



Research Article

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The Impact of Body Language on Arab Television Performance

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Abstract

This study aims to determine physical communication and how it affects broadcaster performance on satellite channels. Nonverbal communication comprises, body cues, face expressions, hand gestures, physical contact. These things communicate messages and meanings without using words. This study seeks to address an empty space in the scientific literature by examining the effect of body language on broadcaster performance on satellite channels. This study will contribute to an improved comprehension of the significance of physical language in television interaction and its effect on the audience, and its findings might offer helpful suggestions to improve broadcasters' abilities and efficiency on satellite channels. A quantitative content analysis was utilized to analyze 72 series of five TV shows from the "Dubai" and "Al Arabiya" channels from February 2 to the end of May. According to the conclusions, the connotation of sorrow and regret in the psychological speech correlated with the search time of the media content. Applying a sense of happiness and excitement to facial speech also helps to improve interactions with the audience. Furthermore, the study's findings highlighted the significance of the signification of approval and happiness in oral communication in engaging viewers and building their trust in the products offered.

Keywords: Body Language, Broadcasters, Performance, Arab TV Channel

1. Introduction

Satellite channels have become the most influential forms of modern media, influencing viewers and, by extension, their views on the world. The body language employed by broadcasters is one of the components of television commentary that plays a significant role in interacting with the audience. Perfect linguistic delivery is vital, yet it is insufficient to successfully transmit the required meaning. Using appropriate body language and recognizing its impact on transmission is an important part of a broadcaster's influence on an audience. Human communication can be broken down into two types namely, verbal communication and non-verbal communication. Verbal communication is based on the sharing of thoughts and knowledge through the use of written and spoken language, which includes the employment of sound, voice, reading, writing, and all linguistic aspects that enable us to

interact and connect with people. Verbal communication has become one of the most significant forms of communication in human civilizations because it allows us to express our ideas, emotions, and needs in a clear and straightforward manner. Nonverbal communication is accomplished by the use of nonverbal ways of communication such as body signals, facial expressions, hand motions, physical contact, and other nonverbal features. These features carry information and concepts without the aid of words, and they are frequently unintended and occur in an informal and instinctive manner. Facial expressions such as a smile or a frowning look, for example, can indicate feelings and mood, while hand gestures such as those indicated with a pointer are able to instruct or clarify. The objective of media materials for broadcasters is to influence sentimental feelings in the recipient because it is more beneficial and more quickly achieved in achieving an emotional reaction in the recipient, as emotion leads to the mind in the soul of a person, and for this purpose, the broadcaster generally looks for everything that simplifies his method of excitement to reach the desired outcome by managing an action of the audience. One of these approaches or strategies employed in the media is to emphasize body language in communicating media information, a deliberate effort by the broadcaster or media person to integrate verbal and nonverbal communication at a precise duration while giving equal significance to each of the sides. Furthermore, this area of study has been ignored, with only a handful of studies focusing on how body language affects the performance of broadcasters on satellite channels, particularly Arabic channels. Although the value of body language in efficient interpersonal interaction and its impact on the audience are well established, earlier studies focused primarily on verbal communication and the content offered without paying particular attention to body language and its role in enhancing the efficiency of broadcasters. Another issue is the scarcity of empirical comparisons between different satellite channels. While "Dubai" and "Al-Arabiya" are two of the most popular satellite channels in the Middle East, there has been little research comparing them on body language and its effect on broadcaster efficiency. These contrasting investigations can highlight the disparities and parallels between the two channels, assisting in the identification of standards of excellence and the development of successful strategies for boosting broadcasters' productivity. As a result, the purpose of this research is to fill an empty space in the scientific literature by assessing how body language impacts broadcasters' efficiency on satellite channels and offering an analysis of comparisons between the "Dubai" channel and the "Al-Arabiya" channel. This study will help develop an improved knowledge of the significance of body language in media conversation and its effect on the audience, and its findings can offer useful suggestions for enhancing broadcasters' abilities and effectiveness on satellite channels.

