استقصاء تعابير الوجه كأستراتيجيات للإقناع في المقابلات السياسية المتلفزة
Investigating Facial Expressions as Strategies of
Persuasion in Political TV. Interviews

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الملخص

تعبيرات الوجه هي الإشارات غير اللفظية التي يستخدمها الناس للتواصل. إنها جوانب حاسمة في المحادثة والتفاعل اليومي بين المحاورين. تعتمد هذه الورقة على أفكار مفادها أن العديد من المحاورين يستخدمون تعبيرات الوجه كأداة إقناع في تفاعلاتهم مع الآخرين للتعبير عن المشاعر والأفكار والمواقف، فضلاً عن تحقيق أغراضهم وإقناع الأفراد برسائل محددة. ويهدف إلى التعرف على أهمية تعابير الوجه ومدى تأثيرها على التفاعل، كاستراتيجيات الإقناع في المقابلات السياسية. ولتحقيق هذه الأهداف يتم استخدام نوعين من الأساليب: النظرية والعملية. تتضمن المناهج النظرية شرح المفاهيم الأساسية للإقناع والتواصل غير اللفظي.

ومن ناحية أخرى، تتطلب العمليات العملية فحص مقاطع فيديو مسجلة لخمس مقابلات سياسية من مناطق وثقافات مختلفة حول العالم. يتم جمع مقاطع الفيديو من قناة يوتيوب. تم تقييم المقابلات المختارة باستخدام نموذج انتقائي يعتمد على نموذج سيالديني (٢٠٠١) لتقنيات الإقناع، ونموذج ماتسوموتو (٢٠١٣) لأشكال ووظائف تعبيرات الوجه العالمية، ونموذج أرجيل ودين (١٩٦٥) لوظائف الاتصال بالعين. أظهرت نتائج تحليل البيانات التي تم جمعها أن كلا من المحاورين، القائم بالمقابلة والمحاور، يستخدمون تعبيرات الوجه بشكل كبير كتقنيات واستراتيجيات مقنعة في المقابلات التلفزيونية السياسية، إلا أنهم يختلفون في درجة استخدام تعبيرات الوجه والأغراض. يؤثر المحاور على الضيف ويقنعه

بالتحدث بصراحة. ومن ناحية أخرى، يستخدم الشخص الذي تجري المقابلة معه تعابير الوجه لنقل وجهة نظره ونواياه ومشاعره إلى القائم بإجراء المقابلة والجمهور. وفيما يتعلق باستخدام التواصل البصري، فإن وظيفة البحث عن المعلومات هي الوظيفة الأكثر أهمية والأكثر تكرارا، ومن ثم تأتي وظائف السعادة والإعجاب.

Abstract

Facial expressions are the nonverbal cues that people use to communicate. They are crucial aspects of interlocutors' daily conversation and interaction. This paper is based 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. It aims to investigate the significance of facial expressions and how they affect interaction, as strategies of persuasion in political interviews. To achieve these aims, two sorts of approaches are 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 videos of five political interviews from various regions and cultures around the world. The videos are collected from the YouTube channel. The selected interviews are 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, highly employ facial expressions as persuasive techniques and strategies in political TV interviews, but they differ in the degree of using facial expressions and the purposes. The interviewer has an impact on the guest and persuades him to speak frankly. The interviewee, on the other hand, employs facial expressions to convey his point of view, intentions, and feelings to the interviewer and audience. In relation to the use of eye contact, the function of information seeking is the most important and frequently occurring function, and then come the functions of happiness and liking.

Introduction

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

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

Literature Review

Non-Verbal Communication

Both verbal and nonverbal elements of communication could be widely utilized. Non-verbal communication (henceforth NVC) refers to communication that occurs without the use of words. Verbal communication refers to communication that occurs through the use 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.

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.

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.

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.

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).

Figure (1)

Classic Facial Expressions

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).

accept the importance of facial expressions, claiming that freshly born infants begin the process (which is unconscious at this stage) of "reading" the expressions on the faces that look down at them. 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 transmission 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. If one is able to persuade others of her/his idea, he/she should persuade them to support it to the finish and remain consistent, which is easier to do if he/she has a joint commitment. 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. This method is based on the notion that we are educated from birth to listen to our parents and teachers, respect them, and agree with what they say because they are viewed as guides who manage us and the things we want. 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. 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 wrinkle 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. Or, to put it another way, if social interaction is seen of as a type of motor skill, then individuals should inquire as to how the performer receives the essential feedback on the response of others.

