



*Non-Verbal Modalities and Vloggers: The Deployment of Hand Gestures  
in The Rani Za3fan Video*

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**Abstract:**

This study examines speech-synchronized hand gestures and demonstrates how certain meanings are enacted and corporated through hand gestures. The descriptive-qualitative method was employed in this study to analyze the hand gestures in a dataset of videos by Anes TINA vlogger "rani Zaafan

The study shows that the vlogger employed two distinct types of hand gestures, including metaphoric gestures, which are frequently performed gestures used to convey uneasiness and dissatisfaction with the current social, economic, and political of Algeria, while pointing gestures performed to draw the audience's attention on the details being provided.

**Keywords:** *Hand gestures non-verbal communication; multimodal discourse; Rani Zaafan video; Semiotic analysis; Vlogger Anes TINA.*

## Introduction

The Discourse of YouTube explores the cutting edge of contemporary multimodal discourse studies through a rigorous analysis of content and style, it emerged dramatically as massive and global text that mediate social interaction can be analysed as multimodal communication. Vlogger often use platform like YouTube to focus on personal experiences, opinions, and daily life. Vloggers use various modes of communication to deliver their message, such as verbal language, music, background sounds, visual images, and facial expressions. For example, a beauty vlogger may use visual images to demonstrate makeup application techniques while simultaneously explaining the process in verbal language. In general, vloggers employ a variety of communication techniques, including linguistics, spatial cues, and gesticulation, to produce interesting and educational material that connects with their audience.

Gestures as a crucial mode of communication, can map many meanings more directly than language, representing many concepts congruently (Kendon, 1972,1980). They are a form of non-verbal communication that is expressed by what is referred to as a "sign," such as the use of body movements or gestures, facial expressions, and other behaviors that are connected to the fundamental principles of human behavior. Speech-with-gesture can be used with words to emphasis meaning. Thus, Gestures and their strokes (most meaningful movement component) indeed preceded the corresponding linguistic syntactic production of the speech. Kendon (1996) claimed that a gesture comprises of "phases of bodily action that have those characteristics that permit them to be 'recognized' (p. 8) as components of willing communicative action". They are temporally, semantically and pragmatically related to speech (McNeill, 1992; McNeill,2005). Furthermore, hand gesture form can be defined as the simultaneous combination of at least four form features such as handshape, palm orientation, and spatial location; and most have a movement pattern (Bressemer 2013, as cited in Harrison, 2018).

In vloggers' recordings, hand gestures play a major role in multimodal discourse. Hand gestures are the movements of the hands and arms used in conversation to communicate emphasis, emotion, or meaning. Hand gestures in vloggers' videos can improve interaction with their viewers in a number of ways. For instance, a vlogger might emphasize a term or phrase with hand gestures to help the audience remember it. Additionally, doing so may make the vlogger's expression of feeling or enthusiasm more effective. Second, hand gestures can support or enhance vocal communication. A culinary vlogger might, for instance, use hand motions to show the size of the ingredients or the motion of the cooking process. This can make it easier for viewers to follow along with the video and comprehend the directions. Third, you can use hand gestures to communicate with your audience and build rapport. Vloggers can develop a more engaging and relatable character and strengthen their connection with their audience by using expressive and natural hand gestures.

In conclusion, vloggers' videos often feature multimodal discourse that heavily relies linguistically and discursively with their hand gestures. They can communicate passion and enthusiasm, emphasize, support, or complement the verbal message, and help in building rapport with the audience. Effective hand motions can help vloggers produce more captivating and effective video content that connects with their audience. The primary focus of this study will be on interpreting the significance and meaning of semiotic elements, particularly hand and arm movements, play in the communicative efforts to convey the primary message of the film "rani Zaafan". As a result, the following issues were identified as the shortcomings of this research:

- a. What types of hand gestures and their meanings are used by the vlogger?
- b. What are the most prominent hand gestures and their meaning as seen in the videos?