2. Conceptual Framework

2.1 Literature Review

Numerous studies on the impacts of body language on different domains of communication and human interaction have been conducted. However, research on broadcaster efficiency on satellite channels and the influence of body language on it has been minimal. According to Samer (2018), a study on this topic contributes to theoretical and practical understanding within the fields of communication, media, and society. According to Jala (2006), terms like physical expression and body language describe the utilization of motions and nonverbal communication to express and share meanings and sentiments. Body language is a powerful form of expression and communication since facial expressions, hand motions, and body posture may transmit messages without requiring the use of concepts. Aside from the two studies mentioned above in the discipline of communication, other studies on the use of body language in social, business, and health information have been undertaken. According to Al-Rifai (2003), body language has a wide range of implications and metaphors that vary from culture to culture as well as from person to person. Facial emotions such as grinning and scowling, hand gestures such as pointing and directing their attention, and body

postures such as rising and collapsing are examples of these indicators. Zahra (2014) completed a research investigation to determine the levels of accessibility of interpersonal abilities in body language among bank staff members, and she discovered that the staff members had a high level of accessibility. Khairallah (2019) used an online survey technique to investigate the association between physical communication and social cognition in Saudi Arabia. He discovered a highly significant correlation between the ability to understand body language and their level of social cognitive ability, as well as a high level of social cognition by 60% and a 25% fall in an average capacity to analyze body language. Habdan (2009) performed a study that investigated body language as a form of nonverbal communication, gestures, and the differences in how to make use of gestures in different traditions; I demonstrated how to introduce body language and building materials illustrations from distinct nations in this awareness, as I characterized there repeated body movement, information of its differences from country to country, and some recommendations on gestures and circumstances so that we are able to prevent some unusual behaviors. An additional investigation, conducted in Edinburgh by Cariola(2016), looked at the language that describes body limits in self-focused psychological treatment (Rogers). This study reinforced the study's prediction that "self-centered psychotherapy would shed light on patients' social value functions and moral standards that are symbolized by rising body boundaries, and that the utilization of body language skills facilitates therapists ability to differentiate between clients who have high and low body limits." Previous investigations in various domains have shown that body language is significant. It is thought at this time that body language improves broadcasters' interpersonal skills as well as strengthens the confidence and psychological connection between broadcasters and their audiences.

3. Conceptual Framework

Body language is a combination of two phrases: (language) and (body). According to language dictionary databases, the word (language) denotes "the sounds that are used to every people express their intentions." Furthermore, the word (body) alludes to the "human body." Here are several examples: Body language is characterized as "a collection of non-verbal cues and motions used by others to express their messages and emotions." "These indicators describe a person's body language and represent a person's sensations, mental state, and psychological expression" (Ragheb, 2004: 9). Body language is further described as "a structure of symbols, motions, and nonverbal behaviors used by persons in order to convey emotions and communicate nonverbally." It is based on physical contact and involves things like expressions on the face, bodily gestures, touch, and so on" (Reiman, 2010: 131). Al-Rifai, 2003: 108) defines body language as "an efficient technique of communicating sentiments and mindsets and conveying information without the utilization of words. Body language has also been defined as "a set of visual symbols and indicators used by persons to communicate ideas and emotions through motions of the body and alignments." Body language is a vital form of interaction and connection among people, and it helps clarify nonverbal cues and promote effective conversation (Samer, 2018: 42). Regardless of how the terms are written, they all agree that body language is a sort of nonverbal interaction in which people transmit their sentiments and interpretations through their motions and bodily responses. Body language represents their feelings and personal views of persons and fosters harmonious interaction between them. These numerous descriptions can be viewed as instruments for comprehending and interpreting body language in conceptual and practical investigations.

3.1 *The importance of body language in the communication process:*

Body language is an important aspect of how people interact. It is distinguished by its role in delivering information and concepts nonverbally. Here are many in-depth articles about the significance of bodily expression in conversation:

3.1.1 *Expressing feelings and meanings:*

Body language allows for communicating emotions and concepts both directly and indirectly. Emotions such as happiness, sorrow, wrath, and wonder can be conveyed by expressions on the face, movements of the body, and body position. Thus, body language aids in the comprehension of emotional information and the depth of interpersonal interaction between persons (Jalal, 2006: 30).

3.1.2 *Non-verbal communication:*

Some of the most important instruments for efficient communication are nonverbal expressions in the form of body language. When words fail to express knowledge or express it adequately, body language steps in to compensate for the void and clarify the point of view. A directive gesture with the hand or an appropriate appearance, for example, can convey an obvious message without the inclusion of language (Baiz, 2021, 19).

3.1.3 *Understanding indirect messages:*

Body language is a significant technique for deciphering informal data sent by others. A person's curiosity and responsiveness to interactions, for example, can be indicated by a commanding stance and eye introductions, but tightened muscles or averted eyes may show a deficiency of willingness to speak or a passive reaction (Reiman, 2010: 133).

3.1.4 *Enhancing Oral Communication:*

Body language leads to improved conversation and the delivery of messages. When words that are spoken are accompanied by suitable physiological motions, the audience's comprehension of the point of view and its influence is strengthened. Managing the gaze and hand motions in sync with words may aid in conveying information smoothly and efficiently (Ragheb, 2004: 87).

