

Nonverbal Communication in Political Discourse:

**A Linguistic Analysis of Barack Obama's
Nonverbal Cues in his International Speeches
to the Muslim and Non-Muslim Worlds**

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Abstract

Political discourse analysis is nowadays taking a privileged position. Recently, there has been an increasing interest in the study of political discourse. This research tackles nonverbal communication in political discourse. It analyzes four international speeches of Barack Obama during his rule from 2009 to 2016; two speeches addressed to the Muslim world and two speeches to the non-Muslim world. The framework of the research is based on Pease & Pease's (2004) and Livingston & Livingston's (2004) analysis of nonverbal cues. The analysis of nonverbal cues encompasses positive aspects of body language like eye contact, palms up, waving hands, smiling and laughter. The results of the research reveal that Barack Obama is a skillful speaker who is able to use nonverbal cues to achieve rapport with different foreign audiences.

Key words: political discourse, body language, Barack Obama, nonverbal cues, rapport

Introduction

More than 55% of communication can be achieved through body language and only 7% through words and around 38 % through tone of voice (Cited in Livingston 2004, p. 11). This highlights the necessity of body language analysis of politicians. People always believe in what they see more than what they hear. Politicians' body language is far from accidental. According to Devito (2015,p.122), more information can be communicated nonverbally than words do. Hence, the purpose of the current research is to investigate and interpret the nonverbal behavior of Barack Obama. Through nonverbal behavior, myriads of emotions,

feelings and mindset can be conveyed. Nonverbal behavior and body language can be used to enhance candor, caring, and rapport. Influential body language promotes and reinforces the charisma of the speaker. It opens doors of persuasion and makes it easy for the audience to follow the speaker.

Questions of the Research:

- 1- How does Barack Obama communicate nonverbally with different foreign Muslim and Non-Muslim audiences in his international speeches from 2009 to 2016?
- 2- What are the similarities and differences manifested in Barack Obama's nonverbal behaviour in addressing the Muslim vs. Non-Muslim world from 2009 to 2016?

Literature Review & Theoretical Frameworks:

Political discourse occupies a privileged position in research nowadays. Scholars have contributed to the field of political discourse analysis with numerous studies. Of these contributions: Chilton & Schaffner (1997; 2002), Van Dijk (2002; 2004), Joseph (2006), Obeng & Hartford (2008), Okulaska & Cap (2010), and Fairclough (2012). Research in political discourse analysis has focused on the investigation of the genre of political speeches of world leaders. For example, Allen (2006) focuses on the analysis of Australian political discourse; Fraser (2010) studies hedging in the political discourse of George Bush; El-Hussari (2010) presents a critical discourse analysis of George Bush's speech on Iraq war in 2007; Al-Mizori (2011) focuses on the linguistic methods USA politicians used to justify the invasion of Iraq; Sharndama & Mgbemena (2015) study Nigerian political discourse and Mazlum & Afshin (2016) compare the language of President Barack Obama and President Hassan Rouhani.

Recent researches have focused on Barack Obama's international speeches. Of these researches is Gadalla's (2012) study which tackles Barack Obama's speech at Cairo University in 2009 in Egypt. It seeks to uncover the hidden ideologies underlying the speech employing Van Dijk's (1998 – 2006) model of critical discourse analysis. It investigates the discursive and ideological features of the speech. It focuses on the

analysis of form (syntactic structures), meaning (semantics) and actions (communicative and speech acts).

Aschale (2013) analyzes four speeches of Barack Obama during the period from 2009 to 2013. Two speeches are delivered outside the USA: "Speech on "A New Beginning" by President Barack Obama, Cairo University 2009", and "Speech by President Barack Obama on his Israeli trip to the Israeli Young People, Jerusalem 2013". The other two speeches are delivered in the USA: "Speech by President Barack Obama on U.S. Policy in the Middle East and North Africa, Washington, DC 2011", and "Speech by President Barack Obama at American Israel Public Affairs Committee (AIPAC) Policy Conference, Washington, DC 2012 ". The aim of this study is to investigate Barack Obama's representation of America, to investigate Barack Obama's ideologies and strategies towards these countries and audiences, as well as to investigate how Barack Obama influences and persuades his audiences but keeping the American power and hegemony at the same time. This study employs critical discourse analysis approaches based on analyzing linguistic and semiotic aspects, combined with investigating the strategy of narration of certain concepts like religion, morality, ideology, identity and change. The results of the study revealed that Barack Obama is able to influence and persuade his audiences through his language and the aforementioned strategies and is able to keep the American hegemony when dealing with the others even with the allies.

Sajjad (2015) investigates Barack Obama's speeches to the Muslim World and the Middle East. This study investigates the underlying and implicit agendas, doctrines and ideology of Barack Obama's speeches towards the Muslim World and the Middle East. Moreover, it investigates the themes of change, democracy, hegemony, human rights, women's rights, and religion and morality. This study employs Fairclough's (2002) approach of critical discourse analysis as an analytical framework with the help of some aspects borrowed from Wodak's approaches. The results reveal that Barack Obama is a skilful orator and intelligent politician. He is able to reach his different audiences through his language which is packed up with positiveness, optimism and change but at the same time keeping the interests of the USA and its allies. He always targets the young youth to follow his views.

