

# **Body Language in Emirati Talk Shows**

## **A Comparative Analysis of ABTalks and Oprah Winfrey Show**

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### **Abstract**

This paper explores nonverbal gestures in *ABTalks*, an Emirati television talk show, and *The Oprah Winfrey Show*, an American talk show, to examine the influence of socio-cultural factors on nonverbal communication. The main problem can be formulated as follows: How does non-verbal communication shape interactions between talk show hosts and guests in culturally diverse settings, and how do production techniques and cultural contexts influence their effectiveness in fostering connections, eliciting vulnerability, and engaging audiences? Using Mehrabian's theory and Hall's cultural context, it conducts a content analysis of selected episodes from both shows most viewed by more than one million, highlighting the role of body language in conveying messages. The study offers valuable insights into the cultural nuances of nonverbal communication in intercultural contexts. It provides media practitioners with practical takeaways while also paving the way for further research on the use of nonverbal cues across different media and cultural settings.

### **Keywords:**

Non-Verbal Communication; Intercultural Media; Body Language Analysis; Cultural Dynamics; UAE.

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## لغة الجسد في البرامج الحوارية الإماراتية

### تحليل مقارنة بين برنامج ABTalks وبرنامج أوبرا وينفري

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#### ملخص الدراسة:

تستكشف هذه الورقة البحثية الإيماءات غير اللفظية في برنامجي "ABTalks" الإماراتي، و" The Oprah Winfrey Show" الأمريكي، لدراسة تأثير العوامل الاجتماعية والثقافية على التواصل غير اللفظي. ويمكن صياغة المشكلة الرئيسية على النحو التالي: كيف يُشكل التواصل غير اللفظي التفاعلات بين مقدمي البرامج الحوارية وضيوفها في بيئات متنوعة ثقافياً، وكيف تؤثر تقنيات الإنتاج والسياقات الثقافية على فعاليته في تعزيز الروابط، وإثارة نقاط الضعف، وإشراك الجمهور؟ باستخدام نظرية محرّبين والسياق الثقافي لهول، تُجري الورقة تحليلاً لمحتوى حلقات مختارة من كلا البرنامجين، اللذين حققا أعلى نسبة مشاهدة وأكثر من مليون مشاهدة، لتسليط الضوء على دور لغة الجسد في إيصال الرسائل. تقدم الدراسة رؤى قيمة حول الفروق الثقافية الدقيقة للتواصل غير اللفظي في السياقات بين الثقافات. كما تُقدم للعاملين في مجال الإعلام دروساً عملية، وتُهدد الطريق أيضاً لمزيد من البحث حول استخدام الإشارات غير اللفظية عبر مختلف الوسائط والبيئات الثقافية.

#### الكلمات الدالة:

التواصل غير اللفظي؛ وسائل الإعلام بين الثقافات؛ تحليل لغة الجسد؛ الديناميكيات الثقافية؛ الإمارات العربية المتحدة.

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## **Introduction**

Non-verbal behavior functions as a key component in human communication, and it can transfer more information than verbal discourse. Through talk show media content facial expressions with gestures alongside posture and eye contact drive dual audience and host-guest relationship formation. Research on non-verbal communication has grown but scientists observe a deficiency in studies that analyze cultural norms and production techniques as they influence non-verbal behaviors during talk show broadcasts. The current research addresses an identified knowledge gap through an analysis between ABTalks a talk show on Emirati television anchored by Anas Bukhash and The Oprah Winfrey Show broadcasted in America over a long period. The study employs Communication Accommodation Theory (CAT) with Expectancy Violations Theory (EVT) and Proxemics Theory to analyze how cultural cues of nonverbal behavior emerge during presentation and interpretation and throughout media mediation in talk shows.

ABTalks demonstrates Emirati cultural values through modest communicative behavior combined with introspection and respect which results in controlled gestures and expressions and controlled eye contact. The communicative practices match high-context communication because they use subtle and quiet ways to convey meanings. The non-verbal signals from talk show participants become prominent because minimalist production techniques use close-up shots and non-colored lighting. These elements help create an atmosphere of contemplation along respect. The Oprah Winfrey Show follows the expressive communication style that is commonly found in numerous Western media platforms. Through her wide-ranging movements and steady gaze while showing emotive facial expressions Oprah delivers messages that match Western cultural standards for emotional genuineness. The behaviors acquire greater intensity from the amalgamation between the energetic production aesthetics and the active camera techniques and expressive editing methods.

Through the analysis of these two shows, the research evaluates how cultural standards and media practices form non-verbal communication which affects audience understanding and relationship development. The research intends to develop culturally adapted understandings of mediated communication because it provides practical guidance for international media professionals in their efforts to handle multicultural interactions successfully.