3.1.5 *Cultural Communication:*

Body language and its significance vary according to culture. Hence, recognizing body language aids in discussions about culture as well as comprehension of emotions and signs from different societies. Knowing and appropriately using body language can be a critical aspect in fostering belief and collaboration between civilizations (Al-Rifai, 2003: 89).

In simple terms, body language is an important instrument in how people interact since it helps convey sentiments and interpretations and improves comprehension and connection to emotions. It also aids in the transmission of implicit signals and the improvement of conversation.

Furthermore, body language is essential for international communication and interpreting forms of culture. As a result of the significance of body language, people need to grow knowledgeable about it and utilize it efficiently to increase the level of interaction, comprehension, and engagement between people.

3.1.6 *Reliance on body language in media discourse:*

Body language in broadcasting is a significant instrument for improving awareness of the subject matter and its influence on the spectators, as the utilization of motions, glances, and body position add to the ability to effectively and simply express interpretations. Body language boosts feelings, thoughts, and associated recommendations, enabling broadcasters and multimedia presenters to have a stronger and more beneficial influence on viewers and improve their knowledge of the content to be communicated (Samer, 2018: 45).

3.2 *The importance of body language in media discourse*

The relevance of using body language in conversations in the media stems from its powerful and large influence in expressing the subject matter while efficiently presenting it to viewers. Nonverbal communication, which involves body language, is an important aspect of interpersonal interaction because it has the power to improve conversation and increase knowledge of the message by revealing deeper significance and implicit recommendations (Scott, 2009: 91). Body language used in the press conversation promotes visibility and efficient interaction. The correct application of motions, emotions, and body alignment improves the audience's grasp of the knowledge delivered and increases their trust in the speaker. A direct glance and a genuine grin, for example, might communicate a message of optimism and warmth and draw the audience's interest more than spoken phrases (Jalal, 2006: 32). Furthermore, body language promotes indirect interaction by providing more details and visible explanations of the offered text. Hand motions and actions, as well as body position, can further reinforce vocal messages and act as an effective framework for conversation. Thus, adopting detailed body language assists in improving the public's comprehension and ability to retain the information delivered (Shahrour, 2007: 116). Furthermore, using body language in communication helps to establish belief and a connection of feelings between the individual who speaks and the viewers. The correct body motions and genuine movements of the face promote beneficial interaction and indicate reliability and respect. Thus, suitable application of body language leads to increasing the strength of the media representation and its psychological effect on the audience (Clayton, 2015: 103). Body language, from this perspective, can play a critical role in the effectiveness of conversation in the media. It helps to increase openness and successful message communication by providing nonverbal clues and visual evidence that aids comprehension by the viewer. It also contributes to the audience's faith and feeling for them. As a result, media presenters and presenters should focus on using body language in a productive and successful way to improve the level of communication and influence on viewers.

3.3 *Effective strategies for using body language in media discourse:*

Strong body language methods in media conversations play a critical role in boosting interaction efficacy and message impact on viewers. There are a number of key tactics for successfully using body language in social conversation:

1. The person who speaks must be attentive to his or her own movements and their power to transmit emotions and ideas. The person who speaks should be aware of any unintentional signals or emotional reactions on their face. Facial expressions have to be adjusted as needed to reflect the point of view and substance conveyed (Jalal, 2006: 35).
2. Pay extra attention to hand motions and expressive gestures. In discourse, the hands can be utilized actively to illustrate main concepts or make key points. Hand gestures should be in rhythm with the text to enhance the impression and guide the focus of the audience (Ragheb, 2004: 88).
3. Pay careful consideration to body position and physical motions. The person delivering the speech should be conscious of their physique and psychological position since this can portray reliance and steadiness. Body gestures can be utilized to suggest instructions or to increase physical presence and assurance during conversation (Al-Rifai, 2003: 121).
4. Body language should be used with timing and motion. Correct hand gestures and rhythm can be employed to enhance the point of view and draw attention to key points. To improve the public's comprehension and their productive reaction to the communication, pay careful consideration to the gestures utilized at the proper time (Reiman, 2010: 135).
5. Finally, while using body language, employ caution and a responsible manner, as physical emotions should be relevant to the environment and correlated with the local beliefs and customs. Exaggerated facial reactions that might result in misinterpretation or

inappropriate impact should be ignored. Body language used with respect and moderation contributes to increased awareness and good influence (Samer, 2018: 48).