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. Let's say A wants to rule B: B can either retreat or accept control by adopting a submissive attitude and turning away from A when B stands toward A with the right expression.
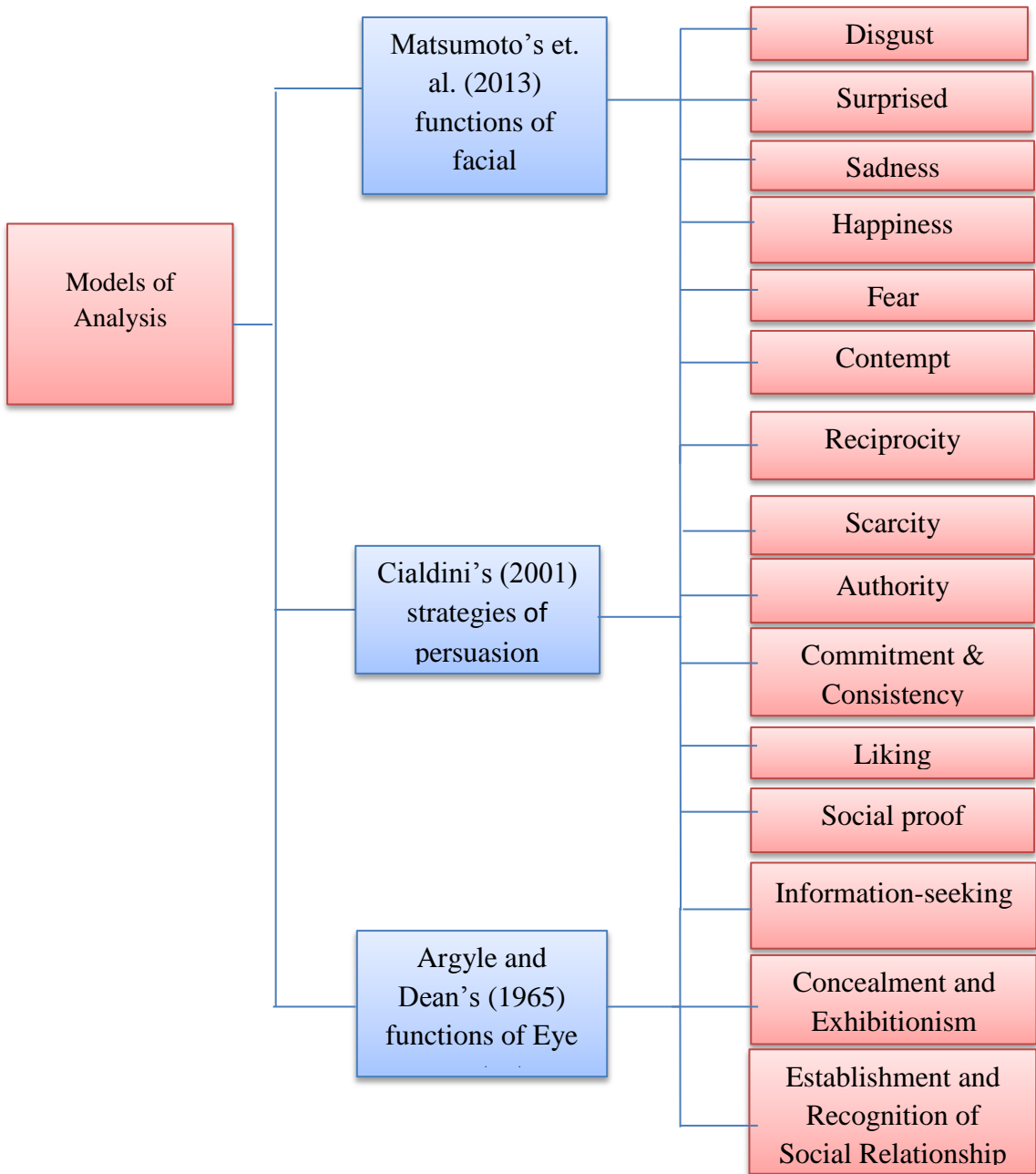
Figure(2)

The Eclectic Model

Data Analysis and Discussion of Results

1. Analysis of the interview of the former PM David Cameron. (https://youtu.be/c7pTEP8w50U)

Participants

Interviewer: Matt Frei is a British- German television news journalist, writer, Europe channels' editor, and presenter of the evening news.