## **Literature Review**

Nonverbal communication holds central importance within social engagement through screen media talk shows because it substantially influences the relationship between hosts and their guests. The research review analyses nonverbal communication elements starting from its different forms and theoretical perspectives and cultural variations through its significance for talk show interactions. Many previous studies provide detailed descriptions of non-verbal

signals through facial expressions and gestures as well as posture, eye contact, and spatial arrangement but the approach remains generally descriptive rather than critical so projects and contextualization to new areas are hindered.

The various nonverbal signals which consist of facial expressions, gestures, posture, eye contact, and proxemics inevitably transmit emotional and intentional messages to others much faster than language does. According to Ekman and Friesen (1969), human facial expressions demonstrate worldwide universality because happiness and anger emotions exist across different cultures. A recent study by Pang et al. (2024) has brought forth contradicting evidence which demonstrates that cultural settings impact a person's ability to understand subtle or indirect expressions. The research gap exists because it is necessary to investigate how culturally adjusted reading of cues during mediated interactions impacts multicultural talk show interactions.

Gesture acts as an expression that has stronger cultural determinants compared to facial expressions. McNeill (1992) along with Kendon (1980) establish two categories of gestures which they describe as iconic and metaphoric and demonstrate their connection to verbal communication. New scholarly work reveals significant cultural differences in what gestures mean because the thumbs-up sign demonstrates the need to examine how emcees handle different global television show gestures. Many gesture studies exist without practical application for real-world mediated interactions thus indicating the need for better integration of gesture theory into related media production scenarios.

Both posture and spatial behaviors contain expressions of emotion and relationship according to Pease and Pease (2004) and Hall (1966). Body forward positioning indicates interest but wrapping arms across the chest shows a protective stance. The study presented by Stahl and Maznevski (2021) expands the investigation of spatial behaviors regarding their effect on multicultural team collaboration. Few studies explore the intentional use or manipulation of spatial behaviors in the production of media talk shows even though they apply to these settings. Research currently lacks methods to examine proxemics in its role as a production tool rather than exclusively natural behavioral science.

Two different meanings can be conveyed by eye contact according to Argyle (1988): interest or dominance. The communication signals show cultural variations according to Ting-Toomey (1999) since they can appear confrontational in Asian and African societies. Few scholars have addressed the question of how television show hosts manage their gaze when talking with international guests or how these interactions would be modified for broadcast consumption. A fundamental gap exists between the way cross-cultural communication theory functions and how global media production teams should apply it in real-world decisions.

Research by Mehrabian (1972) indicates that non-verbal communication dominates meaning transmission up to 93% establishing its key significance. The statistical number is commonly misused while lacking context about its proper application to

talk shows and related interaction formats. The emotional power of non-verbal communication according to Mehrabian's model remains prominent due to its lack of detail when analyzing sophisticated media presentations. The theoretical nature of Hall's (1976) high-context vs. low-context culture framework maintains its usefulness for understanding communication styles between ABTalks and The Oprah Winfrey Show however it lacks practical application. Scientists have yet to establish sufficient research connecting cultural communication patterns to viewer and production patterns in media outlets.

Communication Accommodation Theory (Giles & Ogay, 2007) and Expectancy Violations Theory (Burgoon, 1994) offer frameworks for understanding adaptive and unexpected non-verbal behaviors. According to Guerrero and Floyd (2006), unexpected care and attention create better rapport yet the specific training implications for hosts and audience relationship development need further research. Reality television show analysis needs additional research which explains how hosts transform their behavior while adjusting to guest emotions and watching cultural sensitivities develop. Factors associated with production techniques define how viewers experience non-verbal cues. The emotional reaction to television content is managed through post-production tools as Patterson et al. (2007) and Walther & Parks (2002) demonstrate together with their assessment of editing and lighting settings and camera control decisions. According to Pereira et al. (2021) and Bente et al. (2020) both shelter camera angle selection and scene editing speed up emotional understanding. The research connection between media technical approaches and cultural competence in media content remains poorly investigated thus creating a missing link in understanding production influence on intercultural non-verbal communication.

The existing literature contains descriptive sections and theoretical methods to comprehend non-verbal behavior but still faces active limitations. The current analysis demonstrates limited critical cultural differentiation in media environments because research fails to make relevant theoretical and practical linkages specifically within talk show formats. The research examines a few cases regarding how the combination of production techniques including post-production methods and framing techniques with non-verbal expressions influences audience reception. Scholarly investigation into how hosts modify their non-verbal communication approaches depending on audience characteristics as well as guest regional backgrounds remains minimal.

The current investigation disproves these research gaps through analysis of how talk shows handle non-verbal communication during interactions between participants from different cultures. The research tries to translate existing theories about CAT and EVT and Hall's context model for use in practical media applications. The study design together with research instruments draws their foundation from these theoretical insights for analyzing the mutual relationship

between cultural norms and production methods and audience responses toward non-verbal communication in international media.