Nonverbal Cues and Body language:

A classic study by Dr. Albert Mehrabian at the University of California at Los Angeles found that the *total impact* of a message is based on 7 percent words used, 38 percent tone of voice, and 55 percent facial expressions, hand gestures, body position, and other forms of nonverbal communication. (Goman, 2008, p. 15)

In the light of the above quotation, it is clear that nonverbal signs take the 'lion's share' in the process of communication. The interest in the study of body language returns back to the pre-twentieth century to Charles Darwin's *The Expression of the Emotions in Man and Animals* (1872). This work was the cornerstone of the majority of the works that were done by other researchers like Albert Mehrabian, Ray Birdwhistell. (Pease & Pease, 2004, p. 9):

According to Pease (1981, p.124), body language movements can be spontaneous or learned. However in both cases, they influence others and their stands towards certain issues. One such influence is "rapport". Moreover, body language can not be interpreted in isolation from culture, circumstances or other gestures. It must be interpreted in combination with other gestures. "Like any other language, body language consists of words, sentences and punctuation. Each gesture is like a single word and a word may have several different meanings"(p.13). Body language varies from one culture to another (Livingston, 2004, pp.16- 17) so it is counted for Barack Obama that he is able to accommodate his body language in accordance to that of his different audiences.

According to DeVito (2015), more information can be communicated nonverbally than words do. He defines nonverbal communication as follows:

Nonverbal communication is communication without words. You communicate nonverbally when you gesture, smile or frown, widen your eyes, move your chair closer to someone, wear jewelry, touch someone, raise your vocal volume, or even say nothing. The crucial aspect of nonverbal communication is that the message you send is in some way received by one or more other people. (p.122)

Speakers can use nonverbal communication to communicate information, to influence others, and to show attractiveness and popularity (Burgoon, Guerrero, & Floyd, 2010 cited in DeVito, 2015, p.

122). DeVito (2015) suggests that nonverbal messages interact with verbal messages to achieve different functions:

- 1- Nonverbal message can be used to accent and emphasize the verbal message.
 - 2- Nonverbal message can be used to complement the verbal message.
 - 3- Nonverbal message can be used to contradict the verbal message.
 - 4- Nonverbal message can be used to control the verbal message
 - 5- Nonverbal message can be used to repeat the verbal message.
 - 6- Nonverbal message can be used to substitute the verbal message.
- (pp. 122- 3)

Negative vs. Positive Body Language:

Pease and Pease (2004) state that positive body language includes smiling face, head tilting, eye contact, straight posture (pp. 378 – 9). In the same vein, according to Livingston and Livingston (2004) gaining people's respect necessitates concentrating on positive body language. On the one hand, positive body language includes: "relaxed posture", "uncrossed arms", "good eye contact", "nodding in agreement", "smiling", "leaning in", "open palms" and "friendly gestures". On the other hand, negative body language includes "tense posture", "crossed arms", "poor eye contact", "shaking the head in disagreement", "fidgeting", "scowling", "arms behind head", "leaning away", and "closed palms" (p. 60).

Hands:

Hands are considered the most expressive organs of body language. There are different gestures of the hand including hand shaking and hand waving (Livingston & Livingston, 2004, p. 74). There are three important palm positions: the palm-up, the palm-down and the palm-closed-finger-pointed (Pease, 1981, p. 29). The palm-up position expresses submission and nonthreat. The palm-down position expresses authority (Pease & Pease, 2004, p. 36). The Palm-Closed-Finger-Pointed position can be used to oblige the addressees to submission. (p. 38)

Open Hand Waving:

According to Livingston & Livingston (2004, p. 75), "a full-handed wave is a sign of welcoming invitation". In addition, it is considered a sign of friendliness.

Palms up:

Palm up is defined as "A speaking or listening gesture made with the fingers extended and the hand(s) rotated to an upward (or supinated) position". It can be used to show congeniality, humility, alliance, nonaggressiveness (Givens, 2002, p. 297). It is associated with honesty, truth, submission and allegiance (Pease, 1981, p. 28):

Throughout history, the open palm has been associated with truth, honesty, allegiance and submission. Many oaths are still taken with the palm of the hand over the heart, and the palm is held in the air when somebody is giving evidence in a court of law; the Bible is held in the left hand and the right palm held up for the members of the court to view. One of the most valuable clues to discovering whether someone is being open and honest - or not - is to watch for palm displays. Just as a dog will expose its throat to show submission or surrender to the victor, humans use their palms to display in a similar way to show that they are unarmed and therefore not a threat" (Pease & Pease, 2004, p. 32).

Eye Contact:

Eye contact can be defined as "a visual connection made as one person gazes into the eyes of another". It establishes an emotional link between people (Givens, 2002, p. 290). It can be described as "gateway to the soul" (Goman, 2008, p. 41). The constant eye contact is a sign of trust and reinforces rapport (Livingston, 2004, p. 44). It makes the speaker look confident and in charge of the speech (James, 2009, p. 139).

Eye contact regulates conversation, gives cues of dominance . . . eye signals are a vital part of being able to read a person's attitude and thoughts. When people meet for the first time they make a series of quick judgements about each other, based largely on what they see (Pease & Pease, 2004, p.165).

According to Wainright (2010, p.52) eye contact can be used to seek information, to display interest and attention, to invite interaction, to reveal attitude, and to influence and dominate others. On the contrary,

lack of eye contact makes the speaker seem unconcerned, distant and less trustworthy (DeVito , 2015, p. 356).

