, but only the fast signals communicate messages in a social setting via emotions. The neuropsychology of facial expressions supports the idea that facial movements reflect emotional states and that the brain's two hemispheres govern and interpret face expressions in different ways (Ekman, 1978: 125).

On Defining Persuasion

Several linguists and scholars have handled the topic of persuasion in various ways, depending on their goals and interests. Persuasion is defined as "human communication intended at changing the opinions, values, or attitudes of others" (Simons, 1976:21)

Persuasion is defined by Charteris-Black (2011:13-14) as a language that affects perception and accomplishes the purpose of rhetoric, which describes how persuasion is carried out. In other words, persuasion is exercised by a speaker's skill to transmit intentions through rhetoric, not by chance.

to Halmari and Vertanin (2005: 3), persuasion is a linguistic choice or behavior of a speaker using language in a way that either alters the audience's perspective and emotions and accepts the speaker's newly proposed attitude, reinforces beliefs that they already have, or changes the way they think. As a result, the speaker attempts to persuade the audience through language, encouraging them to follow her/his beliefs and will.

Persuasion, according to van Dijk (2008: 212-213), is the exercise of lawful influence through text or voice in which the audience receives truthful and reasonable information without distortion and has knowledge and information; they are free to digest information and think what they want. People can either accept or disagree with the persuader's argument. Nevertheless, they are aware of what is being done to them and have faith in the persuader's reasoning and beliefs (Saussure and Schulz, 2005: 122, 123, 147)

According to Lakoff (quoted in Bu, 2010: 94-95), persuasion is the non-reciprocal goal of one group to affect the emotions, beliefs, attitudes, or behaviors of another group using language.

Persuasion, according to Searle (1979, cited in Bu, 2010: 95), is a direct speech act in which the speaker seeks to commit the hearer to an action. The persuasion process works in this way to make the world fit what the speaker is saying.

Additionally, Todaro (2006: 9) defines persuasion as both an art and a science of persuading individuals to take a specific action, either temporarily or permanently. Persuasion is regarded to be the most successful strategy when the argumentator persuades people of their demands, which he or she should back up with a large audience and presentation.

According to Levine (2006: 4), persuasion is a psychological process that motivates people to change their beliefs in ways they would not attempt if left alone. He goes on to say that persuasion is an umbrella phrase that incorporates a number of psychological ideas such as influence, attitude change control, docility, mind control, and brainwashing.

According to Perloff (2003:8), persuasion is a symbolic process in which communicators strive to persuade others to modify their attitudes or actions on a particular subject by delivering a message in a free-choice context.

Additionally, persuasion, according to Johnston (1994:7), is a transmissional process involving two or more people in which symbolic meaning is managed to rebuild reality and leads to a free movement in attitudes.

Strategies of Persuasion

In general, all humans have a repertory of verbal and nonverbal communication methods at their disposal in situations requiring persuasion. People will sometimes use logical phrases to convey their feelings, threats, and so on. They will also tell stories or repeat themselves until their interlocutor agrees. All of these strategies, as well as a few more, are classified as persuasive techniques. These are the different persuasion possibilities available to a speaker as part of his or her communication talent. Members of communities and other sub-groups may have different approaches and options available to them. No speaker should be limited to a single persuasive approach in any communication environment, and some strategies are universal because they are based on fundamental human patterns of thought (Johnstone, 1989:142).

Cialdini's (2001) Persuasive Strategies

Cialdini (2001), proposes six impact strategies in the persuasive process as follows:

1. Reciprocity Strategy

Reciprocity is a widely accepted belief in which we try to repay someone in kind when he offers us something. Reciprocation instills a sense of obligation, which can be an effective persuading strategy. This method instills in us a sense of responsibility. Because of this societal standard, reciprocity is an extremely successful persuasive method, as it can lead to unequal exchanges. For example, we dislike people who refuse to repay a favor or pay when they are offered a free service or gift (Cialdini, 2001:9).

2. Commitment and Consistency Strategy

This principle addresses people's desire to be perceived as being consistent in their behaviors and speech. People are under pressure to continually keep to what they have already done or said as soon as they do or say something. This will strengthen her/his decisions in the future, and no one will question his/her power to make such decisions, which may be for or against people's wishes (Todaro, 2006: 11).