This demonstrates that successful utilization of body language in media conversations is a fundamental approach for improving the level of interaction and message effectiveness with the audience. The speaker can improve viewer comprehension and communicate the point of view more strongly and effectively by paying close consideration to: facial expressions, hand gestures, body position. Paying attention to time, timing, and balance in physical behaviors are also helpful body language skills. By concentrating on these tactics, the speaker can improve the performance of his media presentation and establish a more solid connection with viewers, resulting in a positive outcome for the idea that needs to be communicated.

3.4 *The effect of body language on the effectiveness of media discourse*

The impact of body language on the success of media conversations indicates the power of nonverbal communication and its capacity to transmit information efficiently to the audience. Body language used correctly and appropriately can improve the efficiency of media conversations in various ways.

1. Body language and facial expressions help to convey indirect emotions and interpretations. Hand gestures, facial expressions, and body position can enhance feelings like passion, trust, and attention directed at the spectators. As a result, the intended point is conveyed in a more successful and user-friendly manner, and people's reactions and comprehension of the content are improved (Baiz, 26, 2021).
2. Body language adds hints and visual confirmations to the verbal statement. Hand motions, body positions, and moving gestures can be utilized to emphasize crucial points and simplify difficult ideas. Rather than relying just on phrases, body language can help simplify the information and improve interpretation (Jalal, 2006: 41).
3. Body language influences audience trust and communication comprehension. When the speaker uses appropriate and accurate body language, the audience becomes connected and trustworthy. True facial gestures and upright body posture convey the speaker's belief and seriousness in what he says, increasing the likelihood of the message's adoption and influence on those watching (Reiman, 2010: 139).
4. Body language can assist with psychological as well as private interactions. Body language encourages successful emotional expression as well as interaction. Comfortable and suitable facial reactions and body gestures can strengthen the emotional relationship between the spokesperson and viewers, resulting in improved impressions and involvement (Samer, 2018: 50). Given the preceding principles, accurately and successfully managing body language can have a major effect on the success of conversations in the media. Leads to improved informal interaction and message delivery with more simplicity and impact. The person talking can strengthen his or her link with viewers and generate a significant and efficient informational effect by using suitable motions, facial expressions, and body position.

3.5 *Body language and its role in media communication for broadcasters*

Body language is a vital element of media communication for presenters since it helps to express their point of view while presenting it successfully to the viewers. They can improve interpersonal interaction by providing additional knowledge and visible interpretations of the text (Al-Hiti, 2006: 28). Furthermore, body language helps the viewer's faith and attachment, since motions of the body and reactions can show assurance and truthfulness and have a good outcome (Andersen, P.A., & Guerrero, L.K., 2019: 18). As a result, the successful and effective utilization of body language is critical to presenters' performance in media interactions and their influence on the viewership (Jalal, 2006: 44).

3.6 *The importance of body language in media communication for broadcasters*

Body language is important for presenters in media interactions because it efficiently transmits messages and improves nonverbal interactions. It enhances an individual's aptitude to transmit thoughts and feelings by providing more knowledge and visible interpretations (Sadiq, 2012: 22). Expressions in the face and motions of the body convey enthusiasm, attention, tension, and happiness, assisting the listener in better understanding and interpreting the information (Bull, P.E., 2007: 99). For example, the announcer's expressions of emotion and hand gestures may indicate the communication's direction, whether it is oriented toward hardness and sincerity or expressing joy and positivity (Samer, 2018: 55). Body language gives important visuals that improve viewer comprehension and help to express the content better. When the speaker performs suitable hand movements and actions, they may convey essential points and highlight significant concepts more clearly. Instead of focusing just on words, body language can supplement and enhance the message, contributing to the intended result (Baiz, 2021, 26). This demonstrates the importance of body language in presenters' interactions with the press. They improve informal interaction by adding knowledge and visible complements to the point of view. It also helps to develop credibility and feelings with the viewers, which improves comprehension and effectiveness of the content. As a result, presenters must employ suitable and efficient body language in order to improve the performance of advertising while gaining achievement while transmitting the message to the viewers.

3.7 *The effect of body language on the effectiveness of announcers in media communication*