### **Theoretical Framework**

#### **Communication Accommodation Theory**

The Communication Accommodation Theory (CAT) offers a robust framework for understanding the intricate dynamics of interaction between talk show hosts and their guests. Beyond simply serving as a tool for examining conversational adjustments, CAT provides a lens through which we can analyze how these interactions influence not only the guests' comfort and engagement but also the overall audience's perception of the interaction. Based on Giles and Ogay's (2007) theory communication behaviors must evolve between speakers because it enables verbal and non-verbal adjustments to establish harmonious understandable interactions.

The fundamental principle of CAT requires communicators to change their language and speech along with non-verbal expressions so they mirror their conversation partners' behavior. Talk show hosts adopt convergence techniques that build strong connections as well as rapport with their guests during the shows. To establish understanding between them the communicator chooses particular linguistic expressions that match their guest's usage. Once the guest belongs to a specific industry or subculture the host will incorporate suitable vocabulary to showcase mutual comprehension and unity. The rate of speech serves as a vital element in the process of verbal accommodation between speakers. The rate of a host's speech adjustments either becomes slower to match a guest who delivers their messages with intentional care or faster when the guest presents a fast-paced animated manner of communicating. The changes made with proper metrics serve to build comfort and familiarity with the guest, improving the dialogue quality that the audience finds positive.

Non-verbal communication elements share equal importance with verbal elements during the practice of communication accommodation. Empathy, respect, and attentive behavior become visible using posture and gestures together with facial expressions and the host's distance from the guest. When a host leans his body slightly toward a guest to show engagement while listening it creates interest in the guest for speaking openly. Nonverbal behaviors like smiling and nodding will become duplicated by the host whether they do so intentionally or not, thus strengthening both mutual understanding and rapport between the parties. The mirroring between two parties works powerfully to build rapport given that their interaction develops stronger emotional fluidity and shared coordination.

The process of communication accommodation on talk shows greatly depends on paralinguistic features that consist of tone together with volume and pitch. The various characteristics of voice produce big effects on the emotional quality of a conversation. When somebody on television discusses emotional material the

presenter reduces their volume and uses gentle tones to express compassion toward the guest. Such modifications establish trust-based settings for guests who continue exposing their thoughts and emotions. To match the guest's enthusiasm during casual or humorous discussions the host will raise their pitch combined with vocal energy amplification for better engagement in the conversation.

In culturally diverse environments the use of CAT requires sophisticated implementation due to the need for host staff to adapt their communication approaches to different cultural communication preferences. The established values and traditions within different cultures determine which communication methods people accept as most suitable for reaching their targets. Western cultures normally interpret direct gaze as a form of personal conviction and active participation. An extended gaze in Asian cultural contexts may lead others to see it as an aggressive or improper action. The skilled host modifies their conduct to match cultural variations by making their eyes less prominent while adopting proper posture to create a feeling of comfort and respect for the guest. The essential cultural awareness serves two purposes inter-guest relationships and broader audience connection. Through their ability to recognize and honor various communication approaches the host enlarges the audience reach and improves cultural diversity within the program viewership.

The practices of cultural sensitivity require an approach that surpasses both eye contact and posture behaviors. The larger communicative practices of culture include methods to take turns while speaking and levels of directness and usage of silence between people. Global societies have different communication norms about conversation pauses since some cultures view these gaps with respect, but others interpret them as uncomfortable silences. Shrewd hosts recognize subtle cultural communication patterns which enable them to adjust their methods to match foreign guests for more appropriate respectful dialoguing.

### **Expectancy Violations Theory**

The Expectancy Violations Theory proposed by Judee Burgoon demonstrates its essential function to study how unexpected nonverbal behaviors influence social dynamics within visible settings that include talk shows. The framework of EVT defines how people develop expectations regarding nonverbal behavioral cues which stem from social standards along with their past encounters and the ongoing interaction elements. The violation of expectations in interpersonal interactions no matter if positive or negative produces significant influential effects that shape both interaction perception and audience judgment of involved participants.

People exhibit expectancy violations through various behaviors when appearing on talk shows. The physical distance between hosts and guests throughout the interaction represents an essential aspect that affects their communication dynamic. Moving beyond comfortable cultural distance boundaries may be interpreted as friendly by some guests yet aggressive by others based on their cultural identity and personal comfort preferences. The lack of proper distance between individuals

could make people feel uninterested in the relationship. A quick smile or frown across your face will often transfer abundant meaning to others. A typical professional display of neutrality by the host can shift to uncharacteristically wide smiles during specific topics which may mislead both the interlocutor and the audience about actual host communications. Gestural Violations together with expected gestures influence communication flow in conversation. Some cultures permit intense gesturing while other cultural environments view it as aggressive conduct.

A talk show environment affected by expectancy violations leads to substantial changes that influence the responses of guests along with affective elements of program dynamics. A guest will respond differently to violations depending on whether the host inflicts a positive or negative violation because the guest's level of comfort increases with good violations from authentic hosts but decreases with negative violations from all sources. Audiences with non-verbal cue expertise interpret violating behaviors that lead to audience perception changes about the show. Positive violations create stronger connections between hosts and guests which enhances the show's entertainment value but negative violations make viewers uncomfortable while damaging their image of featured personalities. A talk show's consistency in handling violations will establish its overall dynamic which either builds or destroys its reputation through positive or negative behaviors between hosts and guests.