3. Social Proof Strategy

According to this strategy, people frequently rely their behaviors and opinions on what others are doing, how others act, or what others believe. As Cialdini puts it, "the power of the crowd" is extremely effective. We strive to act like others because we are all curious about what others are doing around us (Cialdini, 2001: 110).

4. Liking Strategy

In relation to this strategy, Cialini (2001:176) suggests that those who they admire can easily persuade them. Two crucial concepts determine overall like. The physical appeal is the first. Physically attractive people appear to be more persuasive; they get what they want and can easily change the opinions of others.

5. Authority Strategy

This idea is related to the concept that everything an expert or specialized says must be true. Humans react similarly to statements made by an authoritative speaker. Therefore, people are more likely to believe the expert since he or she is perceived as informed, trustworthy, and trustworthy. Hence, in order to be believed and have one's ideas accepted, the following must be done: people will trust you if you have expertise (Todaro, 2006:10).

6. Scarcity Strategy

The scarcity of values is a crucial element in persuading people; when we perceive something as rare and unattainable, we tend to have more of it. Because of this, people are drawn to things they cannot possess, making them more alluring and appealing to them as a result. In other words, the scarcity principle holds that because it is rare and unique, people place a higher value and importance on anything that is soon to expire.

The Eclectic Model

The present study adopts an amalgamation of three models that best serve its aims. The first model is Matsumoto's et. al. (2013), concerning the forms and functions of universal facial expressions (See 2.4 for further details). this model presents the following functions of universal facial expressions:

1. Anger: eyebrows pulled down, upper eyelids pulled up, lower eyelids pulled up, rimes of lips curled and lips may be tightened.
2. Disgust: eyebrows lowered, nose wrinkled, upper lip raised and lips loose.
3. Surprise: whole eyebrow raised, eyelids raised, mouth open and pupils dilated.
4. Sadness: inner eyebrows angle raised, eyelids relaxed and corners of lips drawn down.
5. Happiness: muscle tightened around eyes, crow's feet wrinkles around eyes, cheeks lifted and corners of lips lifted at an angle.
6. Fear: eyebrows raised and contracted, upper eyelids lifted and mouth stretched.
7. Contempt: eye neutral with corners of lips raised and pulled back on one side.

The second model is Cialdini's (2001) concerning strategies of persuasion, in which he develops six principles of influence or strategies of persuasion as follows :(See 2.24 for further details).

1. Reciprocity: It's human nature to feel obligated to thank and return favors. As a result, when someone to whom the recipient feels devoted makes a persuasion request, the recipient is more likely to agree.
2. Scarcity: When something is scarce, people appreciate it more. This results from the widespread perception that goods with fewer options are of greater quality.
3. Authority: Individuals ascribe themselves to professionals. Hence, people are more inclined to comply with a request made by one or more people they perceive to have a lot of knowledge, wisdom, or power.
4. Commitment and Consistency: To prevent cognitive dissonance, humans aspire to remain consistent with past or reported activities.
5. Liking: People are readily persuaded or won over by someone they like. Similarity, adulation, and attractiveness are all reliable ways to boost the success of the liking strategy.
6. Social proof: We frequently base our decisions on the actions of others. This is due to the fact that most people imitate rather than take initiative, and as a result, choices are only made after consideration of the actions and effects of others around them.

The third model is Argyle and Dean's (1965) , concerning the main functions the eye contact as follows:

1. Information-seeking;

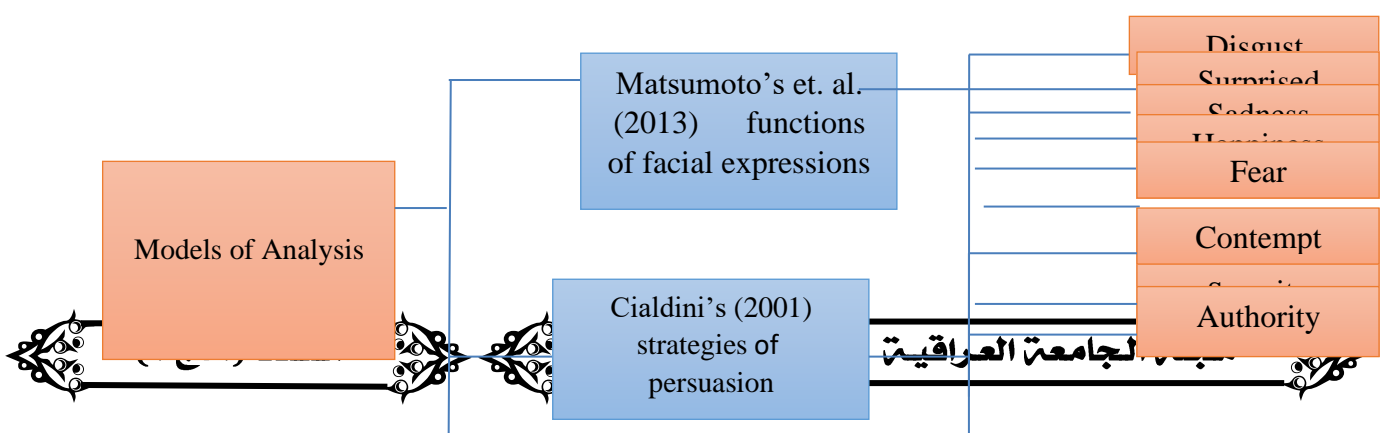
Language and paralinguistic material can convey a lot, but close examination of the other's face, especially around the eyes, can reveal much more. The need for such feedback is greatest after the conclusion of speeches to gauge how they were received.

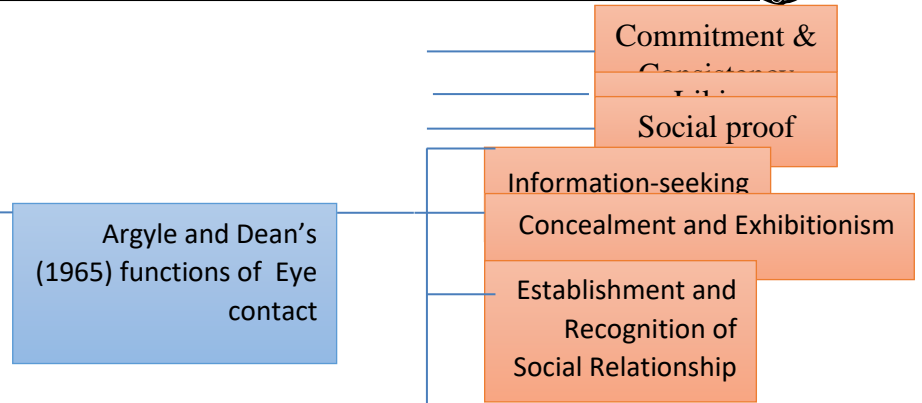
2. Concealment and Exhibitionism;

Eye contact is a sign that someone is paying attention to them, which is something some individuals crave. Others avoid eye contact with people because they don't want to be seen.

3. Establishment and Recognition of Social Relationship;

Depending on how person A is looking at person B, different things happen. If there is eye contact, both parties may be aware that A is acting toward B in a way that establishes their relationship, whether it be through attraction, friendship, hate, domination, or submission.





Figure(1) The Eclectic Model

Data Analysis and Discussion of Results

Analysis of the interview of the Greek prime minister Kyriakos Mitsotak <https://youtu.be/37LFYZI2h6c>

Participants

Interviewer: 1. Susanna Reid is an English television presenter and journalist.

Interviewer 2. Edward Balls is a British broadcaster, writer, economist, professor, and former politician.

Interviewee: Kyriakos Mitsotak is Greece's prime minister since 2019.

Duration: 12:30 minutes

In this interview, on 16th November, 2021. The Greek prime minister discusses commerce, tourism. The Covid-19 situation in Turkey, and the return and reunification of the Parthenon Sculptures in Greece.

Starting with the interviewers, Balls welcomes the prime minister and the audience with kind and pleasant facial expressions when he says: “ we are welcoming the Greek PM to discuss tourism, climate change, Covid and Parthenon crisis”. He aims to establish social relationships with the guest, in addition, to getting the attention of the audience and the guest. He raises his head a little and smiles lightly. His chin is raised a little to show his control over the interview. He looks directly at the audience. These facial expressions express relaxation and happiness. The interviewer aims to show his pleasure to the interviewee and welcome him to establish social relationships. At the time the interviewer Susanna Reid is speaking, his colleague is looking at him directly, her look expresses happiness and support. His colleague looks at him as a strategy to direct the attention of the audience to the presenter. These facial expressions are used as a liking strategy as shown in the next figure;