Body language is vital to increasing the usefulness of presenters in media interactions. When the person who announced talks, body language sends an indication to viewers that goes behind what is said. Moods, sentiments, reliability, or envy are reflected in the presenter's looks, body language, and posture. These nonverbal aspects improve audience comprehension and encourage involvement (Jaber, 2000: 111). Being able to steer the interest of the viewership toward the relevant message is provided by body language. Hand movements and actions can be performed to draw focus to a particular point or to express an important message (Ekman, P., 2003: 20). A hand movement, for example, can be utilized to emphasize an important point or an enthusiastic motion can be deployed to express the completeness of a thought. The motions and mannerisms help the listener concentrate and grasp the topic better (Ragheb, 2004: 99). Furthermore, body language indicates the broadcaster's beliefs and inspires the trust of the viewers. The viewership gains respect for the broadcaster and the message that he is expressing when he has competent involvement, controlled motions, and attentive facial reactions. If the speaker appears at ease and understands the material, the audience will be more open-minded and accessible to the knowledge delivered (Al-Rifai, 2003: 133). Body language may also be utilized to establish a personal relationship with the viewer. When media professionals share their thoughts and feelings openly, they are more capable of effectively communicating the message. Facial reactions and body gestures can create a sense of identity among viewers and lead to feelings of attachment. A genuine grin or a helpful hand motion, for instance, can increase the urge to speak and connect with the speaker (Reiman, 2010: 155). In simple terms, the impact of body language on transmitters' media interaction performance cannot be overstated. It leads to better interaction with people and more solid and successful message delivery. The announcer can increase the viewer's trust and encourage them to interact more deeply with the subject matter by employing proper facial and body gestures compatible with the message. To attain greater efficacy in communication with the press, presenters need to focus on body language and develop their abilities to communicate.

3.8 *Using body language as a reinforcing tool in media communication for broadcasters*

Body language is a potent technique that presenters can employ as a reinforcing technique in media

interactions. The implementation of suitable body language improves interaction efficacy and makes a difference in communicating the message to the receiver more concisely and strongly, as follows:

1. Physical expression can be utilized to support ideas and thoughts that have been expressed. Hand motions, actions, and expressions of emotion can be used to emphasize essential elements and aspects of communication. When the broadcaster employs hand motions to highlight crucial sections or gestures with a precise motion for clarification, it draws the viewer's interest and improves their awareness of the content (Samer, 2018: 56).
2. A broadcaster's posture might show his or her assurance and expertise. A media organization's spokesperson represents an authoritative picture of professionalism and trustworthiness when he has an appropriate, solid body position and regulated facial emotions. This influences the viewer's confidence in the broadcaster, causing them to see him as a dependable and skilled source of data delivery (Reiman, 2010: 125).
3. Using physical expression strengthens the connection of feelings between the presenter and the viewership. The viewers are given a chance to speak to and communicate with the presenter as soon as he or she uses favorable facial features and wide-eyed, pleasant body motions. This contributes to the speaker and listener developing a sympathetic and understanding connection, which increases the effect of the message while making it more appropriate (Jaber, 2000: 115).
4. Physical expression can be utilized to influence the pace and flow of media conversations. Simple hand movements and actions can help clarify the sequence of thoughts and accentuate the key elements in an ordered and tone-appropriate manner. As a result, the message flows smoothly, and the viewership is properly directed by absorbing the knowledge (Al-Rifai, 2003: 147). According to the preceding principles, body language can be used as a confirming element in transmitters' media interactions, which plays a critical role in boosting the information's efficacy and impact on the viewers. The speaker can improve the accuracy of the information as well as trust and involvement by employing proper hand actions, motions, and movements of the face of the viewer.

4. Research Question

1. Is there a concentration on body language in TV media?
2. How did the media use physical expression to convey a message to the audience?
3. What is the significance of physical expression in an advertisement message?
4. Does media coverage prioritize one portion of the body while ignoring another?

5. Methodology

The "Dubai" and "Al Arabiya" streams were examined using a quantitative examination of the content to examine various characteristics of physical communication, such as, facial emotions, hand and body motions, pose of the body, and style and verbal pattern. The daily show 'Sabah Al Ariab' and the weekly program '6o ouhr were chosen for the Al-Arabia Channel. Three weekly programs, namely 'Baynal Alstur', 'Qabil Lelneqash', and 'Angam', were chosen for the Dubai channel. All of the activities are creative and broad in nature. The particular shows aired from February 2, 2023, to the end of May 20, 2023. These sorts of initiatives are well-known in the Arab world. There were 72 total season episodes.

5.1 Procedures and measurement criteria:

In the information examination, physical expression is classified into seven different groups:

1. Head Language:

- Arrogance: If the personality is slightly recessed with arrogant characteristics and no concentration on a certain subject.
 - Astonishment and astonishment: Concentrating on the individual who speaks and expanding the gaze.
 - Remorse and guilt: If the forehead were dropped and facial characteristics showed melancholy.
 - Uncertainty: If it is slanted in the opposite direction or in both directions, caused by squinting and concentrating on the person speaking.
2. Facial language:
- Vitality and activity: The facial feature is exposed and round, with an occasional grin.
 - Beauty: There must be no indicators of an unattractive shape on the face, such as breakouts, blackheads, pigmentation, eruptions, or wrinkling.
 - Ugliness: The visual appeal of facial features that bother the observer, such as pores, bumps, pigmentation, melanomas, and sores.
 - Dissatisfaction: When a person's face narrows and wrinkles emerge under the eyes and on the brow, indicating disappointment.
 - Joy: An expression of happiness on the face, a broad smile, a wide mouth, and a hand motion
 - Sadness: The visual appeal of symptoms of melancholy on the face, such as a disappearance of the smile and drooping eyelids or eyes.
3. Oral language:
- Acceptance and satisfaction: A broad grin with a twinkle in the eye
 - Lack of conviction: Left and right lip motions
 - Mockery and sarcasm: A sardonic smile with an eyebrow twist
 - Surprise and exclamation: Wide lips with projecting eyes
 - Anger: The mouth is contracted, and the pupils are merging.
 - Sleepiness is manifested by snoring.
4. Nose language:
- Smell of smells: Breathing the breeze to show detecting pleasant odors
 - Illness: A virus that causes the nose to get bright red and to weep.
 - Lack of understanding: When one person wipes their nose to give the impression that he fails to comprehend topics
 - Sighing is the act of breathing and then releasing air to express melancholy.
5. Eyes Language:
- Tenderness and love: The brightness and sparkle of one's visage with a little smile
 - Hatred and malice: An accusing face that focuses on one thing
 - Concentration and focus: Concentrate on the alternative end.
 - Unwind: Close the eyes if the person is in a lying position but not sleeping.
 - Resentment and anger: Keep your eyes alert and your gaze fixed on the opposing person.
 - Dissatisfaction and acceptance: Eye-opening shrinking
 - Sleepiness, weariness, and stress: half-closed eye
 - Threatening and threatening: Concentrating your eyes on one point with a finger action and pouting lips
6. Arms Language:
- Longing and Welcoming: With cuddles and affection, open both arms to signify that you want to reach the other side.
 - Rest and relaxation: Calm down the body by opening the arms.

- Joy and ecstasy: Shake your arms in both directions or position them above.
 - Idleness: Waving arms left and right
 - Requesting assistance: Stretching the arms forth to request assistance, accept assistance.
7. Body language in general:
- Relaxation: The body is in a napping and relaxing posture with proximity, but no nap is taking place.
 - Aging: The body is bowed, with folds and white hair.
 - Sleep: Lying on your back with your eyes closed and your mouth either open or shut
 - Preparing: Standing ready with the body upright and fastened in one position
 - Activity: When the body performs in all conditions, such as running, leaping, and dancing in the atmosphere while smiling and sparkling in the eyes,
 - Being successful, trusting in itself, and winning: When the entire body is relaxed (resting) and the speaker's face shows evidence of satisfaction, with his attention on getting the intended objectives.

6. Results

6.1 Header Language Indication:

Table (1) displays the findings of research on the importance of the primary language as well as its presence throughout the duration of the search-seeking media content in the "Dubai" and "Al Arabiya" networks. After attaining 100%, the classification of the relevance of guilt and regret was placed first. This implies that there was an apparent connection between cognitive language indicating regret and shame and the time spent searching for news coverage in the "Dubai" and "Al-Arabiya" programs. This form of syntactic association, it can be inferred, plays a significant part in the media's interaction and is capable of expressing various emotions and interpretations.

These findings highlight the significance of knowing and interpreting the introduction language in the procedure of media interaction for presenters on the two satellite television networks. This information may aid satellite networks in developing their approaches and improving presenters' effectiveness by emphasizing the use of header elements according to the nature of the media coverage and viewer preferences.

Table 1. Header Language Indication

Header language signification	Frequency	Percentage
Transcendence	0	0
Remorse and guilt	6	100
Astonishment and astonishment	0	0
not sure	0	0
Total	6	100%

6.2 Significance of facial language:

According to Table (2), enjoyment represents 76% of the entire interpretation of facial communication. This indicates that the speaker employed this facial expression to demonstrate joy and excitement, as a large smile came on his face, his lips opened, and his hand extended upward and downward, right and left. It is possible to determine that the use of the facial expression of excitement is vital in transmitting happiness and enjoyment to spectators as well as encouraging effective media interactions. The mourning topic, on the other hand, came in second with an overall prevalence of 16.4%. This suggests that the speaker employed this facial metaphor in the press in

order to communicate unfavorable news to spectators.