## 1. Gestures as a Semiotic Discourse

Gestures, as multimodal action have been extensively researched in fields ranging from Ekman to Wallace. (1969, 1974), Goldin-Meadow and Singer (2003), and McNeill (1992, 2005) in psychology, Kendon (1996, 2004) in anthropology, and Roth (2001) and Cienki (2008). "Gestures are ubiquitous and natural in our everyday life, and they convey information about culture, discourse, thought, intentionality, emotion, intersubjectivity, cognition, and first and second language acquisition." Ishino and Stam (2011, p.3). Gestures as integral part of the concurrent speech, are frequently portrayed as clearly visible and dynamic bodily movements that are used consciously and purposefully; thus, speech and gestures are units of discourse help in identifying elements with high communicative dynamism. Kendon (2004, p.15) defined gestures as "a label for actions that have the features of manifest deliberate expressiveness" Accordingly, Kendon (1982) and McNeill (2000, 2005) considered Gestures as continuum that are divided into four categories: pantomime, emblem, and sign language, and gesticulation. The latter are "idiosyncratic spontaneous gestures of the hands and arms are synchronous with communicative dynamism (McNeill,1992). Spontaneous gestures indicate speaker' thoughts that convey different functions (Stam & McCafferty 2008), and they may emphasize or add information that is not presented in the individual speech. In light of this, Spontaneous gestures is semiotic modalities can be analysed based on their semiotic properties. McNeill (1992) provides a well-known related approach, which is, however, limited to the semantic and expressive functions of gesture.

Moreover, Semiotic analysis approach of gestures involves examining the different components of a gesture. (Enfield,2009), including the signifier (the physical movement or gesture), the signified (the meaning or idea being conveyed), and the context in which the gesture occurs. Semiotic approach to analyse meanings of co-speech gestures suggested that gesture' meaning exist in many co-combined resources such as (i) speech (coterminous) which co-occurs with the hand movement, (ii) a (prior) stimulus or cause of the utterance in which the gesture occurs, (iii) a (subsequent) response to, or effect of, the utterance, or (iv) purely formal characteristics of the gesture. Many scholars proposed various categories of gestures (Ekman and Friesen, 1969; McNeill, 1992; McNeill, 2005). Peirce (1955) claimed that hand movement can stand in co-combined ways.

1. Iconic, A connection between a sign and an object, such as when hands are used to describe an activity or an object's shape).
2. Indexical when something is assumed to represent another thing because of its real proximity (spatial, temporal, or causal).
3. symbolic when a sign is assumed to represent a particular object because doing so is the accepted practice in the neighborhood.

Additionally, (McNeill 1992, Kendon, 2004) presented standard typology of gesture such as:

- a. **Metaphoric**, however frequently used in relation to abstract concepts and given to the listener as a more concrete "object". where the vehicle (the gesture) relates in one of a number of metaphorical to the tenor (non-literal meaning) of the gesture, e.g., indicating a container or conduit for ideas, or a gift of an idea or suggestion (Lakoff & Johnson 1980).
- b. **Beats**, where the hand, head, eyebrows move roughly in synchrony with the rhythm of often emphatic speech, mark a sequence, or a hiatus such as a change of theme or focus. which instead are closely linked to the syntactic structure of the spoken language. Beats are one reoccurring gesture that either marks the important words in a sentence or the rhythm of speech. Beats are individual, and their form tend to be the same regardless of the semantic content. Moreover, beats tend to have two phases (e.g., up and down, or left and right)
- c. **Pointing gestures/depicting**: are used to refer to items or locations in the conversation space and are entirely dependent on the physical environment of the dialogue. An extended index finger is a common form of pointing that indicates the direction that goes to the thing or location being pointed to. Other fingers or the full hand may also be used as a pointing motion in addition to the index finger. However, the most typical finger for pointing movements is the index finger.
- d. **Iconic / gestures**: are connected with semantic content of phrases and sentences, it is an illustration of iconic represent body movements, movements of objects or people in space,

and shapes of objects or people. For example, saying “you” and pointing at the listener is an iconic gesture.

Based on the discussion so far, the functionality of beats is structural or syntactic, while that of iconic, metaphoric, and emblems is semantic or representational

## Method of Research

### Research Design

This research was conducted throughout the descriptive-qualitative method and a descriptive phenomenon design to identify, analyze, and describe semiotic analysis of hand gestures. This data can be used to categorised and analysed the meaning of hand gestures the video **rani Zaafan**, as well as identify the dominant type that is dominantly used. In this paper there are four main types of hand gestures were used to identify different types of gestures: iconic gestures, metaphoric gestures, pointing gestures andbeat gestures.

#### 1. About the video (Corpus)

"Rani Za3fane" (<https://www.youtube.com/watch?v=UvE73kS7LG8>) was created by YouTuber "Anas Tina" or "Anas BOUZEGHOUB in Algeria ahead of the November 27, 2017 local elections and was released on November 23, 2017. One of his most-viewed works by an international audience was which received 46 M million views on his YouTube channel. Anas Tina shot his video in the most famous cities that represent a significant historical part of Algeria, where he used various locations to film the scenes, such as a popular neighborhood that has since been demolished. Houses, public roads, traffic areas, in front of the sea, and next to walls with various slogans.