Figure (1) Happiness Facial Expressions

When the interviewer (Balls) finishes his speech, his colleague, the interviewer (Reid) repeats the topic of discussion which is the “Parthenon Sculpture” with a direct look at the audience. She looks directly with open eyes, lows her head a little, and raises her eyebrows. Her sarcastic looks refer to that there is something hidden she wants to discover from the interviewee. These facial expressions fulfill the function of surprise and the importance of the topic. Her look shows as if there is something hidden about the topic of the interview. In her look, she tries to say there is a problem concerning the issue of “Parthenon Sculpture”. The direct look and the way she looks to the audience with a little head bent as if she wants to seek information and aims to discover something hidden. These facial expressions are used as a scarcity strategy, as shown in the next figure;



Figure (2) surprise Facial Expressions

The interviewee smiles when the interviewer (Reid) asks him about trade and tourism. He says “ I will give you feedback when I see you next time” The interviewee smiles a wide smile, his cheeks are lifted and his facial muscles are tightened. The PM aims to relax and move the pressure with this smile, and also aims to show the confidence of himself to the interviewers and the audience. These facial expressions express the function of happiness. He tries to establish social relationships by looking directly at the interviewers. These facial expressions are used as a liking strategy, as shown in this next figure;



Figure (3) Happiness Facial Expressions

The interviewer (Reid) Says “ So it is absolutely lovely to have you in the studio this morning”, she welcomes the interviewer again and looks at her paper on the table. Her facial expressions seem as if she wants to ask a question and get the attention of the interviewee. She aims to seek information and move the pressure away from the interviewee by does not look at him directly, it is used as commitment and consistency as a strategy of persuasion, as shown in the next figure;



Figure (4) Information-Seeking

When the interviewer (Reid) asks the interviewee about the procedures of Greece toward immigrants when an image of some immigrants riding a boat in the middle of the sea appears on the screen. Her question is “What is Greece doing about the many immigrates making a dangerous journey towards your islands? The interviewer responds “ we see similar images almost daily as those people try to across from turkey.....” The interviewee’s facial expressions appear on his face when he moves his eyes from one spot to another, he does not look directly at the camera or the interviewers. His eyebrows are raised with a puzzling on his face. These facial expressions express a kind of fear and confusion. He seems as if he conceals something or he does not want to answer the question directly. These facial expressions are used as a social proof strategy, as shown in the next figure;



Figure (5) fear Facial Expressions

The interviewer (Reid) shows facial expressions that express strangeness about Greece's procedures toward immigrants when she asks him “Do you turn the boats back?”. Her facial expressions seem as if she wants to obtain more information about the case of immigrants, her eye brows are raised and look directly at the interviewee. These facial expressions used as authority strategy as she stirs the conversation ,shown in the next figure;



Figure (6) Information-Seeking

The interviewee responds to the question of Reid whether they turn the boats of immigrants back with flat facial expressions. He tries to stay normal and calm when he says “ we intercept the boat, we always aim to try to and very effectively I would save people.... we will call on the Turkish to do its job”. His looks do not fix, they move from one place to another. He seems as if he hides something about the case of immigrants, as shown in the next figure;



Figure (7) Flat Facial Expressions

The interviewer (Balls) expresses a kind of shyness when he says “ I think the UK thought they being checking the European Union and make it easier for us to pay support.... what is your inflection”?. His face turned red when he asks the interviewee about the UK position in the European Union. There is a light smile on his face, his head is bent a little, and his eyes express a sort of kindness. These facial expressions express function and happiness. He looks at the interviewee and tries to be familiar with the guest establish social relationships and tries to get the sympathy of the interviewee about the issue under discussion. These facial expressions are used as a liking strategy of persuasion, as shown in the next figure;



Figure (8) Happiness Facial Expressions

When the interviewer (Balls) asked the interviewee about the coronavirus, his eyes are a little closed, his head is lowered, and his mouth is closed. These facial expressions fulfill the function of sadness. He expresses his sadness about the disease when his inner eyebrows angle is raised and his eyelids are relaxed. He tries to establish social relationship. These facial expressions are used as a reciprocity strategy, as shown in the next figure;