Interviewee: David Cameron is a British politician, businessman, and Prime Minister of the United Kingdom (2010 – 2016).

Duration: 7:22 minutes

In this interview, on 16th of arch, 2022, David Cameron and the interviewer discuss the conflict in Ukraine, how difficult it is to forecast what Putin will do next, the relationship between Britain and Russia, and business with China in this interview, which was conducted.

Mr. Cameron speaks about the Brexit issue, he says " you can just only imagine what be liked to be separated from your family for so long……?" He does not look directly at the interviewer, the corners of his lips are drawn down, and the inner eyebrows angle raised. He seems as if he conceals more about the case of Brexit. These facial expressions fulfill the function of sadness. His looks hide something he does not wash so say.

These facial expressions are used as a scarcity strategy of persuasion, as shown in the next figure;

Figure (1)

sadness Facial Expressions

The interviewee talks about the Russian war in Ukraine, he says " we wish to do everything that would help the Ukrainians, and we are helping, we are helping with weapons……" His lips are pulled back, and his mouth is closed completely. He looks directly at the interviewer. These facial expressions fulfill the function of contempt. His facial expressions express his rejection of the war in Ukraine and the Russian invasion. He tries to seek information. These facial expressions are used as an authority strategy of persuasion, as shown in the next figure:

Figure (2)

Contempt Facial Expressions

The interviewee talks about the complexity of the Russian- the Ukraine issue when he says " what Putin has done is so much dustily and awful and many people predicted…. it is very dangerous what he

will do next……." His facial expressions express the dangerous situation and the complex deals with Russia. His mouth is opened in a way that expresses his nervousness, there are wrinkles around his eyes that express his dissatisfying with the Russian works. These facial expressions fulfill the function of anger. His looks aim to hide his inner feelings. These facial expressions are used as an authority strategy of persuasion, as shown in the next figure;

Figure (3)

Anger Facial Expressions

The interviewer asks the interviewee about the UK procedures toward the war in Ukraine when he asks "is there any danger that will threaten you? He looks directly at the interviewee, opened his eyes widely, raised his eyebrows, and his lips are fronted. The interviewer's facial expressions fulfill the function of surprise. He wants to obtain more information from the interviewee. These facial expressions express the intention of the interviewer as he trying to discover something hidden.

These facial expressions are used as a social proof strategy of persuasion, as shown in the next figure;

Figure (4)

surprise Facial Expressions

In this interview, there are seven functions of facial expressions are used in this interview. The interviewee expresses three forms of facial expressions. The first form of facial expression fulfills the function of contempt which is used two times to indicate the authority strategy of persuasion. The second form of facial expression fulfills the function of anger which is used three times to indicate the authority strategy of persuasion. The third form of facial expressions fulfills the function of sadness which is used one time to indicate scarcity strategy of persuasion. The interviewer expresses one form of facial expression which fulfills the function of surprise which is used one time to indicate a social proof strategy of persuasion. Concerning eye contact, the interviewer looks five times directly at the interviewee to look for information.

2.Analysis of the interview of the Prime Minster of Australia Scott Morrison (https://youtu.be/xCcWmBZ_-Ww)

Participants

Interviewer: Leigh Sales is an Australian journalist and author. She is the host of the Australian television channel ABCs news and current affair program.

Interviewee (Guest): Scott Morrison is an Australian politician who served as the 30th prime minister of Australia (2018 -2022).

Duration: 16:55 minutes

In this interview, on 5th of April, 2022, PM Scott Morrison discusses the problems surrounding the upcoming election with Leigh Sales.