This association can aid in conveying the psychological components of sorrow as well as communicating facts in an open and touching manner. The beauty component came in third place, accounting for 3.1% of all facial communication indicators. This is accomplished by using a spokesperson who meets the criteria for a gorgeous face with regard to their age, facial elegance, and smoothness. In the media, the use of the meaning of appearance can have a good effect on enticing spectators and making them feel lovely and desirable. The findings highlight the relevance of conversation in the press interaction method for Dubai TV and Al Arabiya TV transmitters. The application of suitable verbal morphology can help ensure that messages are effectively communicated and that spectators comprehend them. These findings could help the two networks improve their media effectiveness and communicate with those they want to reach.

Table 2. Significance of Facial Language

The meaning of facial language	Rank	Frequency	Percentage
Vitality and Activity	Fifth	3	2
Beauty	Third	5	3.1
Resentment	Fourth	4	2.5
Joy	First	120	76
Sorrow	Second	26	16.4
Total		158	%100

6.3 Significance of Oral Language:

According to Table (3), the acknowledgment and fulfillment class scored highest, accounting for 91% of total spoken language meanings. This suggests that this vocal signal was used frequently in topics relating to food and alcoholic items. Using approval and contentment connotations can help to engage spectators and give a message of trust and joy in the things supplied. The non-conviction group came in second place, accounting for only 9% of total spoken language interpretation. This suggests that the usage of this verbal interpretation in media items may be restricted and that it is utilized far less frequently than the prior group. Using this phrase can have a significant effect on conveying discontent or reservations about certain goods.

Table 3. Significance of Oral Language

meaning of oral language	Rank	Frequency	Percentage
Acceptance and Satisfaction	First	108	91
Lack of Conviction	Second	11	9
Mockery	0	0	0
Astonishment and Wonder	0	0	0
Anger	0	0	0
Tiredness and Drowsiness	0	0	0
Total		119	%100

6.4 Significance of the Nasal Language:

Table (4) shows that 100% of the time was spent recording a clip that centered on the ability of odor, in which food was cooked and then what was left was breathed by the presenter. Eyes were sealed, and a little smile appeared on the face to signify excellent odors and appreciation of the food served. The outcome demonstrates the significance of using facial expressions in media interactions via satellite networks. Including an odor element in media formats can help to provide people with an emotional reaction while also increasing audience engagement with the information being presented.

This sort of verbal interaction exhibits its potential to elicit emotional responses and pique the attention of the audience.

Satellite presenters can successfully portray sentiments and emotions by capturing scenarios and using proper facial motions. This method can help viewers form a psychological connection with the topic and boost their comprehension and involvement with it.

Table 4. Significance of Nasal Language

The meaning of the nasal language	Rank	Frequency	Percentage
Smell the Scents	First	4	100
Disease	o	o	o
Misunderstanding	o	o	o
Sigh	o	o	o
Total		4	%100

6.5 *Significance of the Language of the Eyes:*

Table (5) indicated disapproval and wrath were placed at the top, accounting for 63% of overall indicators of eye expression in media content. A high prevalence of this kind of facial expression is thought to indicate that presenters use angry and displeasure-related eye emotions in their appearances. The group of behaviors comprising signals of displeasure and approval came in second, accounting for 22.2% of total indicators of eye movement. A sufficient number of this kind of group indicates that presenters used discontent and disapproval-related eye emotions in some of the material of their shows and the information they aired.

Threat and intimidation metaphysics came in third, accounting for 7.4% of total interpretations in the visual language. The creation of this group demonstrates that presenters use eye emotions related to danger and coercion in various media products to boost their effect and emphasize the point's intensity. This investigation highlights the significance of body language, notably the spoken word of the vision, in influencing presenter effectiveness on satellite television networks. Speakers who are conscious of and comprehend the effects of various eye motions can improve their interaction with viewers and deliver information more efficiently. Statements of discontent, displeasure, and menace can be systematically exploited to emphasize opinions and emotions and amplify the effect that media has on them.

Table 5. Significance of the Language of the Eyes

The meaning of the language of the eyes	Rank	Frequency	Percentage
Love and compassion	o	o	o
Hate and malice	o	o	o
Attention and focus	o	o	o
Relax	o	o	o
Resentment and Anger	First	17	63
Dissatisfaction and Acceptance	Second	6	22.2
Drowsiness and Tiredness	o	o	o
Threat and Promise	Third	2	7.4
Total		25	%100

6.6 *Significance of the Language of the Arms:*

Table (6) reveals that requesting assistance outperforms the other classifications, receiving 52% of all news connected to the relevance of the native language of the arms. The station made full use of this metaphor in its contents by emphasizing the recording process of expanding the announcer's arm at

the final moment of the press material with the aim to excite the viewer's emotions and thoughts and motivate them to give help and encouragement. The group of products of happiness and pleasure came in second, accounting for 36% of the overall number of indications in the arm language. This investigation highlights the significance of presenters' body language and its effect on spectators. Using suitable arm movements can assist presenters in conveying sentiments of helplessness, ecstasy, and elation in a dramatic and compelling manner. These findings emphasize the need for studying and evaluating body language in the framework of media jobs in order to improve presenters' effectiveness and relationships with viewers.