### **Proxemics Theory**

The Proxemics Theory created by Edward T. Hall enables essential space analysis of communication through television talk shows by examining their structured visual structures. Hall created his theory in 1966 to categorize human spacing into four distinct zones which include intimate, personal, social, and public distance. The various interaction levels between intimacy and power can be measured by understanding Hall's proxemic zones in talk shows because these zones represent different distances between participants.

Talking show setup distances determine how audiences perceive host and guest relationships as well as the overall conversational vibe. The seating arrangement which positions guests and hosts near each other at distances between 1.5 to 4 feet creates positive feelings of closeness between them. When hosts and guests sit close to each other the viewer perceives their exchange as authentic and friendly, which indicates the discussion reflects natural and deep connections. Such arrangements benefit talk shows that seek an informal conversational feel because they establish an approachable atmosphere for both audience members and guests who experience the dialogue as though they have joined a friendly discussion.

A seating position in the social space zone from 4 to 12 feet creates a formal feeling between the host and guest. A strict or formal professional detachment emerges when space separates the interactants from one another. Professional interviews require physical distancing between participants because this method



establishes formal relations which enhance the respect between the high-profile or authoritative figures. Such arrangement enables conversational content to appear controlled and reduces the likelihood of casual behavior that proximity might produce. Viewers may interpret these interactions as professional because both people establish distinct divisions between each other.

Traditional talk shows choose to operate within the public zone (more than 12 feet distance) since it works better than personal or intimate regions that need to address multiple individuals at once.

The Proxemics concept also describes how individuals move through the talk show production area. Hosts and guests use spatial movement during show broadcasts to generate strong non-verbal cues revealing their relationship conditions. Moving physically closer to a guest sends strong signals about assertiveness toward particular points as well as communication interest levels to the audience. Guest opinions may be interpreted as the host gaining control while building intimacy between two parties. As the host keeps their distance from the guest while showing restraint it demonstrates either formal behavior or a desire to protect the guest's physical space. Audience participants derive subtle insights into how the host-guest power relationships unfold through space definitions since physical closeness often functions as a dominance indicator.

Organizational and social customs function as an additional interpretive factor when studying spatial behavior in talk show programs. The perceptions of both guests and viewers regarding spatial behavior differ because unique cultural norms about personal space create distinct expectations in several societies. Various cultures understand close physical interaction in conversations as an indication of friendly bonding and trustful connections. Physical closeness between people remains a typical communication practice in Latin American and Southern European communities where it reflects friendly interaction. People from Northern Europe along with areas of Asia look at close physical displays as disrespectful or offensive behavior compared to Euro and North American cultural practices.

Talk show production team members need cultural sensitivity to guide their show planning decisions about set design and interaction methods. When applied to proxemics in a culturally sensitive manner it ensures all guests feel comfortable and respected so the conversation becomes improved. When speaking with guests who need personal distance a host will maintain more space between them and avoid close bodily contact through unnecessary gestures. A host should move toward the other person when dealing with guests who accept immediacy yet maintain physical distance between themselves.

The set design components can be adapted to support these cultural differences in social conduct. The interaction becomes most comfortable for guests when chairs and seating structures have adjustable features that match their cultural background.

The theoretical framework requires strengthening through a better explanation of why these particular theories were selected together with their alignment with research objectives and inquiry questions. The selected frameworks of Communication Accommodation Theory (CAT), Expectancy Violations Theory (EVT), and Proxemics Theory prove effective during analysis because they observe different elements within non-verbal conduct with cultural surroundings and media-integrated interactions. Giving hosts knowledge of Communication Accommodation Theory enables researchers to understand their behavioral adjustments for establishing comfortable connections which supports their investigation into talk show environment development. The study enhances understanding of television interaction dynamics through its analysis of non-verbal deviation effects on audience members and guests by employing the framework of EVT. The theory of proxemics provides an essential understanding of spatial and visual aspects of nonverbal behaviors that become significant in formal talk show arrangements. These theories provide a complete view of understanding non-verbal communication within multicultural visual communication environments. The integrated framework combines all analytical components to analyze collected data and create research design structures and observational tools for the study.

#### **Research Background and Aims**

Non-verbal communication functions as an important cultural variable within human interaction that determines people's social behaviors emotional expressions and interpersonal interpretation. This study investigates non-verbal cues using fundamental frameworks of intercultural communication as well as body language to determine the cultural universality of signals and gestures.

The way non-verbal communication works between cultural environments becomes observable through studying talk shows that represent media discourse. In this regard, ABTalks and The Oprah Winfrey Show serve as rich case studies. These programs seek to establish emotionally intense spaces although they operate inside totally separate cultural frameworks. The cultural backgrounds of ABTalks display Emirati values through modesty along with introspection and respect yet The Oprah Winfrey Show depicts Western cultural ideals featuring individualism and emotive expressiveness and openness. The distinct settings of these two programs function as special environments to investigate how cultural customs affect communication methods without words.