Figure (9) Sadness Facial Expressions

In this interview, there are eight functions of facial expressions appear in this interview. The interviewers express two functions of facial expressions. The first facial expressions fulfill the function of happiness which is used twice by the interviewer (Balls) to indicate liking strategy. The second function of facial expression fulfills the function of surprise and is used one time by the interviewer (Reid) to indicate social proof strategy. The interviewee uses four functions of facial expressions. The first function of facial expression fulfills the functions of happiness, which is used twice to indicate a liking strategy of persuasion. The second function of facial expressions fulfills the function of fear which is used one time to indicate a social proof strategy of persuasion. The third function of facial expressions fulfills the function of sadness which is used one time to indicate a social proof strategy of persuasion. The fourth function of facial expression fulfills the function of contempt which is used one time to indicate the reciprocity strategy of persuasion. Concerning the eye function, the interviewers look eight times directly to obtain information from the interviewee. On the opposite, the interviewee tries to hide his facial expressions when he looks down or to the side. The interviewers try to establish a social relationship with the guest to make him relax and speak comfortably.

Analysis of the interview Donald Trump warns of nuclear war (<https://youtu.be/yWvqYOwgR9I>).

Participants

Interviewer: Piers Morgan is an English broadcaster, journalist, and writer.

Interviewee (Guest): Donald Trump is an American politician, media personality, and businessman who served as the 45th president of the United States from 2017 to 2021.

In this interview, on the 26th of April 2022, US president Donald Trump says as the "best predictor of things ever". The Russia –Ukraine catastrophe is in a way already a world war and if leaders are not smart it will result in a unclear battle.

Duration: 3:31

In this interview, Trump talks about Putin and his declaration about the nuclear war so Trump says "He uses the nuclear war all the time, there no boss to do that.....". The president Trump expresses his anger two times toward Russian polities in Ukraine. His facial expressions show anger expression because he lowered his eyebrows and wrinkled his nose. By doing so, Trump's eye contact show concealment. This expression shows "Authority" strategy, as shown in the figure below;



Figure (10) Anger Expression

Trump talks about Putin's procedures when he says " he is doing that because he thinks that there is nobody tackle.....". The president expresses his disgust two times of what are done by Russian in Ukraine. His expressions show his rejection to these policies and he tries to persuade the interviewer that Russian is a threat to the peace around the world. By doing so, Trump's eye contact show concealment. This expressions employed "Social proof" strategy, as shown in this figure below:



Figure (11) Disgust Expression

Trump says " Biden says Oh.. he (Putin) has got nuclear weapons and keep saying got nuclear weapons, we have better weapons.....". The president Expresses his contempt one time about the threat by Russia to the world. His facial expressions are shown his dissatisfied of these policies. By doing so, Trump's eye contact show concealment. This facial expression employed "Authority" strategy, as illustrated in the figure below;



Figure (12) Contempt Expression

In this interview, there are three facial expressions are shown by the president of America Mr. Trump in this interview. These Facial expressions are " Anger" two times and "Contempt" one time that show "Authority" strategy, and "Disgust" two times that shows 'Social proof" strategy. Concerning the eye contact, the interviewee tries to hide his facial expressions when he looks down or to the side.

The Findings

In interview no. (1), there are eight forms of facial expressions used in this interview. The interviewers express two forms of facial expressions. The first facial expressions fulfill the function of happiness which is used twice, by the interviewer (Balls), to indicate the liking strategy. The second form of facial expression fulfills the function of surprise and is used only once by the interviewer (Susanna) to indicate the social proof strategy. The interviewee uses four forms of facial expressions. The first form of facial expression fulfills the functions of happiness, which is used twice to indicate a liking strategy of persuasion. The second form of facial expressions fulfills the function of fear, which is used one time to indicate a social proof strategy of persuasion. The third form of facial expressions fulfills the function of sadness, which is used one time to indicate a social proof strategy of persuasion. The fourth form of facial expression fulfills the function of contempt, which is used one time to indicate the reciprocity strategy of persuasion. Concerning the eye- contact function, the interviewers look eight times directly to obtain information from the interviewee. On the contrary, the interviewee tries to hide his facial expressions when he looks down or to the side. The interviewers try to establish a social relationship with the guest to make him relax and speak comfortably. In this interview, the frequency and percentages of functions of facial expressions occur as the following; happiness occurs (4) times, forming (50%), sadness occurs (1) time; forming (12.5%), fear occurs (1) time; recording (12.5%) and surprise occurs (2) times; forming (25%). On the other hand, the strategies of persuasion occur as the following; liking occurs (3) times; forming (37.5%), social proof occurs (1) time; forming (12.5%), reciprocity occurs (1) time; recording (12.5%), scarcity occurs (1) times; recording (12.5%), authority occurs (1) time; forming (12.5%) and commitment and consistency occurs (1) time; forming (12.5%). In relation to eye functions, they occur as the following; information seeking occurs (4) times; forming (50%), concealment occurs (3) times; forming (37.5%) and social relationship occurs (1) time; forming (12.5%).

