الآداب

للدراسات اللغوية والأدبية

The Dynamics of Verbal and Non-Verbal Linguistic Communication in The Saudi Sports Community

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Abstract:

The study aimed to identify and examine the paradigms of verbal and non-verbal communicative dynamics, encompassing the nuanced dimensions of body language, symbolic cues, and facial expressions between foreign and indigenous participants situated within the Kingdom of Saudi Arabia. This analysis focuses on the theoretical of the constructs of linguistic competence and intercultural communicative competence. The salience of these theoretical underpinnings lies in their pivotal role in orchestrating the attainment of precise and effective communication within the purview of the concerned stakeholders. To galvanize this endeavor, an empirical data has been garnered through the process of direct surveillance and scrutiny. This repository encompasses a multifaceted, encompassing video recordings, photographic archives, and textual discourse exchanged among the participants. This analytical process is underpinned by the advanced computational tools of artificial intelligence. The results show that, for harmonious discourse, a universal lingua franca, exemplified by the likes of the English language, assumes the role of a linchpin, serving as the quintessential vehicle for fostering interaction and communication with the indigenous populace. Simultaneously, the strategic deployment of somatic expressions, and the emotional gesticulations emerge as potent catalysts, amplifying the efficacy of cross-cultural dialogues and igniting an enhanced rapport with foreign customs and traditions.

Keywords: Verbal / Non-verbal communication, Players, Saudi Sports Community, Language Proficiency, Communicative Competence, Artificial Intelligence

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الآداب
للدراسات اللغوية والأدبية

ديناميكيات التواصل اللفظي وغير اللفظي في المجتمع الرياضي السعودي

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الملخص:

هدفت الدراسة الحالية إلى تقييم النماذج المعقدة لديناميكيات التواصل اللفظية وغير اللفظية، بما في ذلك الأبعاد الدقيقة للغة الجسد، والإشارات الرمزية، وتعبيرات الوجه داخل نسيج التفاعلات بين اللاعبين الأجانب والموجودين داخل المملكة العربية السعودية. ويرتكز هذا التحليل على المفاهيم النظرية المتأصلة في بنيات الكفاءة اللغوية والكفاءة التواصلية بين الثقافات ودورها المحوري في تنظيم التواصل الدقيق والفعال وتحقيقه. بينما الهدف الشامل لهذه الدراسة هو الكشف بدقة عن المظاهر متعددة الأوجه الناتجة عن النسيج المعقد للاستجابات والتفاعلات التي تحدث بين اللاعبين. ولتحفيز هذا المسعى التحليلي، حُصِل على مخزون دقيق من البيانات التجريبية من خلال المراقبة المباشرة والتدقيق. ويشمل مجموعة متعددة الوسائط، بما في ذلك تسجيلات الفيديو والتسجيلات الفوتوغرافية والخطاب النصي المتبادل بين المشاركين، ويرتكز التحليل على أدوات تحليلية من تقنيات الذكاء الاصطناعي. وتم تسخير هذه التقنيات للتدقيق في الفروق الدقيقة السلوكية وتصنيف أنماط الاتصال المعقدة. وأظهرت النتائج تولي لغة عالمية مشتركة، ممثلة في أمثال اللغة الإنجليزية، دور المحور، حيث تعمل أداةً مثالية لتعزيز التفاعل والتواصل مع السكان الأصليين. وفي الوقت نفسه، يبرز الانتشار الإستراتيجي للتعبيرات الجسدية باعتبارها محفزات قوية، مما يزيد فعالية الحوارات بين الثقافات، ويشعل علاقة معززة مع العادات والتقاليد الأجنبية.

الكلمات المفتاحية: التواصل اللفظي/ غير اللفظي، اللاعبون، المجتمع الرياضي السعودي، الكفاءة اللغوية، الكفاءة التواصلية، الذكاء الاصطناعي.

Introduction

The intricate interplay among communicative competence, linguistic theories, and cultural diversity constitutes a multifaceted nexus that significantly contributes to our comprehension, scrutiny, and guidance of language communication across diverse contextual landscapes and experiential dimensions.

In contrast to previous Studies, this study is unique in its approach to handling the data and sample, as no prior research as I know has addressed theses specific aspects. This study seeks to detect the multifaceted manifestations resulting from the complex fabric of responses and interactions that occur between players. The essence of this investigation hinges on the intelligent appreciation of the complex social, cultural, and civilizational classes that each participant brings to the communicative milieu. At the same time, this study takes a curious look at the various barriers that disturb the smooth flow of communication. These obstacles, both tangible and intangible, span from nuances to the cultural context that engulfs the communicative act, and their remarkable magnitude of influence on multiple aspects of language communication. This scholarly contemplation into the words and gestures within the realm of celebrity discourses, ultimately rendering his communicative tapestry a captivating field for academic inquiry.