Smiling:

Smiling plays an important role in establishing good relations between people. The smiling speaker makes his addressees understand that he is non-threatening and accept him very quickly (Pease & Pease, 2004, p. 70). There are five common types of smiles: tight- lipped smile, twisted smile, drop- jaw smile, sideways- looking- up smile and George W. Bush grin. (Pease& Pease, 2004, pp. 75 – 9). Of all the types, the genuine smile is the most valuable when it comes to establishing rapport:

Genuine smiles are generated by the unconscious brain, which means they are automatic. When you feel pleasure, signals pass through the part of your brain that processes emotion, making your mouth muscles move, your cheeks raise, your eyes crease up and your eyebrows dip slightly (Pease& Pease, 2004, p. 68). When a smile is genuine, the fleshy part of the eye between the eyebrow and the eyelid - the eye cover fold - moves downwards and the end of the eyebrows dip slightly (p. 69).

In this respect, Goman (2008) argues:

A fake smile is easy to produce: it takes only one set of muscles to stretch the lip corners sideways and create a grin. But a false smile is also easy to detect. A genuine smile not only affects the corners of the mouth but changes the entire face: the eyes light up, the forehead wrinkles, the cheek muscles rise, skin around the eyes and the mouth crinkles, and finally the mouth turns up. (pp. 72-3)

Laughter:

Laughter is one of the positive body language aspects. According to Ross (1998, p.1), laughter is an important sign of humour. It "attracts friends, improves health and extends life" (Pease& Pease 2004,p79). Neurologist Henri Rubenstein states "that one minute of solid laughter provides up to 45 minutes of subsequent relaxation" (p.80).

Data of the Research:

The data of the current research consist of four international speeches of President Barack Obama during his rule from 2009 to 2016; two speeches are addressed to the Muslim world and two speeches

addressed to the Non-Muslim world. They can be seen from the following tables:

Table (1): International Speeches of Barack Obama to the Muslim World during his Rule from 2009 up to 2016

No.	Title of the Speech	Date of Delivery	Place of Delivery
1	Remarks by the President on a New Beginning at Cairo University	June 4, 2009	Egypt
2	Remarks by the President at the University of Indonesia in Jakarta.	November 10, 2010	Indonesia

Table (2): International Speeches of Barack Obama to the Non-Muslim World during his Rule from 2009 up to 2016

No	Title of the Speech	Date of Delivery	Place of Delivery
1	Remarks of President Barack Obama To the People of Israel	March 21, 2013	Jerusalem
2	Remarks by President Obama to the Kenyan People	July 26, 2015	Kenya

Methodology of the Research:

The researcher employs Pease & Pease's (2004) and Livingston & Livingston's (2004) approaches of body language analysis as they are very comprehensive and detailed. They provide analysis of all the aspects of body language with their connotations like the gestures of head, hands, legs, eyes, ears, mouth, nose, body posture, smile, laughter, pauses ... etc.

For the purposes of the current research, the researcher focuses on positive body language aspects that create and reinforce rapport like positive eye contact, smiling, laughter, nodding head, open palms and waving hands. These aspects are recurrent in all the speeches under study. These aspects according to Pease (1981, p.124) "can make it easy for others not only to enjoy your company, but to be influenced by your point of view".

In investigating nonverbal cues and body language aspects, the researcher scrutinizes the videos of the speeches to mark the specified

nonverbal aspects. The researcher provides the number of frequency of nonverbal cues and provides their interpretation within the political and cultural context. The researcher provides a transcription of the nonverbal cues within the transcript. This additional transcription is written in italics and enclosed in braces. In addition, the researcher extracts sample images of the nonverbal cues of Barack Obama and attaches them to the analysis.

Analysis, Results and Discussion:

Smiling Analysis:

Smiling is recurrent in all of Barack Obama's speeches to the Muslim and Non-Muslim worlds. He has a funny face and keeps smiling all the time. Moreover, his smile is beaming and genuine. In turn, this helps him establish rapport, involvement and communication with his different foreign audiences. However, he avoids smiling when he talks about important and critical issues. As suggested by Livingston (2010, p.45), maintaining a genuine smile creates good impressions. Analysis of Barack Obama's smiling can be seen through the following tables, examples and images.

Table (3): Occurrences of Smiling in the International Speeches of Barack Obama to the Muslim World during his Rule from 2009 to 2016:

	Speech title	Occurrences of smiling
1	Remarks by the President on a New Beginning at Cairo University	2
2	Remarks by the President at the University of Indonesia in Jakarta.	8

Table (4): Occurrences of Smiling in the International Speeches of Barack Obama to the Non-Muslim World during his Rule from 2009 to 2016:

	Speech title	Occurrences of smiling
1	Remarks of President Barack Obama To the People of Israel	4
5	Remarks by President Obama to the Kenyan People	4

Examples of smiling in speeches addressed to the Muslim world:

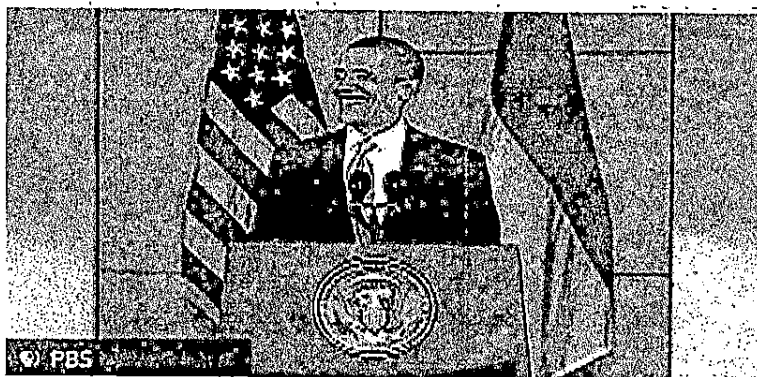
Ex (1)