The interviewer, Mrs. Sales starts her conversations with questions when she says " when you look to the threats of your government's survival….. many people don't trust you"? She opens her eyes widely, raises her eyebrows, her mouth is spread, and looks directly at the interviewee. The interviewer asks the interviewee about the process of election in Australia and how it will be going on. Her facial expressions express full care, this is due to her raising her eyebrows and opened mouth. These facial expressions fulfill the function of surprise. She tries to obtain more information when she expresses such facial expressions and she tries to persuade the interviewee to say more about the topic of the conversation. These facial expressions are used as a social proof strategy of persuasion, as shown in the next figure;

Figure (5)

Surprising Facial Expressions

The interviewee thanks the interviewer to have him as a guest in this interview when he says " thanks for getting me in here". The muscles of his face are tightened and his cheeks are lifted to come up

with the question the interviewer asks him about the election in Australia. He smiles a light smile. These facial expressions fulfill the function of happiness and kindness which is used five times and this is clear on his face. Through such facial expressions, the interviewee tries to establish a social relationship with the interviewer. These facial expressions are used as a liking strategy of persuasion, as illustrated in the next figure;

Figure (6)
Happiness Facial Expressions

Concerning the election topic in Australia, the interviewee talks about how the process of election will go on when he says " I am not get restricted by what is going on, that is my job, my job is to focus on other things". His facial expressions express that he is fully confident about what he is saying when he pulled his eyebrows together with a sharp look at the interviewer. His mouth is a little open, his lips are curved to the front. He tries to conceal information. These facial expressions fulfill the function of anger. These facial expressions are used as an authority strategy of persuasion, as shown in the next figure;

Figure (7)

Anger Facial Expressions

When the interviewee talks about the participation of women in the election when she says "……wasn't just women? the interviewer smiles and her cheeks are lifted, in addition to the corners of her lips are raised at an angle. These facial expressions fulfill the function of happiness. He tries to establish social relationship. These facial expressions are used as a liking strategy of persuasion, as shown in the next figure;

Figure (8)

Happiness Facial Expressions

The interviewee talks about the amount of money that is spent in the process of election. He says that more than a million dollars have been paid. His inner eyebrows angle raised and the corner of his lips drawn down. These facial expressions fulfill the function of sadness. His eye contact seems as if he hides information and he does not want

to say more. These facial expressions are used as a social proof strategy of persuasion, as shown in the next figure;

Figure (9)

Sadness Facial expressions

In this interview, there are eleven functions of facial expressions are used in this interview. The interviewee uses three forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used four times to indicate a liking strategy of persuasion. The second form of facial expression fulfills the function of anger that is used three times to indicate the authority strategy of persuasion. The third form of facial expressions fulfills the function of sadness that is used one time to indicate a social proof strategy of persuasion. The interviewer expresses two forms of facial expressions. The first form of facial expressions fulfills the function of surprise, which is used one time to indicate a social proof strategy of persuasion. The second form of facial expression fulfills the function of happiness, which is used twice to indicate a liking strategy of persuasion. Concerning the eye contact function, the interviewer looks directly three times to seek information, and also she smiles two times to establish a social relationship with the guest. In addition, the interviewee smiles four times to be familiar with the interviewer and he tries to conceal information one time.

3. Analysis of the interview of the Prime Minister of Denmark Mette Frederiksen (https://youtu.be/9n_CLmLczUE)

Participants

Interviewer: Geeta Mohan is an Indian journalist. She works at India Today Group and TV Today Network.

Interviewee: Mette Frederiksen is a Danish politician, the Prime Minister of Denmark since June 2019 and the leader of the social democrats since June 2015.

Duration: 7:30 minutes

In this interview, on the 12th of October 2021, the Danish Prime Minister Mette Frederikson discusses the topic of how the world could not continue to rely on "one country" to feed China.

The interviewer welcomes the interviewee and at the same time, she prepares the interviewee to relax and answer the question frankly. Her eyes express a sort of congeniality, she looks directly at the interviewee and smiles lightly. These facial expressions fulfill the function of happiness and kindness. She tries to seek information and push the interviewee to speak about the issue of Coronavirus. These facial expressions are used as a liking strategy of persuasion, as shown in the next figure:

Figure (10)
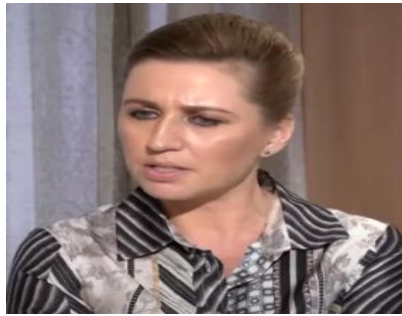
Happiness Facial Expressions