As we notice, Saudi society stands in a state of deliberate openness to diverse cultures and societies, as per the overarching framework of Vision 2030. This permeates various domains, including tourism promotion, political diplomacy, academic collaborations, and professional sports. In the context of sports, the presence of international athletes catalyzes acceptance and harmonious coexistence with a multiplicity of cultures, enhancing the prospects of success in developmental initiatives. Consequently, there arises a compelling necessity to comprehensively comprehend and enhance the landscape of language communication between foreign athletes and local citizens. Such an endeavor holds the potential to elevate the prospects of fruitful sports interactions, hitherto an underexplored terrain within the ambit of language and communication studies, to the best of my knowledge.

Within the context of this research, it is postulated that a nuanced understanding of effective communication strategies through language, cultivated between foreign athletes and the Saudi sports community, engenders social harmony, fosters cultural understanding, and precipitates the realization of desired outcomes within the sports milieu.

Research Questions

1. What are the cultural, social, and civilizational principles underpinning communication and interaction between foreign and local athletes in Saudi Arabia?

2. What are the predominant language models deployed in communication between the two parties?

3. How can the level of non-verbal representation be explicated in the investigation of communication and interaction between the two segments?

4. To what extent has interaction between the two parties evolved across diverse contexts, and what challenges do they encounter in the communicative process?

5. To what extent does the language acquisition level of one party affect both sides?

6. How does communication between stakeholders impact the realization of desired objectives?

Literature review

The confluence and dynamic interaction between communicative competence, linguistic theories, and cultural diversity constitutes domains can be elucidated as follows:

Communicative Competence and Its Correlation with Varied Linguistic Theories

The principles and theories underpinning communication frequently share foundational concepts and principles with other scholarly disciplines, including psychology, sociology, and linguistics. In particular, linguistic theories harbor a fundamental tenet concerning language interference and its materialization within discourse.

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Central to communicative competence is the aptitude to deploy linguistic knowledge adeptly, effectively, and purposefully in the realm of communicative life situations. This theory accentuates not just linguistic proficiency but also the ability to decipher incoming messages and furnish appropriate responses in a timely and contextually suitable manner. In instances where language resources fall short in congruence with communication objectives, communication strategies serve as instrumental tools for language learners. Assiduously adhering to the tenets of communication equivalence posited by linguistic rules and principles can surmount linguistic proficiency deficits. These methodologies and strategies empower language learners to engage effectively with intended interlocutors, convey their intended messages, and bridge the gap of language inadequacies (Thelal, 2013. P 245-246. Maryam et al. (2013). p 75-85).

Effective language communication strategies encompass an amalgamation of traditional and digital approaches tailored to address individual, cognitive, and emotional exigencies. They encompass simplification of information dissemination, deployment of interpreters in meetings, thoughtful cultivation of eye contact, alongside additional support and insights gleaned from psychology and sociology experts (Fitnete, 2023, p 52-82).

The customization of communication methods to align with the distinctive requirements of individual and societal contexts, such as healthcare, education, and business, underscores the pertinence of adapting effective language communication strategies. This adaptation necessitates a nuanced understanding of the multifaceted interplay between language and culture. Cultural and linguistic constraints exert a formative influence on cognition, encapsulating aspects of personality, gender, socialization, and social standing. To a certain degree, they contribute to the cultural construction of language, thereby enabling its apt expression within the societal framework (William, 1997).

To end the previous discussion, the role of communication in a special environment important to our societies can be reviewed. Communication in nursing activities is one of the

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most complicated and critical environments. An in-depth exploration of the role of communication in nursing societies within various communication theories offers profound insights into the inner workings of communication systems and their manifestations in nursing discourse. Such insights pave the way for meticulous analysis and description, thereby facilitating the development of comprehensive and structured language models. Furthermore, these insights contribute to the refinement of health and social care teamwork and the care of patients and carers, surrounded by a multidisciplinary team. Linguistic and communication theories, through their explication of language usage and evolution, furnish an expansive conceptual framework for understanding language deployment in diverse contexts, including but not limited to well-established links, cross-cultural interactions, the evolution of cares, interpersonal, and team communications (John Wiley & Sons Ltd. 2021, p 2-7).

Cultural Diversity

The concept of culture encompasses a multifarious array of meanings, encapsulating beliefs, ideas, values, customs, and behaviors within societies. When alluding to the culture of a society, one invokes its customs, traditions, and behavioral norms. Cultural diversity, in essence, stands as a bulwark against racism and champions the integration of individuals from diverse cultural backgrounds. In the pursuit of effective cross-cultural communication, language, in all its linguistic permutations and lexical nuances, plays a pivotal role. It serves as a vital conduit for facilitating meaningful interaction, especially in the context of interchanges between Eastern and Western cultures.

Cultural diversity and its rich tapestry extend beyond mere sartorial choices and linguistic disparities, encompassing a myriad of strategies that must be meticulously considered in terms of cognition, governance, and the provision of support and mutual respect during the communicative process. These cultural and linguistic constraints exert a palpable influence on cognition, intertwining with aspects of personality, gender, socialization, and societal status.