#### Procedures of Analysis

The videos presented in the data were watched in their entirety, and subsequently all instances, in this paper, all screenshot images were taken from the video. Nevertheless, it is important to highlight that the analysis is based on the videos rather than the images, the images are hand gestures the vlogger performed during his speech.

#### Analysis of the Data Set ‘s Hand Gestures

The data set ‘s hand gestures were categorised into four main categories. This type of categorisations and analysis follows the ones presented in McNeill (1992, Harrison 1998). Many hand gestures were defined in this video to represents the population's dissatisfaction with the political situation in Algeria, as well as a moral lesson and message for the audience. The sections that follow will provide illustrated examples and explanations for each category:

**Figure (1): pointing gesture /Open palm towards oneself**





A relaxed hand with the index finger to oneself is a pre-eminently “pointy” which mean indicating pronoun me or I. An open palm towards oneself is commonly used as a gesture of self-assurance or self-reassurance. It can signify a desire for may indicate pride or confidence in oneself, or take responsibility for an action or mistake. Pointing to oneself is an iconic gesture rather than a metaphoric one.

**Figure (2): iconic gesture pointing gesture**



In this gesture, vlogger used an open hand or palm with the index finger is typically extended and directed towards someone’s else’s space or personal area, he ties them to your word to make them feel included. A pointing gesture is commonly used consciously as a marker for direction, in ambivalent cases a clarification of which entity is being referred to, or for nominating the next speaker in a conversation.

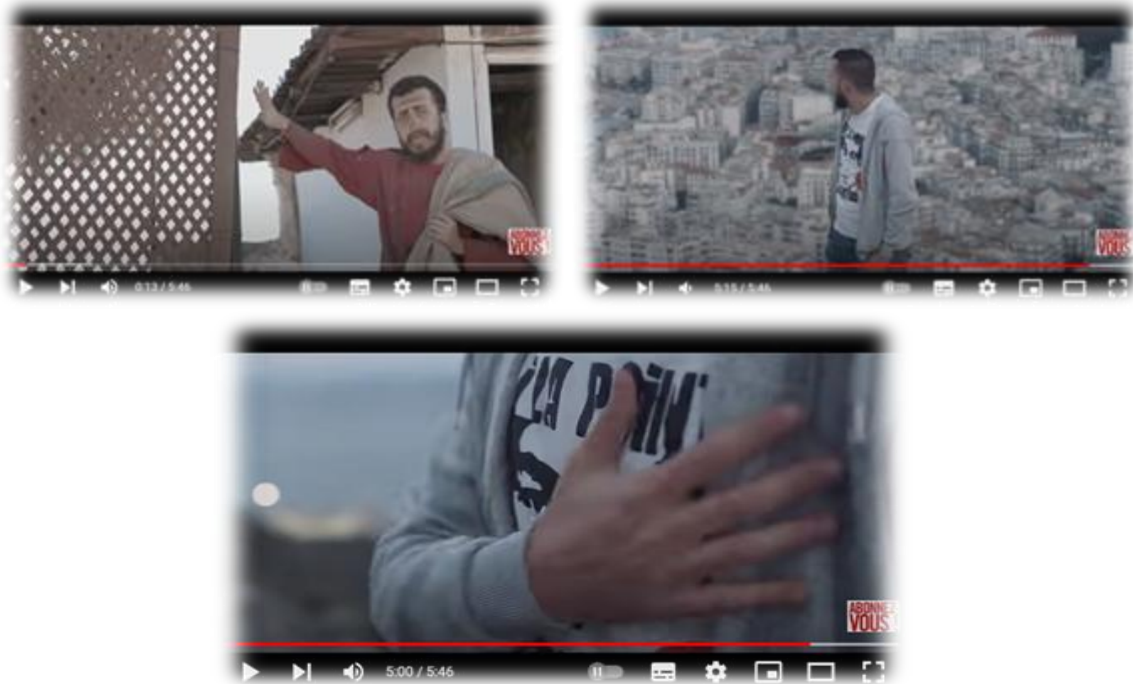
**Figure (3): Open palm towards camera/metaphoric gesture**



Palm up metaphorically mean pushing something away, stopping it, or just plainly saying “no”. In some two handed cases it can symbolise a metaphorical “hands off ” approach, depending on the positioning of the arms. In cases signaling “stop” or similar, the hands will be placed in front of the body, as illustrated by the first image. In the “hands off ” case the arms

will be on each side of the upper body, as shown in the second image.