The interviewer asks the interviewee about the issue of coronavirus when she says " how important countries like India and Taiwan, really are when it comes to becoming key parts of the global supply chain". The interviewer does not look directly at the interviewee to convey the idea that the issue is so serious. She raises her eyebrows and opens her mouth. These facial expressions express the function of surprise and puzzle. She tries to seek information. These facial expressions are used as a social proof strategy of persuasion, as shown in the next figure:

Figure (11)

Surprise facial expressions

When Mrs. Mohan asks the interviewee about the situation in Afghanistan, she says that "the situation in Afghanistan is terrible, especially when we come to the right of women and young girls……". She looks at the ground, her eyebrows are in contact. These facial expressions fulfill the function of sadness, she seems as if she does not like to say more about this topic. She tries to establish social relationships. These facial expressions are used as a reciprocity strategy of persuasion, as shown in the next figure:

Figure (12)

sadness facial expressions

The interviewee talks about the procedures towards coronavirus when she says " making sure your regional surrounding be save, means building up allies between those of us who share the same values". She raises her eyebrows, opens mouth, and looks directly at the interviewer. These facial expressions fulfill the function of surprise. She tries to conceal information. They are used as an authority strategy of persuasion, as shown in the next figure;

Figure (13)

Surprise Facial Expressions

The interviewee talks about the role of India, she says " India can play an important role in the issue of climate change". Also, she talks about how the world can depend on one country to supply its needs. She looks at the interviewer, lifts her cheeks and shows a wide smile on her face. These facial expressions fulfill the function of happiness. She tries to establish social relationships. They are used as a liking strategy of persuasion, as illustrated in the next figure;

Figure (14)

Happiness Facial Expressions

In this interview, there are nine functions of facial expressions. The interviewer expresses two forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used twice to indicate a liking strategy of persuasion. The second form of facial expressions fulfills the function of surprise, which is used one time to indicate a social proof strategy of persuasion. The interviewee expresses three forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used four times to indicate a liking strategy of persuasion. The second form of facial expressions fulfills the function of surprise, which is used one time to indicate the authority strategy of persuasion. The third form of facial expression is sadness, which is used to indicate the reciprocity strategy of persuasion. Concerning eye contact, the interviewer tries to establish social relationships with the interviewee when she smiles three times and when she looks directly at the interviewee, seeking information. The interviewee tries to be friendly with the interviewer when she smiles four two times and tries to conceal some information when she avoids looking at her in the eyes, but looks at the ground three times.

4. Analysis of the interview of the Prime Minister of Britain Liz Truss Liz Truss https://www.youtube.com/watch?v=ajdye9nMQ1w

Participants:

Interviewer: Lucy Fisher: is an author and a journalist. Previously, she held the positions of Defense Editor and chief political correspondent at Times Radio and a frequent contributor.

Interviewee: Liz Truss: is a British politician and the leader of the Conservative Party. She served as a prime minister of UK in 2022.

Duration: 8:12 minutes

This interview, on the 4th of October 2022 , Liz Truss requests that people wait until the end of 2023 to judge her. She discusses the cutoff date for voters to evaluate her program. Truss discusses her top concerns, including keeping the economy moving and assisting Britons during this winter.

The interviewer starts the interview with pleasure and happiness when she thanks and welcomes the guest, who is the prime minister of the UK, Mrs. Liz Truss. When she says, "Let's be joining Liz Truss, the prime minister. Thank you for talking....", she looks directly at the guest with a smile and kind facial expressions. Her cheeks are lifted, and her eyes show familiarity and friendship. By doing so, the interviewer tries to establish a social relationship with the guest. She tries to make the guest more relaxed and feel comfortable to answer the up-coming questions during the interview. These facial expressions fulfill the function of happiness, which is used as a liking strategy of persuasion, as shown in the next figure:

Figure (15)