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They, to some extent, contribute to the cultural structuring of language, rendering it capable of faithfully reflecting the societal culture (Cox & Stacy, 1991, p 45-56).

Martin's study& et al (Martin & et al, 1994, p 160-179) examines the relationship between two different cultural groups in the United States within the influence of context on judgments about behaviors related to communication efficiency. The study focused on four contexts to assess participants' original competency behaviors: intracultural social station, special intracultural social station, multicultural social station and intercultural social station. The study found that there are eight verbal and non-verbal dimensions of competent behaviors. The study also found a clear discrepancy between the two groups in the provisions related to communication efficiency behaviors. The two groups agreed that linguistic adaptability in context intercultural importance more than within cultures. A study by Hazel and Kitayama (Hazel and Kitayama, 1999, p 224-253) underscores the salient role of cultural backgrounds and their potential sway over diverse facets of human behavior, ranging from individual experiences to emotions and motivation.

One group also pointed out that showing non-verbal behaviors when socializing with someone from another culture is the most important behavioral pattern to focus on, especially when dealing with different ethnic cultures. Chitra's study in (Chitra, 2015, p 57-76) casts a spotlight on the significance of culture and cultural communication. This encompasses values, habits, motivation, and the cultivation of competencies necessary to attain organizational objectives. It involves multifarious elements of communication, including communication systems and strategies, the underlying motivations driving communication, feedback mechanisms, apt evaluation procedures, as well as the impediments and challenges hindering effective communication within the organizational milieu.

Pedagogical approaches employed by educators in the instruction of world languages emerge as a potent means for attenuating intercultural sensitivities within higher education (Islam, 2018, p 1-4, Jane, 2014: 28). traces the historical trajectory underscoring the profound

interplay between language and intercultural communication. This interaction is underscored by culture's formative role in shaping individual socialization, directly influencing language utilization, communication modalities, and the pivotal role played by non-verbal communication and its intricate interplay with language. Jane's study yields several seminal findings, chief among them being the empowerment of intercultural communication, leading to more equitable and effective interchanges.

Thelal (Thelal, 2013, p 245, 246) illuminates the nexus between language proficiency and the judicious selection of appropriate communication strategies during the acquisition of first and second languages. The study explores how language learners navigate the obstacles, particularly in scenarios characterized by a lack of linguistic equivalence between their communication objectives and available language resources. Marssel et al.'s study (Marssel, 2020, p 182-148) seeks to gauge the extent to which personal culture, individual cultural background, and the organization's culture exert influence within multicultural environments, acting as compasses for interaction and communication during problem-solving scenarios. The study underscores the imperative of consultants possessing cultural competence, coupled with enhanced communication acumen when engaging with students from diverse cultural backgrounds.

In an empirical study conducted by Kim et al. (Kim, 2023, p 1-16), emphasis is placed on the vital role of awareness-building activities tailored to enhance comprehension and recognition of non-verbal linguistic cues in the realm of business communication. The study draws upon a cohort of business communication students to ascertain the efficacy of educational interventions geared toward cultivating an understanding of non-verbal cues indicative of comprehension lapses. The results of the study evince substantial improvements in students' proficiency in deciphering behaviors denoting waiting or hesitation.

Ravshonbek's study in 2021 (Ravshonbek, 2021, p 436-440) furnishes realistic models of voice communication interactions, encompassing unconventional means such as drum

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sounds and whistles. The findings affirm that an expansive comprehension of diverse communication models holds practical ramifications across domains, including language pedagogy, anthropological investigations, and the elucidation of cultural and historical dimensions integral to human society.

Saeed's study in 2015 (Saeed, 2015, p 89-99) delves into the potential adverse consequences of biased perceptions toward certain languages in the realm of language learning and communication strategies. It advocates for an environment that fosters multiculturalism, embracing intellectual capital as a vehicle for achieving organizational sustainability and advancing communication proficiencies.

Social and cultural expectations in the context of languages exert a discernible influence on intercultural communication, leading to multifarious interpretations. An enhanced awareness of the propensity for cross-cultural misinterpretations assumes paramount significance when interacting with diverse cultures, facilitating the adoption of more constructive communication strategies (Heather, 2007, p 1-8).

Fahad et al.'s (Fahad et al, 2016, p 40-45) study in 2016 lends empirical insight by underscoring the pivotal role of sustained and targeted endeavors in language education in ameliorating communication between foreigners and indigenous populations in Saudi Arabia. The study probes into the challenges encountered in communication between these two segments, particularly in terms of financial disparities and the requisite linguistic training needed for effective interchanges.

Methodological Framework

To explore the experiences of The Dynamics of Verbal and Non-Verbal Linguistic Communication in The Saudi Sports Community, a quantitative research design using various facets of communication was employed.