**Figure (4): metaphoric gesture with Open palm inwards**



In this gesture, vlogger use the open wide arm with fingers in a relaxed bowl shape. Pointing to the sky or space to indicate metaphorically hope and placing a hand over the heart to show metaphorically sincerity to the country.

**Figures (5): Putting hand on head**



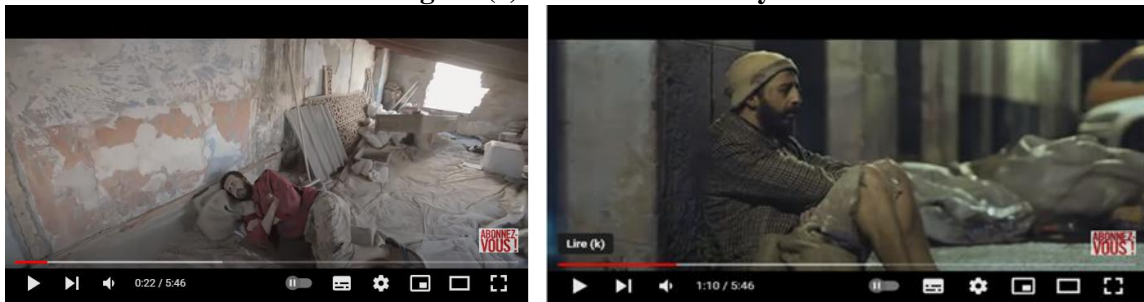
Putting the hand on the head and rubbing it or shaking it slightly can metaphorically convey a sense of Expressing frustration, disappointment or confusion, it can also defined as a sense of exasperation or bewilderment, as if saying "I can't believe this is happening" or "I don't understand what's going on".

Figure (6): clenched hand/ defensive gesture



In this gesture, hand is tightly closed into a fist, with the fingers and thumb wrapped around each other. The clenched hand gesture is associated metaphorically with vlogger anger, aggression, or defiance, and it may be used as a signal of protest or resistance.

Figure (7): Self-Touched Body



self-touched body gestures can represent metaphorically internal states or emotions, such as anxiety, nervousness, or self-soothing.

### Results and Discussion

The qualitative analysis of each hand gesture performed by the vlogger will be featured in this final section to answer the research questions. Vlogger, Anes Tina, typically employed a distinct set of hand gestures such as beat, metaphoric, and pointing. Metaphoric gestures are considered to be predominantly hand movement in this videos to depict that object or abstract idea or feeling, it is a figurative aspects of language to describe something beyond its literal features ( [Lakoff & Johnson, 1980](#)). Anes repeatedly gestures towards himself due to that he uses this gesture to express metaphorically anger emotion. Also, he repeatedly gestures the open palm upward gesture, as if asking the audience questions. Vlogger favors also the open palm gesture towards the camera, he is pointing at the audience, whilst explicitly saying the word “you”. Thereby he is highlighting the specific entity that is being referred to and eliminating ambiguity. Anes also points to apparently empty space when they are gesturing “under transposition” In some cases, people point metaphorically, such as to a temporal landmark like ‘tomorrow,’ which has no physical location in space (Cooperrider, Núñez, and Sweetser ,2014). Finally, A clenched hand movement represents self-insecure and nervous according to Nierenberg and Calero(1988) claimed that a clenched hands is a signal of person negative attitudes.

As described above, pointing always serves the function of drawing attention somewhere. But, under this broad umbrella, pointing has certain uses that are widely considered. Anes used widely used curled fingers t into the palm to associate with anger, frustration, and determination. It symbolizes a strong emotional state and can indicate a readiness for confrontation. Generally,

pointing with the hand is a basic mode of sharing attention and constructing composite signs that incorporate token environmental structure. Therefore, social functions of pointing have not been as widely examined as the more prototypical referential uses.

### **Conclusion**

This research aims to figure out several types of the hand gestures used by vlogger Anes Tina in the video Rani Zaafan. From the results and discussion mentioned previously, it could be concluded into two points as follows: metaphoric gestures were repeatedly employed by the vlogger; gesture by hands, touched head, hands clenched, and gesture with open arms up and down provide a visual language that transcends word 'I'm angry', allowing the vlogger to convey anger beyond literal interpretation. By pointing to the chest or torso, individuals draw attention to their own existence and asserting one's right to be seen, heard, and recognized, whereas pointing to others is a nonverbal means of directing attention towards a specific person or group, it serves as a nonverbal way of saying, "You are seen and recognized." Vlogger suggests a strong sense of blame and might be seen as an attempt to make the other person accountable for their acts or behavior.



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