The research evaluates the changes that talk show hosts apply to their non-verbal communication methods when working across different cultural environments. The research analyzes the contribution of bodily signals with emotional expressions and workflow methods toward building audience participation and creating guest openness. The research achieves its goal of deeper cultural media and non-verbal communication analysis through comparative studies to deliver beneficial knowledge for media professionals and intercultural communication practitioners.

### **Research Problem**

The rising importance of globalization and media technology makes non-verbal communication vital for determining interactions among guests and hosts on television talk shows. Media hosts use facial expressions together with gestures, posture, and spatial connection as cues to develop goodwill with their guests while encouraging honesty among interviewees as well as keeping viewers active during the program. Non-verbal behaviors used in communication gain their meanings through cultural background along with the techniques used in creating media productions. The field of mediated cross-cultural communication continues to gain importance, yet researchers have not done enough comparative work to understand how non-verbal communication functions between distinct talk shows while media production both affects and alters these non-verbal expressions. This research investigates how ABTalks based on Emirati cultural principles relates to The Oprah Winfrey Show which represents Western media traditions. It will explore how each show leverages non-verbal communication to build emotional connections and how production choices shape audience perception in different cultural contexts.

### **Research questions**

- 1- How do talk show hosts utilize non-verbal communication techniques, such as gestures, facial expressions, and posture, to elicit emotional responses and establish rapport with guests?
- 2- To what extent and in what ways do production techniques (such as the use of camera shots and lighting or editing) enhance and construct non-verbal communication in talk shows?
- 3- How do culture and cultural values affect the use and meanings of nonverbal communication by hosts and guests in ABTalks and The Oprah Winfrey Show??

### **Methodology**

This research utilizes a mixed-method approach to investigate nonverbal communication cues in selected episodes of two renowned talk shows: ABTalks and The Oprah Winfrey Show. The study focuses on one popular episode from each show, chosen based on their diverse guest profiles and distinct communication styles, ensuring that the analysis captures a broad spectrum of nonverbal expressions across different cultural and media contexts.

The mixed-method method uses both qualitative together with quantitative research techniques to study nonverbal communication extensively. Using combined research approaches allows investigators to count nonverbal behavioral occurrences yet explore cultural and emotional meaning within those actions.

### **Qualitative Analysis**

The research examines nonverbal communication of emotions and rapport development through a detailed interpretation of The Late Show with Stephen Colbert and Nightly Show with Larry Wilmore by observing hosts' and guests' body signals. Researchers examine facial expressions, physical movements, hand gestures, direct eye contact, as well as the spatial arrangement of elements during the discussion. The study examines the body language postures of hosts as well as facial expressions presented by guests about spoken communication and cultural influences regarding nonverbal interpretation.

The investigators conduct this analysis by studying the cultural elements of both shows and their show participants. The nonverbal communication norms followed by ABTalks during its MENA-focused episodes differ from those found in The Oprah Winfrey Show due to catered audiences being from Middle Eastern and North African regions versus worldwide viewers. The analysis focuses on cultural variations to disclose which aspects of nonverbal communication between hosts and guests link to their cultural backgrounds.

### **Quantitative Analysis**

The quantitative assessment involves identifying certain nonverbal behaviors in the episodes before counting their occurrences. The research will record both the number of specified gestures while calculating how frequently people maintain eye contact and spend time within each proxemic zone (personal versus social space zones). Statistical evaluations of collected data points reveal patterns together with correlations which demonstrate specific nonverbal behaviors prefer certain interaction types and cultural backgrounds.

The study would generate quantitative data about the duration of eye contact between the host and guest by comparing the results from both shows to measure differences according to cultural standards and the nature of their interactions. Research-based quantitative evidence from the analysis confirms and validates qualitative observations about nonverbal communication behaviors in the examined episodes.

### **Integrative Approach**

The research utilizes multiple quantitative and qualitative research methods to generate an in-depth comprehension of nonverbals in these prominent talk shows. Both qualitative and quantitative analytic approaches supply essential information about nonverbal signals in talk shows which allows researchers to understand the emotional components of communication and capture wider general trends.

The combined research method illustrates that verbal and nonverbal messaging combine to deliver meaning in multicultural communication situations. The study enhances scholars' comprehension of nonverbal communication behavior and media communication dynamics across various cultural grounds leading

professionals and members of society to better understand human behavioral subtleties.

### **Method and Procedure**

The methodology is structured into several phases, each designed to capture the intricacies of nonverbal communication within these distinct media and cultural contexts.