Happiness Facial Expressions

By responding to a question raised by the interviewer when she asks, "Benefits should be eroded in line with inflation, do you agree?", Mrs. Liz responds by saying , "We haven't yet made a decision on that issue; we will consider it in the rounds until we make the right decision." She looks kindly and directly at the interviewer when she responds, making a light smile; her cheeks are lifted. With such facial expressions, Mrs. Liz tries to conceal the right answer and not to answer the question directly. These facial expressions fulfill the function of happiness and are used as liking strategies, as shown in the next figure:

Figure (16)

Happiness Facial Expressions

When Mrs. Liz says, "What we will be doing this winter is making sure the most vulnerable are supported, if we have done the energy price guarantee of 2500 pounds,...", she bends her head to one side and looks at the ground, avoiding looking directly at the interviewer. She seems unsure of what she is saying, so she tries to conceal more information from the interviewer. She seems unready to answer the question and tries to flee or bush around the tree. These facial expressions fulfill the function of fear, which is used as a scarcity strategy of persuasion, as shown in the next figure:

Figure (17)
Fear Facial Expressions

The interviewer asks the interviewee about the deadline for judging the acceptability of her program when she says, "Can you give me a deadline by which the public should be able to judge your program?". The interviewer uses flat facial expressions and just looks directly at the guest seeking information. These facial expressions are used as a social proof strategy of persuasion, as shown in the next figure:

Figure (18)

flat Facial Expressions

In this interview, there are three functions of facial expression. The interviewer uses two forms of these facial expressions: the first is "happiness," which is used four to indicate a liking strategy of persuasion. This facial expression is used to establish a social relationship with the guest. The second form is a flat facial expression, which is used to indicate social proof strategy. This facial expression is used for seeking information. On the other hand, the interviewer used two forms of facial expression. The first one is happiness used twice which indicates liking the strategy of percussion. This facial expression is used to establish a social relationship with the interviewer. The second form of facial expression is fear, which is used to indicate scarcity in a persuasion strategy. This facial expression is used to conceal information.

5. Analysis of the interview of Scotland's First Minister Nicola Sturgeon https://www.youtube.com/watch?v=hZuYguor5To

Participants:

Interviewer: Joe Pike: is an author and a media figure. He works as a political correspondent for Sky News. Previously, he was a political correspondent for ITV.

Interviewee: **Nicola Sturgeon**: is a Scottish politician, served as Scotland's First Minister and head of the Scottish National Party in 2014.

Duration: 6:30 minutes

This interview, on the 7th of October, 2022, Nicola Sturgeon claims that Liz Truss' policies as prime minister have been disastrous of the UK economy .

The interviewer starts the interview with a direct question when he says " first minister, you have had a phone call with Liz Truss as she became the prime minister, of course she said that you should be ignored… did you expect she takes that literary?". He opens his eyes widely, raises his eyebrows and looks directly at the interviewer. These facial expressions fulfill the function of surprise. By doing so, the interviewer tries to seek more information and clarification from the guest about the issue he presents. These facial expressions are used as authority strategy of persuasion, as shown in the figure below;

Figure (19)

surprise facial expressions

By responding to the question above, whether Mrs. Liz takes her ignoring literary, Mrs. Nicola says, "Well, I don't really know her because we have no opportunity to engage, but as the rest of the public can see, the decision she has taken in the first few weeks of her two

years as prime minister has been totally catastrophic". She looks directly at the interviewer with a sharp look; her eyebrows are in contact; and she has lowered her head. She curls the rims of her lips. She tries to conceal information and does not speak openly. These facial expressions fulfill the function of anger, which is used as an authority strategy of persuasion, as shown in the next figure.

Figure (20)

anger facial expressions

The interviewer interrupts the interviewee's talk and says "but you know why you're first minister…." He raises his eyebrows, opens his eyes widely, bends his head a little a side. His lips are closed with a side look. These facial expressions serve the function of disgust, which is to seek additional information and persuade the interviewee to elaborate on the interviewer's remark. These facial expressions are used as social proof in the strategy of persuasion.