Table No. (1) Frequency and Percentage of the Occurrence of Facial Expressions in Interview No. 1

o. of Occurrer	Functions	Percentage	Strategies	Percentage	Eye Function	Percentage
4	happiness	50%	liking	37.5%	formation-seek	50%
1	sadness	12.5%	social proof	12.5 %	Concealment	37.5%
1	fear	12.5%	Reciprocity	12.5%	ocial Relationsh	12.5%
2	surprise	25%	Scarcity	12.5%		

			Authority	12.5%		
			ment and co	12.5%		
Total	8			100%		100%

In interview no (2), there are three facial expressions are shown by the president of America Mr. Trump in this interview. These Facial expressions are “ Anger” two times and “Contempt” one time that show “Authority” strategy, and “Disgust” two times that shows ‘Social proof’ strategy. Concerning the eye contact, the interviewee tries to hide his facial expressions when he looks down or to the side. In this interview the frequency and percentages of functions of facial expressions occur as the following; anger occurs (2) times, forming (40%), disgust occurs (2) times, forming (40%) and contempt occurs (1) time. recording (20%). On the other hand, the strategies of persuasion occur as the following; authority occurs (3) times, recording (60%) and social proof occurs (2) times. Recording (40). Concerning eye functions, they occur as the following; concealment occurs (5) times; forming (100%).

Table No. (2) Frequency and Percentage of Functions and Strategies of Facial Expression in Interview No. 2

Occurrence	Functions	Percentage	Strategies	Percentage	Eye Function	Percentage
2	Anger	40%	Authority	60%	Information-seeking	0
2	Disgust	40%	Social proof	40%	Concealment	100
1	Contempt	20%			Eye Function	0
Total/ 5		100%	100%			100%

Discussion of Results

Face-to-face communication is impossible without facial expressions. In social encounters, almost everyone makes facial expressions. Facial expressions are a nonverbal form of communication used by interlocutors to supplement verbal communication. They are employed as persuasion techniques in political TV interviews. The interviewer conveys his question and approach to the audience through the use of the proper facial expressions. When the interviewer smiles and stares straight at the subject, he seeks to build a rapport or elicit more information. The interviewee, on the other hand, expresses his viewpoint and conveys his emotion through his facial expressions. Also, when the interviewee looks down or to the side, he may be trying to hide or conceal facts. On occasion, the interviewee conceals.

Facial expressions play a big role in the interview’s interaction between the presenter and the interviewee. When the presenter asks a specific question, some sharp expressions appear on his face in most of the interviews that were analyzed. He/she appears in the role of authority in the interview. One of the most important expressions that the presenter uses during the conversation is "raising the eyebrow" and "gazing" to influence or provoke the guest. The presenter also uses the strategy of "liking" to attract the guest to answer the question explicitly and without evasion. Facial expressions are used by the presenter during the conversation to influence the guest to give an explicit answer to a particular question. As a result, the interviewer's goals were met through facial expressions. On the other hand, the facial expressions that appear on the guest's face indicate his inner feelings and sympathy towards the subject of the interview in terms of sadness and happiness. They have a huge impact on both interlocutors. In this way, the facial expressions achieved the desired goals for both interlocutors.

Conclusions

1. Facial expressions are used, intentionally or unintentionally, by the interlocutors to fulfill their aims and messages .
2. Facial expressions are seen as reflecting natural feelings, basic emotions, and behavioral intentions.
3. The interlocutors in political interviews rarely show the facial expressions of disgust.
4. In TV interviews, eye contact is crucial because when the person looks up at the ceiling or down at the ground, he attempts to lessen stress, anxiety, and uncertainty. Information is hidden using the same method. The interviewer uses a direct gaze to elicit additional information.
5. The majority of politicians rarely make overt facial emotions when speaking.
6. In most of their speech they used happiness facial expressions.

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