The people of the world can live together in peace. We know that is God's vision. Now that must be our work here on Earth. Thank you. And may God's peace be upon you. Thank you very much. Thank you. *{smiling}*
 (Remarks by the President on a New Beginning, 2009)



Ex(2)

So we moved to Menteng Dalam, where -- (applause) -- hey, some folks from Menteng Dalam right here. (Applause.) *{smiling}* . . . I still remember the call of the vendors. *Satay!* *{smiling}* I remember that. *"Baso!* *{smiling}* , *{smiling}* . *{smiling}* But most of all, I remember the people -- the old men and women who welcomed us with smiles; the children who made a foreign child feel like a neighbor and a friend; and the teachers who helped me learn about this country". (Remarks by the President at the University of Indonesia in Jakarta, 2010)



Examples of smiling in speeches addressed to the Non-Muslim world:

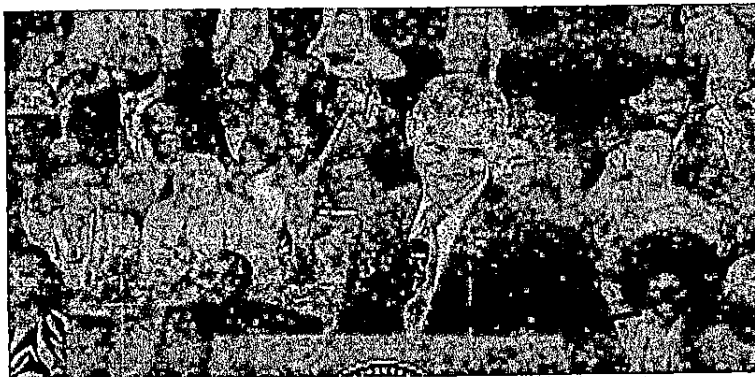
Ex (1)

Thank you. (Applause.), shalom, thank you, { *smiling* } Thank you so much. Thank you very much. Thank you. Everybody please have a seat. Thank you { *smiling* }. Thank you. . . . (Remarks of President Barack Obama To the People of Israel , 2013)



Ex (2)

. . . . And in the United States, we see the legacy of Kip Keino every time a Kenyan wins one of our marathons. And maybe the First Lady of Kenya is going to win one soon. I told the President he has to start running with his wife. We want him to stay fit. { *smiling* } . (Remarks by President Obama to the Kenyan People; 2015)



Laughter analysis:

Laughter is recurrent in all of Barack Obama's speeches to the Muslim and Non-Muslim worlds. He laughs in nearly all the speeches. In turn, this helps him establish rapport and create an atmosphere of familiarity with his different foreign audiences. Analysis of Barack Obama's laughter can be seen through the following tables and examples.

Table (5): Occurrences of Laughter in the International Speeches of Barack Obama to the Muslim World during his Rule from 2009 to 2016 :

	Speech title	Occurrences of Laughter
1	Remarks by the President on a New Beginning at Cairo University	none
2	Remarks by the President at the University of Indonesia in Jakarta.	5

Table (6): Occurrences of Laughter in the International Speeches of Barack Obama to the Non- Muslim World during his Rule from 2009 to 2016:

	Speech title	Occurrences of Laughter
1	Remarks of President Barack Obama To the People of Israel	7
2	Remarks by President Obama to the Kenyan People	20

Examples of laughter in speeches addressed to the Muslim world:

Ex (1)

Let me begin with a simple statement: Indonesia bagian dari didi saya. I first came to this country when my mother married an Indonesian named Lolo Soetoro. And as a young boy I was *{laughter}*, as a young boy I was coming to a different world. But the people of Indonesia quickly made me feel at home. (Remarks by the President at the University of Indonesia in Jakarta, 2010).

Examples of laughter in speeches addressed to the Non- Muslim world:

Ex (1)

No, no {laughter}-- this is part of the lively debate that we talked about. This is good. {laughter} You know, {laughter} I have to say we actually arranged for that, because it made me feel at home. I wouldn't feel comfortable if I didn't have at least one heckler. {laughter} (Remarks of President Barack Obama to the People of Israel, 2013).

Ex (2)

I am proud to be the first American President to come to Kenya -- (applause) -- and, of course, I'm the first Kenyan-American to be President of the United States. {laughter} That goes without saying. (Remarks by President Obama to the Kenyan People, 2015)

Waving Hands:

Waving hands is employed by Barack Obama in all of his speeches to the Muslim and Non-Muslim worlds especially at the beginning and the end of the speeches. He uses it as a form of welcoming and greeting of his audiences. He waves his right and left hands in the direction of the audiences. This helps him establish rapport and solidarity with the audiences. This can be seen from the following examples, tables and images.