Figure (21)

disgust facial expressions

When the interviewer asks Mrs. Nicola about the coming minister of independent Scotland, he says, "In independent Scotland, who will be the head of the state—you or King Charles?" She says with pleasure, "I think you know the people of Scotland choose their government." In her seat, she smiles lightly and neatly. These facial expressions fulfill the function of happiness. She tries to establish a social relationship with the interviewer. These facial expressions are used as a liking strategy of persuasion, as shown in the next figure:

Figure (22)

happiness facial expressions

In this interview, there are seven functions of facial expression. The interviewer uses two forms of them. The first one is "surprise," which is used three times in this interview to indicate an authority strategy of persuasion. The interviewer uses this facial expression to look for information. The second form of facial expression is disgust, which is used once to indicate the social proof strategy of persuasion. On the other hand, the interviewee used two forms of facial expression. The first form of these facial expressions fulfills the function of anger, which is used twice to indicate an authority strategy of persuasion. This form of facial expression aims to conceal information. The second form of facial expression fulfills the function of happiness, which is used once to indicate liking. This function is used to establish a social relationship with the interviewer.

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6. Analysis of the interview of the Greek prime minister Kyriakos Mitsotak (https://youtu.be/37LFYZl2h6c)

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. TheCovid-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 (23)

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 (24)

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 (25)

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 (26)

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 (27)

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 (28)
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 (29)

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 (30)

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 (31)

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.

The Findings

In interview no. (1), there are seven forms of facial expressions. The interviewee expresses three forms of facial expressions. The first form of facial expression fulfills the function of contempt, which is used two times to indicate the authority strategy of persuasion. The second form of facial expression fulfills the function of anger that is used three times to indicate the authority strategy of persuasion. The third form of facial expressions fulfills the function of sadness, which is used one time to indicate scarcity strategy of persuasion. The interviewer expresses one form of facial expression, which is used one time to fulfill the function of surprise indicating the social proof strategy of persuasion. Concerning eye contact, the interviewer looks five times directly at the interviewee to look for information. In this interview, the frequency and percentages of functions of facial expressions occur as the following; anger occurs (3) times, forming (42.8%), contempt occurs (2) times, forming (28.5%), surprise occurs (1) time, forming (14.2%) and sadness occurs (1) time, forming (14.2%). On the other hand, the strategies of persuasion occur as the following; scarcity occurs (1) times, forming (14.2%), social proof occurs (1) times, forming (14.2%) and authority occurs (5) times, forming (71.4%). In relation to eye functions, information seeking occurs (7) times, forming (100%).

In interview no. (2), there are eleven forms of facial expressions are used in this interview. The interviewee uses three forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used four times to indicate the liking strategy of persuasion. The second form of facial expression fulfills the function of

anger, which is used three times to indicate the authority 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 interviewer expresses two forms of facial expressions. The first form of facial expressions fulfills the function of surprise, which is used one time to indicate a social proof strategy of persuasion. The second form of facial expression fulfills the function of happiness, which is used twice to indicate a liking strategy of persuasion. Concerning the eye contact function, the interviewer looks directly three times to seek information, and also smiles two times to establish a social relationship with the guest. In addition, the interviewee smiles four times to be acquainted with the interviewer and to conceal information one time. In this interview, the frequency and percentages of functions of facial expressions occur as the following; happiness occurs (6) times, forming (54.5%), anger occurs, (2) times, forming (27.2%), sadness occurs (1) time, forming (9%) and surprise occur (1) time, forming (9%). On the other hand, the strategies of persuasion occur as the following; liking occurs (6) times, forming (54.4%), social proof occurs (2) times, forming (18%) and authority occurs (3) times, forming (27.2%). Concerning eye functions, they occur as the following; information seeking occurs (3) times, forming (27.2%), concealment occurs (2) times, forming (18%) and social relationship occurs (6) time, forming (54.5%).

In interview no. (3), there are nine forms of facial expressions. The interviewer expresses two forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used twice to indicate a liking strategy of persuasion. The second form of facial expressions fulfills the function of surprise, which is used one time to indicate a social proof strategy of persuasion. The interviewee