The research harnesses software specializing in video and image analysis, such as Elan software. This tool employs advanced technologies to scrutinize various facets of communication, including the duration of each form of communication, repetitions, and the proportional allocation of time to each form of communication vis-à-vis the overall ratio. Furthermore, it enables the categorization of behavioral and interactive patterns, alongside the encoding of verbal and non-verbal interactions and conversations. These encompass expressions denoting emotions like sadness, joy, happiness, or surprise, thereby facilitating the comprehensive analysis of interactions. A total of 3 participants were employed from different sociocultural backgrounds through purposive sampling The study's data corpus encompasses a meticulous analysis of linguistic communication exhibited by three players hailing from disparate cultures and linguistic backgrounds. The selection of these players derives from their global prominence and roots embedded in diverse cultural contexts.

Additionally, the analysis classifies data according to contextual parameters such as personal dialogues, public conversations, practical meetings, and more. It also categorizes data based on content, elucidating the meanings conveyed, encompassing complaints, responses, inquiries, recommendations, inferences, and more. Data classification further extends to grammatical structures, morphological configurations, and semantics.

The analysis of non-verbal linguistic models is executed through meticulous observation, documentation of movements and expressions, and the identification of resultant patterns through the scrutiny of images and videos. Finally, the study's findings are subject to comprehensive discussion, generalization, and alignment with the research questions posited. The analysis unfolds in two distinct stages:

First Stage:

Encompasses an exploration of data pertaining to the cultural and civilizational background of the players. This facet delves into factors that potentially influence their linguistic communication with others, including:

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Educational background: Examining the players' educational levels.

Mother tongue: Identifying the official language of the players' home countries.

Other languages: Documenting any additional official languages used by the players within their respective clubs.

Previous experiences: Charting the players' prior experiences in communicating with foreigners from diverse cultures.

Training and guidance: Assessing whether the players have undergone training courses or cultural and linguistic preparation to enhance their cross-cultural communication aptitude.

Psychological preparation: Gauging the players' openness and enthusiasm for understanding different cultures, which, in turn, can facilitate effective communication with others.

Second Stage:

Entails the segmentation and analysis of linguistic models into two primary categories:

Verbal communication: Encompasses an array of linguistic elements, including words, phrases, sentences, phonetic nuances, phonetic transitions, and various other acoustic components.

Non-verbal communication: Encompasses physical expressions (movements and gestures) and facial expressions (eye movements, mouth movements).

Beyond the realm of linguistic modalities, we embark on a journey of contextual data classification, parsing the multifarious settings in which language communication takes root. These settings encompass the intimate realm of personal dialogues, the grand stage of public conversations, the pragmatic arena of practical meetings, and a multitude of other contextual scenarios, each a unique theater for linguistic expression.

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Intricately interwoven with context is the classification of data based on content, a realm where the very essence of meaning converges with the data stream. Within this intellectual domain, we encounter a diverse array of linguistic transactions, each encapsulating its own narrative: the plaintive notes of complaints, the elucidative responses, the inquisitive inquiries, the sagacious recommendations, and the deductive inferences, all converging to paint a vivid tableau of human interaction.

Turning our attention to the enigmatic domain of non-verbal linguistic models, we embark on a meticulous analysis, employing the tools of observation and documentation to dissect movements and expressions. It is through this meticulous scrutiny that we distill the elusive patterns, capturing them in the frozen frames of images and the dynamic sequences of videos. These visual artifacts serve as windows into the unspoken lexicon of athletes, allowing us to glean insights into the silent narratives woven by their actions.

In the culminating act of our investigation, the results are subjected to rigorous scrutiny, discussed in the context of the research question, and generalized to illuminate broader themes. Through this academic discourse, the intricate tapestry of language communication in the sports milieu comes alive, revealing patterns and insights hitherto concealed in the complexities of human interaction.

Transitioning to the realm of statistical analysis, we turn to the empirical data harvested through the utilization of the Elan software. In this analytical endeavor, our gaze falls upon the luminous figure of Cristiano Ronaldo, a titan of the sporting world, who emerges as a focal point of our investigation. Within the trove of video data, four distinct vignettes of Ronaldo's linguistic interactions in the kingdom of Saudi Arabia have been meticulously selected for scrutiny. Intriguingly, two additional players are featured in our corpus, yet their presence is marked by a solitary video, a brief but illuminating glimpse into their linguistic world.

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Data Analysis

(First Stage)

The initial stage of analysis delves into data pertaining to the cultural and civilizational background of the players, factors that may impinge upon their linguistic communication with others.