Table (7): Waving Hands in Barack Obama's Speeches to the Muslim World during his Rule from 2009 to 2016:

No.	Title of the Speech	Waving hands at the beginning of speeches	Waving hands at the end of speeches
1	Remarks by the President on a New Beginning at Cairo University	4	2
2	Remarks by the President at the University of Indonesia in Jakarta.	2	4

Table (8): Waving Hands in Barack Obama's Speeches to the Non-Muslim World during his Rule from 2009 to 2016:

No	Title of the Speech	Waving hands at the beginning of speeches	Waving hands at the end of speeches

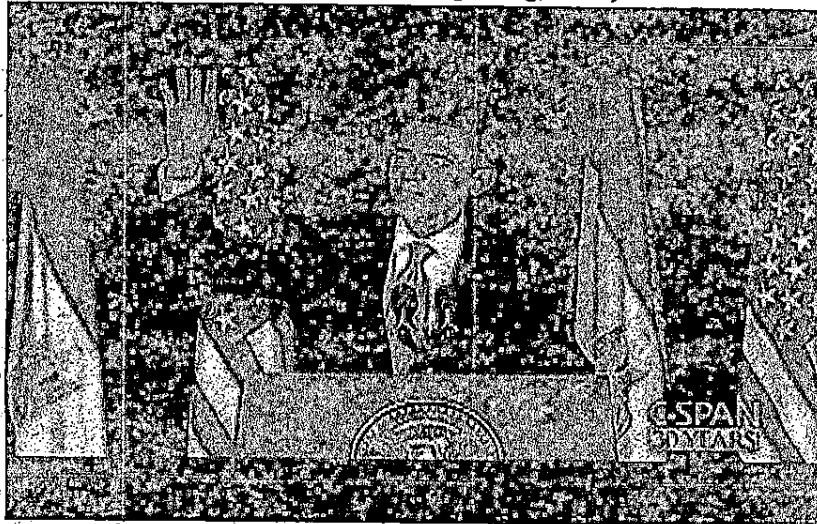
1	Remarks of President Barack Obama To the People of Israel	2	1
2	Remarks by President Obama to the Kenyan People	none	2

Examples of waving hands in speeches addressed to the Muslim World:

At the beginning of the speeches:

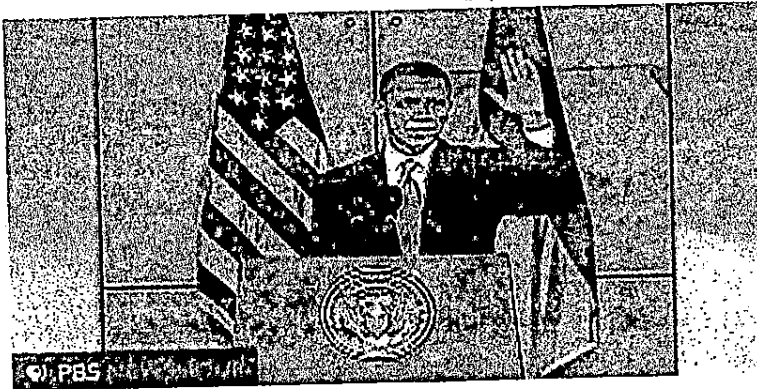
Ex (1):

*{waving his left hand}*thank you. Thank you. *{waving his right hand}*. Thank you. Shukran. Thank you very much. *{waving his right hand}*. Thank you very much. *{waving his right hand }* thank you. Thank you. Thank you so much. Good afternoon. I am honored to be in the timeless city of Cairo, and to be hosted by two remarkable institutions. (Remarks by the President on a new beginning, 2009)



Ex(2):

{waving his right hand} Terima kasih. *{ waving his left hand}* Terima kasih, thank you so much, thank you, everybody. Selamat pagi. It is wonderful to be here at the University of Indonesia. To the faculty and the staff and the students, and to Dr. Gumilar Rusliwa Somantri, thank you so much for your hospitality. (Remarks by the President at the University of Indonesia in Jakarta, Indonesia, 2010)



At the end of the speeches:

Ex (1):

The people of the world can live together in peace. We know that is God's vision. Now that must be our work here on Earth. Thank you. And may God's peace be upon you. *{waving his right hand}* Thank you very much. Thank you. *{waving his right hand}* (Remarks by the President on a New Beginning, 2009)



Ex (2):

Sebagai penutup, saya mengucapkan kepada seluruh rakyat Indonesia: terima kasih atas *{waving right hand}*. Terima kasih. Assalamualaikum. Thank you. *{waving left hand}*, *{waving right*

hand, *{waving left hand}*(Remarks by the President at the University of Indonesia in Jakarta, Indonesia,2010)

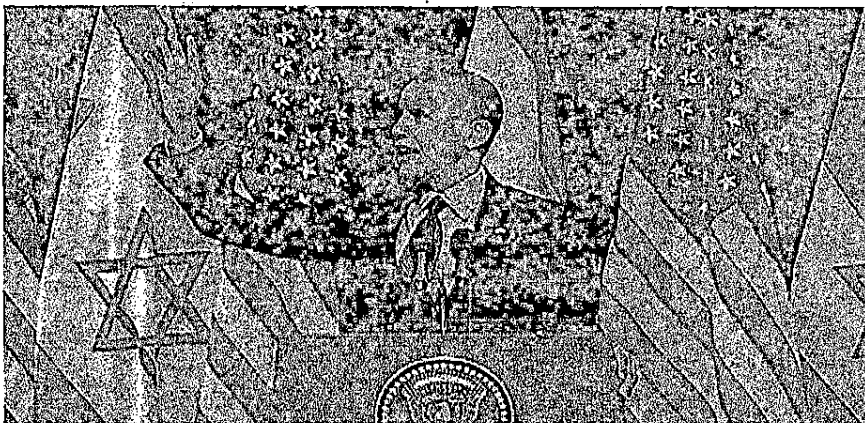


Examples of waving hands in speeches addressed to the Non-Muslim World:

At the beginning of the speeches:

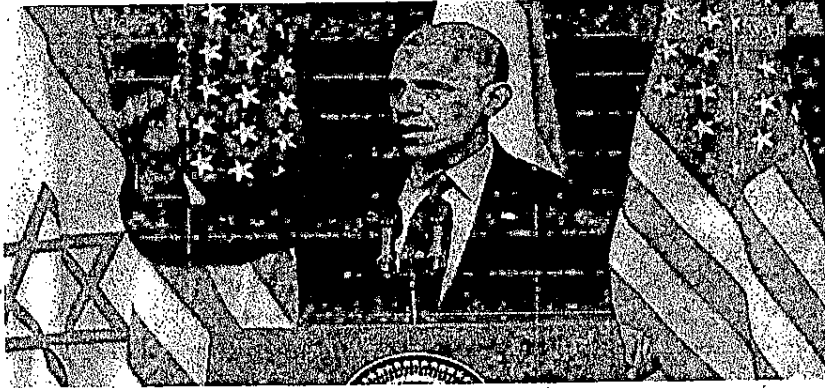
Ex (1):

{waving right hand} Thank you. (Applause.) shalom. *{waving right hand}*, thank you . Thank you so much. Thank you very much. Thank you. Everybody please have a seat. Thank you . Thank you. Thank you so much. Well, it is a great honor to be with you here in Jerusalem. . . . (Remarks of President Barack Obama to the People of Israel, 2013)



At the end of the speeches:

Ex:(1) May God bless you. May God bless Israel. May God bless the United States of America. Toda raba. *{waving right hand}* Thank you. (Remarks of President Barack Obama To the People of Israel, 2013)



Ex (2):

I am here to tell you that the United States of America will be a partner for you every step of the way. *{waving right hand}* God bless you. Thank you. Asante sana. *{waving left hand}*. (Remarks by President Obama to the Kenyan People, 2015)



Eye Contact:

Eye contact is one of the most important nonverbal cues used by Barack Obama in his international speeches to the Muslim and Non-Muslim worlds. Barack Obama maintains constant eye contact all the time towards all the audiences in all directions. Eye contact includes looking in two main directions: right and left. It can be seen from the following tables, examples and images.

Table (9): Eye Contact in Barack Obama's Speeches to the Muslim World during his Rule from 2009 to 2016

No.	Title of the Speech	Looking right	Looking left
1	Remarks by the President on a New Beginning at Cairo University	160	186
2	Remarks by the President at the University of Indonesia in Jakarta.	215	205

Table (10): Eye Contact in Barack Obama's Speeches to the Non-Muslim World during his Rule from 2009 to 2016:

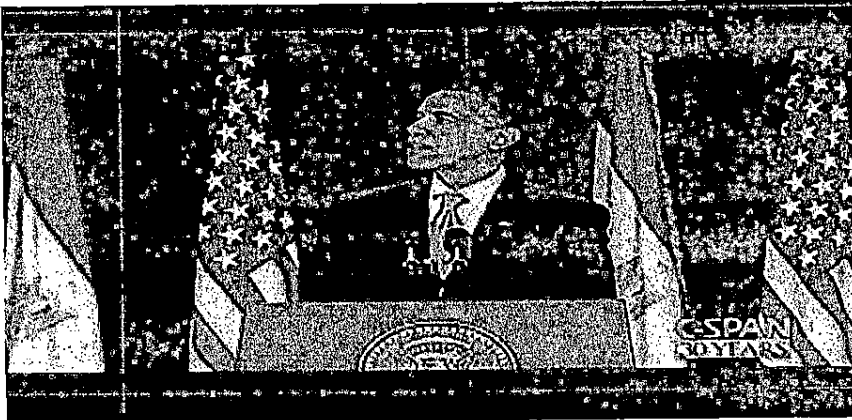
No	Title of the Speech	Looking right	Looking left
1	Remarks of President Barack Obama To the People of Israel	259	256
5	Remarks by President Obama to the Kenyan People	182	169

Examples of eye contact to in speeches addressed the Muslim world:

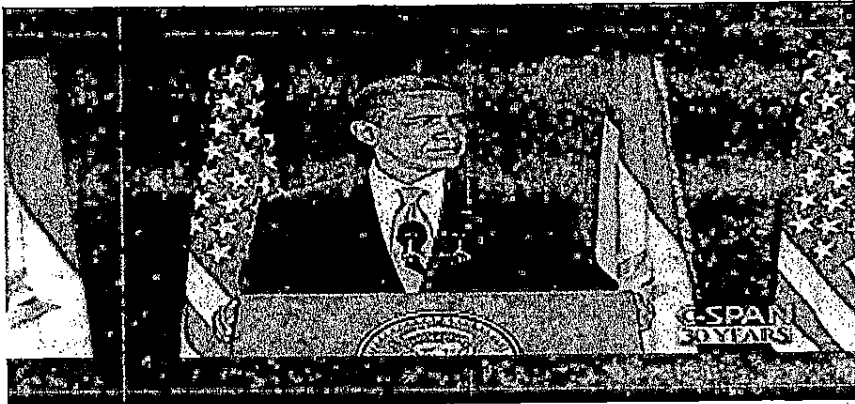
Ex (1):

