

ANALYSIS OF NON-VERBAL COMMUNICATION IN THE PRESIDENTIAL CAMPAIGN

By performing daily activities, people go through various communication processes. Communication does not necessarily have to be just verbal, there are various non-verbal signs that include touch, facial expression, body position. Words are better when we want to convey facts to another person, but when we want to convey our emotional state to another person, nonverbal cues are at an advantage. Knowing these signs can make it much easier for us to understand the message the speaker wants to send us. The aim of this paper was to show the importance of non-verbal communication in politicians. In order to arrive at that knowledge, the technique of observation was used. YouTube videos were analyzed throughout the 2016 U.S. election campaign. In particular, the frequency of gesture use, facial expression, and the mismatch between nonverbal and verbal cues were developed. When it comes to the frequency of gestures, the most common gestures that occur during the presidential election in the United States In 2016, the countries have an open palm, clenched fist, outstretched index finger, pointing of the index finger, explaining with the right and left hand, using both hands at once, the sign "O", enumeration, forefinger and thumb in the letter "L".

In this paper, it was learned that nonverbal communication is important in any sphere of life, and to create other people's opinions about us. Use of nonverbal communication in a moderate amount can greatly elevate the overall impression of the speaker. After complete processing it was found out how people on the political scene should use positive non-verbal communication, of course in moderation to gain listener focus. By analyzing the results it was pointed out how important non-verbal communication really is. Although candidates, as in this case sometimes use an unnecessary amount of nonverbal cues can still achieve amazing results and even victory.

Keywords: nonverbal communication, nonverbal cues, presidential elections

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