Table 1:

First player Cristiano's Ronaldo

Psychological readiness	Foreign languages learned between master and beginner	Past Experiences	Educational background	Mother tongue
He came into contact with several Western European cultures by virtue of his work as a professional player in European clubs	Several languages: • Spanish Average • Fluent English • Good Italian • Good Russian (Lingalot. 2023)	Professional player in: • Manchester • Real • Juventus • Saudi Al Nasr 2022	He stopped teaching in order to focus entirely on football (CelebsNow, (2011)	**Portuguese**

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Table 2:

The second player Karim Benzema

Psychological readiness	Foreign languages learned	Past Experiences	Educational background	Mother tongue
Familiar with several cultures: Eastern as he is of Algerian origin and Arab culture. He holds French citizenship, where he was born and raised and plays for the French national team, in addition to his knowledge of other Western cultures by virtue of his work as a professional player in European clubs. (Wikipedia. Karim Benzema.2023)	• Multiple languages: Fluent French • Arabic is weak. • English is weak and Spanish is weak (Lingalot. 2023)	Professional player in: Leon B • leone • Real • Union	Details about his education are unknown. According to sources, he joined the Lyon youth academy. For young people under 16 years of age	**French**

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Table 3:

Third Player Neymar

Psychological readiness	Foreign languages learned	Past Experiences	Educational background	Mother tongue
Familiar with several cultures: French and Spanish By virtue of his professionalism in the clubs of those countries.	Languages he is fluent: • Spanish is good. • English • French is weak. (Wikipedia. Nemar. 2023)	Professional player in: • Santos • Paris Saint-Germain • Barcelona • crescent	According to sources, he stopped going to school at the age of 16 and was educated before that in poor schools in Brazil (Manuel. 2023)	**Portuguese**

(Second Stage)

In the second phase of our investigation, we delve into the intricate web of data associated with the multifaceted phenomenon of language communication exhibited by athletes within the dynamic realm of sports. This nuanced exploration encompasses the domain of linguistic interaction, an arena where the convergence of verbal and non-verbal communicative modalities unfolds.

Verbal communication, the bedrock of language exchange, embraces a mosaic of linguistic elements, ranging from the rudimentary building blocks of words and phrases to the more elaborate constructs of sentences. Within this lexical framework, one discerns the subtle nuances of phonetic tensions and transitions, as well as an array of diverse linguistic sounds that intertwine to convey meaning.

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Complementing this verbal tapestry is the realm of non-verbal communication, a realm characterized by the eloquent language of the body. Here, physical expressions in the form of deliberate movements and gestures serve as a silent but potent dialect, while facial expressions, such as the subtle ballet of eye movements and the nuanced choreography of mouth movements, convey a rich tapestry of unspoken sentiments.

Ronaldo 'communication analysis

op/مشاهد جديدة ل كريستيانو رونالدو وهو يتحدث العربية بطلاقة مع النصر! Arabic Talk.eaf
Sep 11, Mon 18:14 2023

		يلا يلا	شكرا	Ronaldo Talk
TC	00:00:00.040 - 00:00:02.720	00:00:05.100 - 00:00:10.700		
		(0.5)	(SD	(2.38
friend in pakstan	السلام عليكم	if you have chance يعني		Ronaldo Talk
TC	00:00:11.200 - 00:00:13.100	00:00:13.200 - 00:00:21.200		
		(11.1)	(SD	(0.1
أنا عالمي.		أبو غريب		Ronaldo Talk
TC	00:00:32.300 - 00:00:38.400	00:00:40.000 - 00:00:44.700		
		(12.0)	(SD	(1.6
		شكرا لكم شكرا لكم (للجمهور)		Ronaldo Talk
		TC	00:00:56.700 - 00:00:59.500	

Figure 1:Example of one Ronaldo's analysis code of his communicationn

Ronaldo's communication, according to the data given in the analysis, can be explained as follows:

The inaugural video, a lens into Cristiano Ronaldo's interactions within the confines of the changing room, unfolds as a series of discrete clips. Physical contact, lasting a mere 2.14 seconds; no verbal communication, constituting a modest 4.79% of the total duration of communication. Facial expressions are a non-verbal communication that manifests itself once, spanning a duration of 0.92 seconds and comprising a modest 2.06% of the total

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communication. However, it is notably devoid of clear-cut linguistic communication, representing 4.81% of the overarching communication landscape.

In the comprehensive scrutiny of Video 2, an intriguing facet of Cristiano Ronaldo's verbal interactions comes to the fore. He astutely employs an array of Arabic words in his dialogues, whether they happen among the playing fields or within the purview of media meetings with journalists.

During the time from 00:00:05.100 to 00:00:10.700, Ronaldo adeptly incorporates the phrase "thank you" into his conversational repertoire.

The utterance of " *يلا يلا Yalla Yalla* (let's go) between the time-based limits of 00:00:00.040 and 00:00:02.720, for employing Arabic to galvanize and motivate his teammates.

In the comprehensive scrutiny of Video 3, he adopted the phrase "سلام عليكم" *salaam alaikoum* and the word يعني *ya'nii* (means.)

into his discourse, a gesture that augurs his aspiration to establish a relatable communicative environment with both his companions in sporting society and the public, within exceeding linguistic limitations.

In summation, Cristiano Ronaldo's linguistic tapestry, characterized by a sensible interplay of Arabic and English elements, serves as a testament to his approach to communication. It exceeds plain discourse, assuming the role of a cultural bridge that connects him with a diverse array of interlocutors.