Thank you. Thank you. Thank you. Shukran. Thank you very much. Thank you very much. Thank you . Thank you. Thank you so much. *{looking right then left}*. Good afternoon. *{looking left}* I am honored *{looking right}* to be in the timeless city of Cairo, and to be hosted by two remarkable institutions. *{looking left}* For over a thousand years, *{looking right}* Al-Azhar has stood as a beacon *{looking left}* of Islamic learning; and for over a century, Cairo University has been *{looking right}* a source of Egypt's advancement *{looking left}*. And together, you represent the harmony between tradition and progress *{looking right}*. I'm

grateful for your hospitality *{looking left}*, and the hospitality of the people of Egypt *{looking right}*. And I'm also proud to carry with me the goodwill of the American people, *{looking left}* and a greeting of peace from Muslim communities in my country, *{looking right}*: Assalaamu alaykum. *{looking left, then looking right}* (Remarks by the President on a New Beginning, 2009)



Looking right

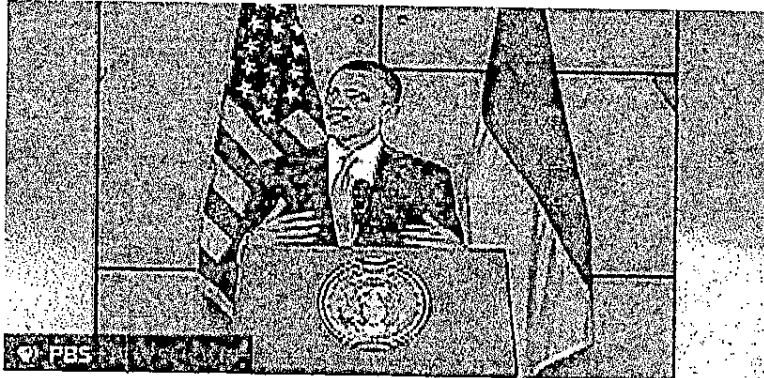


Looking left

Ex (2):

That spark *{looking right}* of the divine lives within each of us. *{looking left}* We cannot give in to doubt or cynicism or despair. *{looking left}* The stories of Indonesia and America should make us optimistic *{looking right}*, because it tells us that history is on the side of human progress *{looking left}*; that unity is more powerful than division *{looking right}*;

and that the people of this world *{looking left}* can live together in peace *{looking right}* . May our two nations, working together, *{looking left}* with faith and determination, *{looking right}* share these truths with all mankind. *{looking left}* (Remarks by the President at the University of Indonesia in Jakarta, Indonesia, 2010)



Looking right

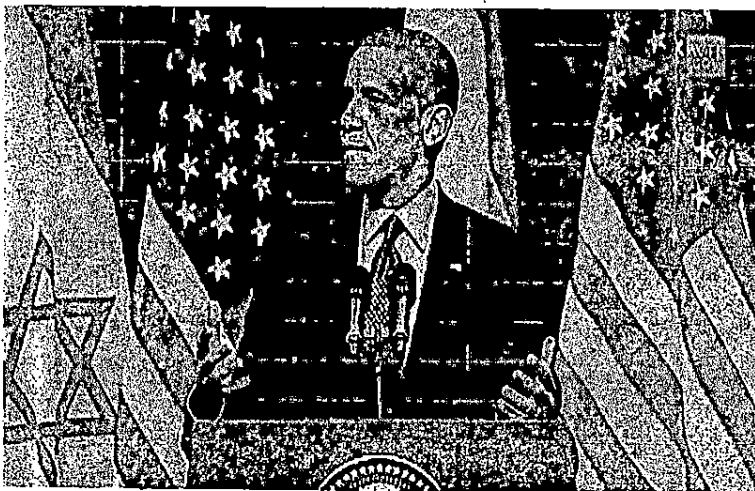


Looking left

Examples of eye contact in speeches addressed to the Non - Muslim world:

Ex (1): *{looking right}* Over the last two days, I've reaffirmed the bonds between our *{looking left}* countries with Prime Minister Netanyahu and President Peres. *{looking right}* I've borne witness to *{looking left}* the ancient history of the Jewish people at the *{looking right}* Shrine of the Book, and I've seen *{looking left}* Israel's shining future in your scientists and your entrepreneurs. This is a nation *{looking right}* of museums and

patents, timeless holy sites and *looking left* ground-breaking innovation. Only in Israel could you see *looking right* the Dead Sea Scrolls and the place where the *looking left* technology on board the Mars Rover originated *looking right* at the same time. (Remarks of President Barack Obama To the People of Israel, 2013)



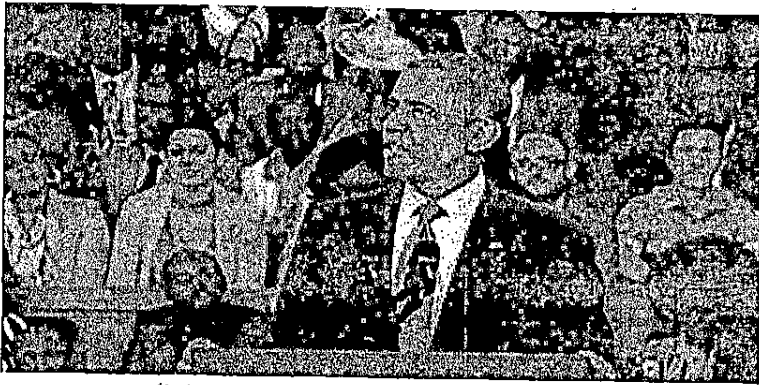
Looking right



Looking left

Ex (2)

{looking left then looking right} My grandfather, for example, he was a cook for the British. And as I went through some of his belongings when I went up-country, *{looking left}* I found the passbook *{looking right}* he had had to carry as a domestic servant. It listed his age and his *{looking left}* height, his tribe, *{looking right}* listed the number of teeth he had missing *{looking left then looking right}* And he was referred to as a boy, even though he was a grown man, in that passbook. (Remarks by President Obama to the Kenyan People, 2015)



Looking right



Looking left

Open Palms:

Opening palms is very recurrent in Barack Obama's speeches to the Muslim and Non-Muslim worlds. Barack Obama employs it to express honesty, truth and allegiance as if he is telling his foreign audiences that he has nothing to hide. This can be seen from the following examples and images.