#### **1. Content Analysis Phase**

The primary data source in this initial phase consists of the chosen video clips produced by ABTalks and The Oprah Winfrey Show. A method known as content analysis professionally records multiple types of nonverbal communication indicators which include facial expressions combined with gestures and posture, eye contact, and proxemics behaviors. The team develops a coding manual to standardize their behavior analysis which follows established nonverbal communication research. The manual gives precise definitions with categories regarding nonverbal cues so researchers can examine these behaviors systematically throughout all episodes.

Several views of the episodes are required during the coding process to record nonverbal behaviors both subtle and explicit. The research aims to develop an all-inclusive record of nonverbal communication methods used by show participants while tracking cultural and person-specific differences in their execution and interpretation.

#### **2. Qualitative Analysis Phase**

A qualitative review examines identified nonverbal signals by studying their patterns and their cultural meanings as well as their media significance across each program. The research phase serves a vital purpose in making sense of how nonverbal signals drive the underlying elements of thematic qualities in episodic content. The investigators study repeated events to uncover repeated facial expressions that match specific emotions and repeated gestures that underline particular conversation points. Outside production methods such as camera positioning alongside framing sequences alongside post-production elements including lighting elements alongside color reproduction functions to determine nonverbal communication delivery to viewers. A particular shooting angle can intensify the effect of facial expressions while lighting methods either make some nonverbal signs more noticeable or less discernible. The study examines director and editor production choices to reveal their methods of visual-auditory element manipulation that affects audience perception thus expanding understanding of nonverbal communication.

#### **3. Integration of Findings Phase**

The final phase uses findings from content analysis and qualitative analysis to create an extensive evaluation of nonverbal communication in the chosen episodes.

The research synthesis creates a comparison between the nonverbal behaviors of ABTalks and The Oprah Winfrey Show while studying cultural effects on their communication styles. This analysis examines media influence on nonverbal expression presentation through investigation of changing production environments which affect nonverbal signal interpretation. The study integrates various findings to discover fundamental patterns in nonverbal communication which explains how these communication cues behave in different cultural and media-based contexts. The study investigates how the results obtained affect nonverbal communication analysis, especially within diverse cultural frameworks.

#### 4. Reporting Phase

The last phase of research requires the equitable integration of obtained findings into a complete and organized document. This document describes the research methods followed by presenting discovery results and analyzing their general meaning for comprehension of cross-cultural nonverbal communication. Additionally, the thesis presents possible research fields for the future that focus on studying nonverbal communication across various media formats and cultural environments. The document includes concrete suggestions about nonverbal communication techniques that media professionals can apply during their production work. The recommendations enable users to receive information about training programs that enhance their capability to handle nonverbal communication situations in various cultural environments.

#### Findings

##### *Uses of non-verbal communication techniques, to elicit emotional responses and establish rapport with guests (RQ1).*

In ABTalks, Anas Bukhash employs restrained gestures, moderated facial expressions, and controlled eye contact to align with Emirati norms of modesty and introspection. For instance, Laila Abdallah’s subtle expressions during discussions of personal challenges convey vulnerability without an overt emotional display, reflecting the high-context communication style. In contrast, the Oprah Winfrey Show features dynamic gestures, animated facial expressions, and direct eye contact. Adele’s expansive gestures and expressive reactions exemplify a low-context style that prioritizes emotional openness and relatability.

<i>Aspect</i>	<b>ABTalks (Laila Abdallah)</b>	<b>Oprah Winfrey Show (Adele)</b>
<i>Facial Expression</i>	Subdued, controlled sadness during childhood recount	Dynamic, visible reactions (e.g., surprise at achievements)
<i>Gestures</i>	Deliberate, measured gestures to emphasize narrative	Expansive, animated gestures to enhance relatability
<i>Posture</i>	Closed posture during emotionally heavy moments	Relaxed, open posture during positive discussions
<i>Eye Contact</i>	Moderated, breaks eye contact during vulnerability	Strong, consistent eye contact to build trust

*Table 1 Comparative Analysis of Nonverbal Communication in ABTalks (Laila Abdallah) and The Oprah Winfrey Show (Adele)*

These differences in non-verbal communication styles affect how audiences emotionally engage with the guests and hosts. In ABTalks, the subtlety and restraint encourage a reflective, intimate viewing experience, where viewers interpret meaning through nuance and silence. This aligns with Emirati cultural values that prize dignity and introspection, deepening trust among culturally aligned viewers. On the other hand, The Oprah Winfrey Show’s overt expressiveness makes emotions more immediately accessible and relatable, especially for audiences accustomed to direct emotional displays. As a result, Oprah’s guests appear more “open” and “authentic” to a Western audience, boosting emotional resonance and viewer empathy.

This research adds to existing studies by demonstrating how high-context cultures like the UAE value subtle, introspective non-verbal cues, whereas low-context Western settings leverage dynamic and overt body language to foster emotional engagement. These findings highlight the need to adopt non-verbal communication strategies based on cultural expectations for effective rapport building.