It is intriguing to note that Cristiano Ronaldo seems to predominantly engage in interpersonal communication through the medium of corporeal gestures, prominently including but not limited to the ostentatious act of extending one's hand in a traditional gesture of welcome known as a "handshake." Additionally, Ronaldo adeptly employs the

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subtle nuances of his countenance, specifically the curvature of his lips, to convey an array of emotions and sentiments, most notably manifesting in the form of a "smile."

What appears in a careful reading of the previous code can be explained as that Ronaldo's interactions with journalists encompass a rich tapestry of verbal and non-verbal communication modalities, interwoven with linguistic nuances and expressive subtleties. Notably, his linguistic dexterity comes to the fore as he deftly oscillates between his mother tongue and an interpreter-assisted linguistic interface.

Benzema 'communication analysis

Benzema's communication according to the data given in the analysis code can be explained as follows:

There is effective linguistic communication in its various forms (verbal and non-verbal) between Benzema and the culture of those around him (Arab culture).

The ratio of language communication varied between 1.56 seconds and 8.59 seconds, with an average of 5.08 seconds, while the total language communication relative to the total interactive communication is equivalent to 73.23 seconds. Interactive language communication can be construed as constituting a substantial portion, representing an estimated proportion of nearly 44% of the total temporal expanse dedicated to the annotation endeavor.

Table 4:

Frequency and percentage of communication

Annotation	Occurrent .	min	max	average	median duration	total annotation	annotation	latency
confusion	1	333	333	3.33	333	333	2042	107 52
eye contact	1	4.71	4 71	4.71	4 71	471	2888	2925
eye contact	1	1.56	1 56	1.56	1 56	1.56	957	17.67

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body contact	2	3.65	388	3.765	3765	7.53	4618	253
body contact	1	3.62	362	3.62	3.62	362	2.22	14 05
body contact	1	6.13	0.13	6.13	6.13	6.13	3759	181
body contact	1	597	5.97	5.97	5.97	5.97	3.661	1929
verbal communicate	1	434	4 34	4.34	434	4 34	2661	3398
verbal communicate	1	6.38	38	6.38	6.38	6.38	3.912	38.34
communicate with translator	1	7.83	7.83	7.83	7.83	7.83	4.802	732
communicate with translator	1	5.45	5.45	545	545	545	3.342	110 91
no communicate	1	8 59	8.59	8.59	8.59	859	5268	4476

Benzema, in his native French language, demonstrated a notably heightened degree of communicative efficacy, engaging with the interpreter a total of four occasions. These interactions were characterized by a diverse temporal range, averaging at 7.83, 5.45, 8.59 seconds, each encapsulating the complexity of linguistic exchange.

He also merges a branch of non-verbal proficiency, as evidenced by a rich tapestry of physical expressions such as gestures, smiles, hand greetings, head movements, and unwavering eye contact. These non-verbal exchanges manifested themselves on seven

instances, with durations of time between 6.13, 5.97, and 4.34 seconds. In contrast, instances of ineffective communication are indicated by an average duration of 7.79 seconds.

Arabic, however, proved to be a communicative enigma for Benzema, where verbal communication remained conspicuously absent. The perplexity of this linguistic disconnect reached its zenith when a mere attempt at dialogue in Arabic yielded confusion and incomprehension, a solitary instance recorded for a mere 3.33 seconds.

Neymar's communication analysis

Neymar's communication analysis, meanwhile, unravels its own distinct narrative. A total of seven contacts were established, amounting to an overall temporal investment of 13.47, with the briefest encounter registering at 6.36 seconds-an ensemble of interactions that bespeak the intricate mosaic of communicative style and duration that Neymar exhibits.

Table 5:

Frequency and percentage of communication

Annotation	Occur rent.	Min	Max	Average	Median Duration	Total Annotation	Annotati on	Latenc y
body contact	1	7.11	7 11	7.11	7.11	7.11	3924	13679
body contact	1	636	6.36	636	6.36	636	351	11999
verbal communication	1	7.12	7 12	7.12	7.12	7.12	3.93	4701
verbal communication	1	1043	10.43	10.43	1043	10.43	5.757	12635
body communication	1	11.33	11.33	11 33	11.3	11.33	6.253	2501
verbal communication	1	13 74	1374	1374	13.7	13.74	7.583	2
verbal communication	1	1062	10.62	10.62	10.6	10.62	5.861	36.36

In the realm of Neymar linguistic discourse, the utilization of the English language, coupled with a concomitant form of corporeal communicative expression, transpires over a delimited temporal span of precisely 13.74 seconds.

In the activity of enhanced efficacy in interpersonal discourse, it becomes obviously evident that the incorporation of both verbal and non-verbal channels of communication engenders a more reflective resonance. Notably, when Neymar engages in a communicative exchange with interlocutors who are adroitly proficient in the Portuguese language, there is an extended temporal continuum of precisely 30.07 seconds.