expresses three forms of facial expressions. The first form of facial expression fulfills the function of happiness, which is used four times to indicate a liking strategy of persuasion. The second form of facial expressions fulfills the function of surprise, which is used one time to indicate authority strategy of persuasion. The third form of facial expression is sadness, which is used to indicate the reciprocity strategy of persuasion. Concerning eye contact, the interviewer tries to establish social relationships with the interviewee when she smiles three times and looks for information when she looks directly at the interviewee. The interviewee tries to be friendly with the interviewer when she smiles for two times and conceals information when she looks at the ground three times. In this interview, the frequency and percentages of functions of facial expressions occur as the following; happiness occurs (6) times, forming (66.6%), surprise occurs (2) times, forming (22.2%),and sadness occurs (1) time, forming (11.1%). On the other hand, the strategies of persuasion occur as the following; social proof occurs (1) time, forming (11.1%), authority occurs (6) times, forming (66.6%) and reciprocity occurs (1) time, forming (11.1). Concerning eye functions, they occur as the following; information seeking occurs (3) times, forming (33.3%), concealment occurs (5) times, forming (55.5%) and social relationship occurs (1) time, forming (11.1%).

In interview no. (4), there are three forms of facial expressions. The interviewer uses two forms of these facial expressions; the first form is happiness that is used two times to indicate liking strategy of persuasion. This facial expression is used to establish social relationship with the guest. The second form is flat facial expression that is used to indicate social proof strategy. This facial expression is used for information seeking. On the other hand, the interviewer uses two forms of facial expressions. The first one is happiness, which indicates liking strategy of percussion. This facial expression is used to

establish social relationship with the interviewer. The second form of facial expression is fear, which is used to indicate scarcity strategy of persuasion. This facial expression is used to conceal information. In this interview, the frequency and percentages of functions of facial expressions occur as the following; happiness occurs (6) times, forming (85.7%). On the other hand, the strategies of persuasion occurs as the following; liking occurs (5) times, forming (71.7%), scarcity occurs (1) time, forming (14.2%), and social proof occurs (1) times, forming (14.2%). Regarding eye functions, they occur as the following; information seeking occurs (2) times, forming (28.5%), concealment occurs (1) times, forming (14.2%) and social relationship occurs (4) time, forming (57.1%).

In interview no. (5), there are seven forms of facial expressions. The interviewer uses two forms of them. The first one is surprise, which is used three times to indicate the authority strategy of persuasion. The interviewer uses this facial expression to look for information. The second form of facial expression is disgust, which is used one time to indicate social proof strategy of persuasion. On the other hand, the interviewee uses two forms of facial expressions. The first form of these facial expressions fulfills the function of anger that is used two times to indicate authority strategy of persuasion. This form of facial expression aims to conceal information. The second form of facial expression fulfills the function of happiness that is used one time to indicate liking strategy. This function is used to establish social relationship with the interviewer. In this interview, the frequency and percentages of functions of facial expressions occur as the following; happiness occurs (1) time, forming (14.2%), anger occurs (2) times, recording (28.5%), disgust occurs (1) time, recording (14.2%) and surprise occurs (3) times, forming (42.8%). On the other hand, the

strategies of persuasion occurs as the following; liking occurs (1) times, forming (14.2%), authority occurs (5) time, forming (71.4%), and social proof occurs (1) times, forming (14.2%). Regarding eye functions, they occur as the following; information seeking occurs (4) times, forming (57.1%), concealment occurs (2) times, forming (28.5%) and social relationship occurs (4) time, forming (14.2%).

In interview no. (6), 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)

the total frequency and percentage of the occurrence of facial expressions as strategies of persuasion

Interview No.		1	2	3	4	5	6	Total	
Functions	Happiness	0	6	6	6	1	4	23	46.9%
	Surprise	1	1	2	0	3	2	9	18.7%
	Anger	3	3	0	0	2	0	8	16%
	Sadness	1	1	1	0	0	1	4	8%
	Contempt	2	0	0	0	0	0	2	4%
	Fear	0	0	0	1	0	1	2	4%
	Disgust	0	0	0	0	1	0	1	2%
Strategies	Liking	0	6	6	5	1	3	21	43.7%
	Authority	5	3	1	0	5	1	15	31.2%
	Social Proof	1	2	1	1	1	1	7	14%
	Reciprocity	0	0	0	0	0	1	1	2%
	Scarcity	1	0	0	1	0	1	3	6%
	Commitment & Consistency	0	0	0	0	0	1	1	2%

Interview No.		1	2	3	4	5	6	Total	
Eye Functions	Information Seeking	7	3	3	2	4	4	23	46.9%
	Concealment	0	6	5	1	1	3	16	32.6%
	Social Relationship	0	2	1	4	2	1	10	20%

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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