***Role of production techniques in amplifying and framing non-verbal communication in talk shows (RQ2)***

The production methods in ABTalks focus on close views, neutral lighting, and limited post-production changes to boost faint gestural signs which establish a personal experience. Close-ups in ABTalks provide viewers with an up-close view of guest emotions while keeping the narrative from becoming swamped. Emotional storytelling on the Oprah Winfrey Show reaches maximum intensity through dynamic camera angles, bright lighting effects, and exciting visual elements simultaneously. During significant emotional moments, camera shots featuring Adele show her expressive body movements which help viewers feel connected as well as strengthen the dramatic effect.

<b>Aspect</b>	<b>ABTalks (Laila Abdallah)</b>	<b>Oprah Winfrey Show (Adele)</b>
<b>Lighting</b>	Neutral, minimalist	Cinematic, vibrant colors
<b>Camera Angles</b>	Close-ups for subtle emotional focus	Dynamic angles to emphasize expressions
<b>Editing</b>	Restrained, emphasizes pauses	Strategic edits for dramatic intensity

*Table 2 Visual and Cinematic Techniques in ABTalks (Laila Abdallah) vs. The Oprah Winfrey Show (Adele)*

These production choices directly influence how audiences process and engage with emotional content. The restrained editing and minimalist aesthetic of ABTalks allow viewers to focus on the authenticity of the guest’s non-verbal cues without sensory overload, promoting introspection and deeper personal connection. In contrast, the dynamic visuals and strategic camera work on Oprah’s show create a cinematic experience that intensifies emotions, encouraging excitement and shared emotional highs. This framing enhances audience engagement by making

emotional moments more vivid and memorable, fitting Western preferences for overt drama and storytelling.

This research advances the understanding of how production techniques act as cultural tools to amplify non-verbal cues. While ABTalks uses minimalist production to align with introspective cultural norms, Oprah’s show employs cinematic strategies to enhance emotional intensity, reflecting Western preferences for explicit communication.

***Impact of cultural norms and values in the interpretation of non-verbal communication by hosts and guests in ABTalks and The Oprah Winfrey Show (RQ3)***

Culture adds a great deal of influence to what is communicated non-verbally. In ABTalks, Emirati norms emphasize restrained gestures, moderated eye contact, and respectful spatial dynamics, reflecting high-context communication that values emotional control and modesty. For instance, Laila Abdallah’s subdued expressions and respectful distance align with these cultural expectations. The Western cultural norms established within the Oprah Winfrey Show promote the exposure of emotions and unique identities. Adele communicates with the audience by using low-context methods which include her expressive posture, direct eye contact, and expansive gestures to cultivate trust and make connections with viewers.

<b>Feature</b>	<b>ABTalks (Laila Abdallah)</b>	<b>Oprah Winfrey Show (Adele)</b>
<i>Cultural Norms</i>	High context, modesty, introspection	Low-context, openness, individuality
<i>Proxemics</i>	Respectful distance, subtle adjustments	Proximity during emotional moments
<i>Eye Contact</i>	Breaks during introspection	Direct eye contact for trust-building

*Table 3 Cross-Cultural Communication Features in ABTalks (Laila Abdallah) and The Oprah Winfrey Show (Adele)*

These culturally shaped behaviors shape how viewers interpret sincerity and emotional depth. ABTalks viewers, familiar with high-context communication, may perceive subtle eye movements or quiet pauses as powerful emotional signals, enhancing the credibility and relatability of the guest. However, for viewers from low-context cultures, this might feel emotionally distant or reserved. Conversely, Oprah’s format, grounded in low-context norms, signals authenticity through expressive gestures and openness, which high-context viewers might see as excessive or insincere. These differing interpretations explain why the same non-verbal behavior may yield very different audience reactions, underscoring the importance of cultural alignment in talk show engagement strategies.

The research shows cultural norms determine how people display non-verbal signals and how others understand these signals. The non-verbal behaviors of



subtle UAE citizens contradict those of U.S. citizens who communicate through overt expressions as part of their low-context culture dynamics.

### **Discussion**

The research evaluates the influence of nonverbal communication on the interactions that unfold during talk shows such as ABTalks and The Oprah Winfrey Show. A study evaluated how production techniques boost specific nonverbal signals by using gestures together with facial expressions and posture and proxemics signals. Nonverbal communication understanding depends on both cultural standards and the use of specific media techniques in research findings.

The research investigation demonstrated distinct differences between the two television programs. The non-verbal communication in ABTalks follows Emirati cultural norms that include limited facial expressions together with delicate body movements, measured gaze duration, and mindful personal space. Modesty alongside introspection and emotional restraint characterize Emirati communication which means these body cues belong to the high-context approach. In contrast to this Eastern presentation, The Oprah Winfrey Show employs Western communicative norms which use expressive body language to create emotional connections between viewers. Production techniques used in ABTalks depend on subtle close-up camera work together with neutral visual elements, but The Oprah Winfrey Show achieves emotional impact through innovative lighting effects dynamic camera work, and vivid colors.