Table (11): Open Palms in Barack Obama's Speeches to the Muslim World during his Rule from 2009 to 2016:

No.	Title of the Speech	Open palms
1	Remarks by the President on a New Beginning at Cairo University	50
2	Remarks by the President at the University of Indonesia in Jakarta.	61

Table (12): Open Palms in Barack Obama's Speeches to the Non- Muslim World during his Rule from 2009 to 2016:

No	Title of the Speech	Open palms
1	Remarks of President Barack Obama To the People of Israel	72
5	Remarks by President Obama to the Kenyan People	86

Examples of open palms in speeches addressed to the Muslim world:

Ex(1):

We meet at a time of great tension between the United States and Muslims around the world {raises *both open palms up*} tension rooted in historical forces that go beyond any current policy debate {raises *both open palms up*}. The relationship between Islam and the West includes centuries of coexistence and cooperation {raises *both open palms up*}, but also conflict and religious wars . More recently, tension {raises *both open palms up*} has been fed by colonialism that denied rights and opportunities to many Muslims, and a Cold War in which Muslim-majority countries were too often treated as proxies without regard to their own aspirations {raises *both open palms up*}. Moreover, the sweeping change brought by modernity {raises *both open palms up*} and globalization led many

Muslims to view the West as hostile to the traditions of Islam. (Remarks by the President on a New Beginning, 2009)



Ex (2):

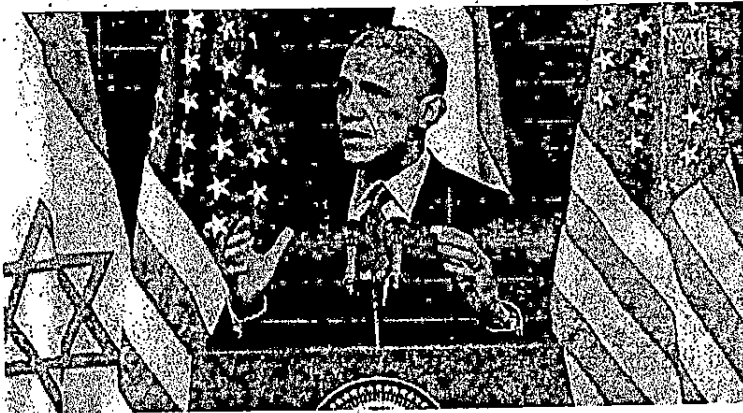
America has a stake in Indonesia growing and developing, *{raises both open palms up}* with prosperity that is broadly shared. *{raises both open palms up}* among the Indonesian people -- because a rising middle class here in Indonesia means new markets *{raises both open palms up}* for our goods, just as America is a market *{raises both open palms up}* for goods coming from Indonesia. *{raises both open palms up}* So we are investing more in Indonesia, and our exports have grown by nearly 50 percent, and we *{raises both open palms up}* are opening doors for Americans and Indonesians to do business with one another. (Remarks by the President at the University of Indonesia in Jakarta, 2010)



Examples of open palms in speeches addressed to the Non-Muslim world :

Ex(1):

And that brings me to the final area that I'll focus on: prosperity, and Israel's broader role in the world. I know that all the talk about *{raises both open palms up}* security and peace can sometimes seem to dominate the headlines, but that's not where people live. And every day, *{raises both open palms up}* even amidst the threats that you face, *{raises both open palms up}* Israelis are defining themselves by the opportunities that you're creating. Through talent and hard work, *{raises both open palms up}* Israelis have put this small country at *{raises both open palms up}* the forefront of the global economy. (Remarks of President Barack Obama to the People of Israel, 2013)



Ex (2):

So there wasn't a lot of luxury. Sometimes the lights would go out. They still do -- is that what someone said? But there was something *{raises both open palms up}* more important than luxury on that first trip, and that was a sense of being *{raises both open palms up}* recognized, being seen. I was a young man and I was just a few years out of University. *{raises both open palms up}* I had worked as a community organizer in low-income neighborhoods in Chicago. . . . (Remarks by President Obama to the Kenyan People, 2015)



Conclusion:

This research sought to analyze nonverbal communication in political discourse. It analyzed four important international speeches of Barack Obama during his rule from 2009 to 2016 so as to reveal how he was able to use body language to communicate with his different foreign audiences. The analysis of nonverbal cues focused on positive body language aspects like eye contact, open palms up, waving hands, smiling and laughter. It has been found that Barack Obama's positive body language aspects are recurrent in all the speeches to the Muslim and non-Muslim worlds. Moreover, the results of the research revealed that Barack Obama is a skillful speaker who is able to use nonverbal cues to establish rapport with different foreign audiences.

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