Table 6 .Significance of the Language of the Arms

The meaning of the language of the arms	Rank	Frequency	Percentage
Longing and welcome	o	o	o
Rest and Relax	o	o	o
Joy and Euphoria	Second	18	36
Carelessness	o	o	o
Asking for Help	First	26	52
Total		44	%100

6.7 *Significance of Body Language in General:*

According to Table (7), relaxation has surpassed the other classifications, ranking first with 45% of the total media content for suggestions of body posture in general. This meaning was employed significantly in the themes to demonstrate the performance's relaxation and serenity, as well as its impact on spectators. It was classified second with 30% of the total broadcast themes for signs of body posture worldwide in the category of indicators of being successful, faith, and achievement. The formation of this grouping in the investigation illustrates the intention to portray a sense of trust, achievement, and accomplishment through nonverbal body language in the speakers' effectiveness.

In terms of behavior signs, it ranked third, accounting for 25% of all media themes for body position signals worldwide. The establishment of this classification underlines the necessity for presenters to demonstrate movement and vigor in their performances, as well as to transmit a good message to the spectator. The remaining classifications, which are expressed by the importance of falling asleep, readiness, and aging, did not receive a substantial proportion since they were absent in the findings of the analytical examination of the media content on the Dubai satellite station. This indicates that these symptoms were not widespread or apparent among the participants studied.

These findings highlight the significance of facial expressions for presenter effectiveness and their effect on viewers. Meditation, Achievement, Self-assurance, Winning, and Energetic are advanced classifications that highlight the significance of employing suitable body motions to successfully and strongly express particular concepts to spectators. It is notable that the lack of mention of other elements such as falling asleep, preparedness, and aging suggests that they were not heavily used in the research media at Dubai Satellite Station.

Table 7. The Importance of Body Language in Worldwide

The meaning of body language in general	Rank	Frequency	Percentage
Relax	The first	9	45
Aging	o	o	o
Sleep	o	o	o
Getting ready	o	o	o
Activity	Third	5	25
Success, Confidence and Victory	Second	6	30
Total		20	%100

7. Conclusion

Although the investigation concentrated on the "Dubai" and "Al-Arabiya" methods, the findings can be utilized to develop a comprehensive understanding of the influence of facial expressions on presenter effectiveness on satellite television networks worldwide. The outcomes may vary depending on the network, but acknowledging the significance of facial expressions and utilizing suitable metaphors may enhance presenters' contact with the public and spectators' satisfaction. The relevance of the spoken word of the human head, face, lips, nose, eyes, and arms in the "Dubai" and "Al-Arabiya" networks is discussed in this research, which emphasizes the relevance of physical expression and the effect it has on the effectiveness of presenters on satellite television networks. The findings indicate that using suitable metaphors for physical expression is vital in transmitting certain emotions and interpretations as well as ensuring viewer engagement with media advertisements.

The classification of the interpretation of sorrow and joy in the main language demonstrated consistency with the search time of press content in the two networks when the findings of the research were discussed. We also came to the conclusion that applying the metaphoric meaning of optimism and joy to expression language helps improve interpersonal relations with viewers. Furthermore, the study's findings highlighted the significance of the interpretation of agreement and happiness in oral communication in engaging viewers and building trust in the goods being offered.

In terms of the importance of the eyes, the investigation found that emotions of dissatisfaction, rage, and arm movements associated with begging for aid were frequently employed in media content, which influence the direction of emotions and interaction between viewers. Finally, the findings highlighted the significance of adopting the meaning of relaxation in a broad body posture to portray tranquility and optimism, as well as the interpretation of achievement, self-assurance, and conquest to emphasize trust and accomplishment. According to these studies, physical expression is important in media interactions, presenters' capacity to communicate specific points of view, and viewer engagement. The viewers' perspective can be enhanced by using appropriate physique meanings, and faith and beneficial interactions with spectators can be developed.

In simple terms, this investigation is seen as a first step toward determining the impact of facial expressions on media effectiveness, and there may be an opportunity for additional inquiry and research in this area. To gain a more complete knowledge of the impact of physical expression on television programming via satellite, supporting cultural and societal elements should also be studied. Certainly, this topic merits more study and investigation in order to expand our comprehension of successful multimedia interaction and improve spectators' experiences.

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