Hall's (1966) cultural model works together with these results which display low-context and high-context communication differences. The non-verbal communication in ABTalks demonstrates conservative behavior that represents the Emirati cultural preference for high-context meaning based on implicit communication. The research findings verify findings from Pang et al. (2024) about how cultural standards affect people's interpretations of basic expressions. In high-context cultural settings, Ting-Toomey (1999) establishes that restrained eye contact signals both introspection and respect which matches the communication approach of Laila Abdallah in ABTalks.

Within The Oprah Winfrey Show, viewers experience a platform of low-context communication that mainly relies on visible gestures together with expressive body movements. According to Guerrero and Floyd (2006), animated facial expressions together with gestures create relatable scenes along with emotional connections in Western communication settings. Non-verbal signals employed by Oprah and Adele back up these discovery points by proving how energetic gestures establish audience trust and personal bonds.

The research of Patterson et al. (2007) as well as Pereira et al. (2021) supports how production techniques boost non-verbal communication through cinematic approaches and close-up presentations. This investigation takes forward their findings by adding cultural frameworks to the analysis. Close-up camera work and

minimalistic production elements in ABTalks draw attention to delicate non-verbal communication expressions to match the show's atmosphere. The Oprah Winfrey Show develops its emotional intensity through vivid visuals and dynamic editing because Western viewers typically seek direct emotional narratives during broadcasting.

The research widens knowledge about how cultural standards cooperate with production processes to modify non-verbal expressions found in talk show broadcasts. Current studies exploring non-verbal indicators keep them separate from analysis yet this work unites cultural variables and broadcasting aspects to demonstrate dual influences on viewer perceptions of emotional realness. ABTalks provides a special perspective through its minimized gestures with controlled expression patterns to achieve emotional depth communication effectively. The Oprah Winfrey Show depicts non-verbal expressions with energetic production elements that make the show resonate more strongly and connect better with viewers.

The study results demonstrate that global media communications require sensitivity towards different cultures. Media professionals should use audience-specific non-verbal communication approaches together with production methods that match different cultural sensibilities. People in high-context settings such as those found on ABTalks should use minimal images and understated non-verbal signs to enable emotional truth and sincerity. Near The Oprah Winfrey Show show area which functions as a low-context environment effective communication methods rely on both vigorous body language and motion-picture quality techniques.

The research findings confirm non-verbal communication operates for all cultures while showing its capability to adjust according to regional standards. Intercultural media practices need global content production to succeed through understanding cultural differences in communication styles for building relations with diverse audiences.

The findings of this study deliver vital information about non-verbal elements in talk shows but only include empirical assessment of cultural examples from ATalks and The Oprah Winfrey Show. Further research needs to evaluate additional media distribution methods combined with different cultural environments to achieve complete comprehension of non-verbal behavior. More insights into cultural viewer responses toward non-verbal cues can be obtained when audience reception evaluation techniques are integrated into future research. The addition of comparative research about contemporary communication methods like digital interviews and podcasts would enhance the academic understanding of research results.

### **Conclusion**

The investigation of non-verbal signals within ABTalks along with The Oprah Winfrey Show analyzed the connection between cultural behaviors and production

strategies that influence host-conversation interactions and audience interactions. The Emirati values of modesty and emotional control along with introspection and self-control become visible through restrained facial expressions-controlled gestures and moderated eye contact and proxemics during ABTalks. Emirati nonverbal communication follows a high-context communication methodology because it uses discreet subtle gestures that convey important meanings. The cultural values of the film gain further prominence through production elements like close-up lenses and basic visuals which generate both closeness and reflective mood.

The Oprah Winfrey Show manifests Western emotional values through energetic gestures, expansive facial expressions, fluid movement patterns, and direct eye contact. The combination of colorful production approaches with cinematic lighting effects and moving camera movement enhances emotional depth during dialogues by clearly excitingly showing important nonverbal signals. The research shows non-verbal tactics serve as cultural instruments that build emotional connections between individuals and develop trust relationships and audience connections.

The research establishes non-verbal communication as an essential silent language that extends beyond words by being retained within cultural and social norms. The communication method promotes empathy but its intense use creates cultural disagreements between different individuals. Effective expressions that tend to work in high-context societies generate misunderstandings because individuals from low-context societies read them as a lack of involvement or indifference. Public displays of communication through gesture and physical closeness which are accepted in low-context cultures run the risk of being seen as aggressive in restrained-complex cultures. By identifying cultural conflicts researchers open up fresh prospects to enhance their understanding of intercultural communication.

Future research will build on this foundation by examining how cultural conflicts arise from misinterpreted non-verbal cues and their implications for media professionals and global audiences. Moreover, the extension of research to other types of media interviews—digital interviews and virtual communication—may extend the understanding of how technology affects culture in the coding and crafting of nonverbal behaviors. With the help of further elucidation of these processes, this research establishes the groundwork for improving the approach to timely and efficient translations that could enhance people’s ability to exchange information and decrease conflict in the culturally diverse world.

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