Within the milieu of linguistic dexterity, the nuances of effective English communication manifest themselves across an array of temporal substrates, spanning 6.36, 7.11, and 10.43 seconds. These variances in temporal durations intricately mirror the subtleties and complexities inherent in the art of verbal articulation.

Discussion of the analysis results

In summation, the multifaceted landscape of human communication transcends mere temporal quantification, encompassing the interplay of linguistic expression, corporeal conveyance, and cultural proficiency. The nuanced durations of communicative exchanges underscore the intricate and multifarious nature of human interaction, converge to forge a mosaic of communicative intricacies. In summary, the data supports the hypothesis that a deep considerate of efficient communication approaches through language, enriched between foreign participants and the Saudi sports community, prompts social coordination, fosters cultural understanding, and triggers the realization of preferred effects within the sports environment.

The first following table clearly illustrates the effective communication between Cristiano Ronaldo and the others in sports Saudi community via verbal communication, while the non-

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verbal communication is used mainly using body languages. It appears that Cristiano Ronaldo is the most engaged player and perhaps this is due to several cultural and social factors.

Table 6:

Analysis of Cristiano Ronaldo's communication

Categorize data according to content	Classify data by context	Non-verbal communication	Categorize data according to content	Classify data by context	Verbal communication
Express his feelings. Anger gladness Surprising Encourage Expressing anger and the challenge	Say hello. During matches After matches. During press interviews Fleeting Encounters Post-match press interviews	Non-verbal communication is mainly used when interacting with the audience through the use of the hand, smile, raising the hand, waving the hand, raising the eyebrows. Hand position on waist Paying attention	Queries Answers	Uses English with those around him in the sports community who are fluent in English. In personal dialogues and informal public conversations	**-Understands well and interacts effectively with local people who are fluent in English As a primary language**

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| | Queries Answers Analysis | It uses some Arabic terms and words such as peace be upon you, yala yalla, means, something strange, thank you. In public conversations with colleagues For motivation, thanks, and praise | **Uses simple and clear phrases in Arabic in post-match media interviews** **Uses Portuguese with more confident interaction.** |

The data in table 13 distinctly indicates a strong positive correlation between Benzema effective communication and his Arab cultural background, while he uses his native French as the primary medium of media communication with an interpreter. Non-verbal communication is used by Benzema for positive interaction with those around him.

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Table 7:

Analysis of Benzema's communication

Categorize data according to content	Classify data by context	Non-verbal communication	Categorize data according to content	Classify data by context	Verbal communication
Guidance welcoming Clarification Gratitude Understanding	Answers Queries Informal meetings	Non-verbal communication is mainly used when interacting with players and those around him. When preparing for matches And at official meetings and informal	Analysis Queries Answers	Official Meetings Post-match media interviews	**Uses French with more confident interaction. And clarity in official meetings And the media with the presence of an interpreter**
			Queries Answers Analysis	In official meetings In short media interviews after matches	**He does not use Arabic words during analytical media interviews compared to Ronaldo.**

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Table 14 provides a detailed analysis of Neymar's communication of his distribution response, highlighting the domains of Use Portuguese with more confident interaction, while showing a non-verbal interaction that is less compared to Ronaldo. This may be due to the short time he spent in Saudi society and his lack of sufficient mixing with local people.

Table 8:

Analysis of Neymar's communication

Categorize data according to content	Classify data by context	Non-verbal communication	Categorize data according to content	Classify data by context	Verbal communication
welcoming Clarification Understanding	Answers Queries Informal meetings	Non-verbal communication is mainly used when interacting with players and those around him When preparing for matches	Queries Answers Greetings and acquaintance	Informal meetings With colleagues	**Uses Portuguese with more confident interaction with those around who are fluent in Portuguese.**
			Queries Answers	In informal meetings	**He does not use Arabic words during analytical media interviews compared to Ronaldo.** **While he uses English with those who master it**

Verbal Eloquence in the Vernacular

In the chronicle of Ronaldo's communicative endeavors as example here, verbal articulation assumes a pivotal role, particularly in his mother tongue. This facet of his interactional repertoire, intriguingly, constitutes a mere fraction-specifically, a minuscule 0.05%-of the overall communication temporal expanse. Such restraint in verbal outpouring bespeaks an economy of language usage, raising questions about the underlying motivations and strategic dimensions that govern his communicative choices.

Non-Verbal Lexicon and the Art of Expressivity

The other side, which Ronaldo will represent as well confirms that concomitant with his verbal prowess, Ronaldo adorns his communicative canvas with a profusion of non-verbal cues. His ocular overtures, marked by penetrating eye contact, mirror-like facial expressions replete with cryptic smiles and eyebrow lifts, serve as a testament to the intricacies of his non-verbal vocabulary. What renders this aspect even more captivating is the astute acumen with which Ronaldo maintains rapt attentiveness and responsiveness to achieve the desired communication, and in any way.

Symbiosis of Verbal and Non-Verbal Semiotics in Journalistic Dialogues

Interactions with journalists, encapsulating both verbal and non-verbal facets, unfurl as a dynamic and immersive experience. A conspicuous 26.16% of the total communication period by Ronaldo's as example bears witness to this symbiotic interplay, where linguistic fluency intertwines seamlessly with non-verbal gestural expressions, notably the enigmatic smile.

Unveiling the Enigma: Concurrent Verbal and Non-Verbal Embodiment

A riveting facet of the players 'communicative mosaic lies in the synchronized manifestation of verbal and non-verbal communication. In certain instances, these dual modalities coalesce in a synchronized choreography, unveiling. For instance, Ronaldo's profound interest in the discourse of an Arabic-speaking interlocutor even before the curtain of translation parts. His repertoire includes employing the phrase "شكرا" *shukran* (thank you)

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while simultaneously orchestrating a ballet of bodily expressions, most notably the universally understood "سلام" *salam* (hi) gesture, denoting peace.

Conclusion: The Intricacies of the players' Communicative Odyssey

In summation, the players engagement with journalists stands as a testament to the multifaceted nature of human communication. In navigating the linguistic landscape, they defie monolithic conventions, wielding both verbal and non-verbal semiotics. Ronaldo as example, this kaleidoscope of expression not only serves as a testament to his communicative prowess but also invites scholarly contemplation into the intricate dance of words and gestures within the realm of celebrity discourse, ultimately rendering his communicative tapestry a captivating field for academic inquiry.

As it is clear to us, this study is consistent with previous studies on the importance of mastering appropriate communication skills when dealing with different cultures, whether these skills are verbal or non-verbal, based on the needs of the situation. Language competence, on the other hand, is also important when mastering a number of international languages that are used on a global scale, such as English.

The current study in particular shows that cultural backgrounds play a big role in achieving effective communication. The sports world is a domain based on media interviews, interpersonal communication with colleagues of the profession, dealing with fans of different cultures and languages, as well as dealing with foreign players. A player who comes from different cultures and has previous experience in foreign football professionalism will have a great impact on his quick ability to achieve communication with new cultures in multiple ways. While learning basic words in a foreign language, it shows readiness and communicative homogeneity.

Conclusion

In the pursuit of comprehending the intricate tapestry that underlies the cultural and scientific backgrounds of the participants in question, one can assert with conviction that the

utilization of one's native tongue serves as an invaluable conduit for rendering self-expression profoundly lucid and effortlessly articulate, particularly within the domain of gatherings necessitating profound and precise articulation of complex scenarios and multifarious issues. A pivotal facet deserving discerning contemplation rests in the realm of an individual's prior immersion within diverse cultural milieus and their consequent mastery of an assorted linguistic repertoire. This multifaceted prowess not only engenders heightened receptivity to foreign cultures but also bestows upon them the gift of linguistic acquisition with a capacity to deploy eloquent vernacular that effectively encapsulates the essence of their homeland's cultural paradigms and cherished values when venturing onto foreign soil.

Within the crucible of linguistic dexterity lies the inherent ability to forge robust connections within the matrix of one's communal sphere, particularly when the linguistic tapestry encompasses a melange of dialects. The empirical results gleaned from this scholarly inquiry unveil an irrefutable truth, one that withstands the superficial veneer of linguistic divergence, cultural variance, and the chasm of civilization: these enterprising individuals labor tirelessly, marshaling an arsenal of communication modalities that transcend conventional paradigms. Their steadfast endeavor is imbued with a resolute commitment to obliterating all barriers that stand as obstacles to efficacious and meaningful interaction.

The results proved that enriching both foreign players and Saudi society with the most important approaches and strategies that support effective communication through different verbal and non-verbal language manifestations contribute to enhancing cultural understanding, social harmony, respect for peoples' customs and contribute to building healthy relationships. Besides, they certainly contribute to a better understanding of linguistic messages and reduce the possibilities that can lead to misunderstandings or deviations from the intended meaning. To a greater extent, it effectively contributes to the promotion of civilizational understanding and encourages continuous learning. The use of simple words such as "shukraan", or "salaam alaikoum" reflects a sincere desire to build positive relationships and a willingness to communicate appropriately and that shows interest.

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In this relentless quest for harmonious discourse, a universal lingua franca, exemplified by the likes of the English language, assumes the role of a linchpin, serving as the quintessential vehicle for fostering interaction and communication with the indigenous populace. Simultaneously, the strategic deployment of somatic expressions and the eloquent choreography of emotional gesticulations emerge as potent catalysts, amplifying the efficacy of cross-cultural dialogues and igniting an enhanced rapport with foreign customs and traditions. This symbiotic orchestration, born from a ceaseless desire for societal assimilation and the attainment of collaborative objectives, unfurls as a poignant testament to the inexorable triumph of human connectivity.

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