

**The Non-Verbal Expressions of Pride: The Difference Between  
Hollywood and Bollywood Actors and Actresses**

**Tilburg University**

**Group 4**

Avesta Mahani - 2019137 - u995982

Master Communication and Information Sciences

Non-Verbal Communications

Assignment 1 Group Project: Individual Discussion Paper

Martijn Goudbeek

03-06-2020

## **Abstract**

The present study uses multiple facial and body movements, as well as speech rate to investigate the difference between Bollywood and Hollywood actors and actresses in expressing pride while receiving an award. The study analyzed the non-verbal expressions of pride on the smiles, head movements, arm positions and body gestures of 40 Bollywood and Hollywood actors and actresses while receiving an award. Additionally, the speech rate of the celebrities was measured to see if there is a difference between the groups in expressing pride. Results of this study showed that even though there are several differences between Bollywood and Hollywood in general, the two film industries do not express pride differently.

*Keywords:* Non-Verbal Communications, Pride Expressions, Culture, Gender, Bollywood, Hollywood, Actors, Actresses.

## **Introduction**

According to previous studies pride is evoked through complex self-evaluative processes (Tracy & Robins, 2007). As a self-conscious, or *social*, emotion, pride (along with embarrassment, shame, and guilt) requires the capacity to reflect on one's thoughts and feelings and form stable self-representations. Self-conscious emotions are elicited when individuals direct attentional focus toward their self-representations and evaluate the extent to which emotion-eliciting events are congruent with their goals for their identity (Buss, 2001; Tangney, & Dearing, 2002; Tracy & Robins, 2004b).

Pride is evoked by the social construct of awards. While awards are not a new phenomenon, they have cemented a big place among many civilized cultures. This present study investigates the non verbal expressions of pride during speeches of Hollywood and Bollywood actors and actresses while winning an award. Both industries are the biggest film industries in the world with many award shows. All of these shows are quite similar; recognizable names from the industry provide the leading contemporary talents

with awards recognizing their craft on behalf of people from their industry. Additionally, they are very popular among general audiences. The Academy Awards are the most viewed Hollywood award show with over 23 million viewers annually. The Zee Cine Awards show reaches out to an expanse of ZEE's channels that entertains over 959 million viewers across 171 countries. These two awards shows show how people from different industries and their corresponding cultures show pride in a similar situation.

Pride is an emotion that is shown with the entire body. The expression of pride involves the body (e.g., an expanded posture, Tracy & Robins, 2004) and the face (e.g., smile; Shiota, Campos and Keltner, 2003). In fact, the recognition of pride requires a combination of facial expressions and other movements (Tracy & Robins, 2007). Given the many possible facets of pride expression, it is unlikely that every expression of pride features all of them, nor is it necessary for recognition (Tracy & Robins, 2007). The prototypical pride expression is head tilted back slightly, posture expanded, arms akimbo with hands on hips, and a small smile (Tracy & Robins, 2007). In this study we will look at multiple facial and body movements, as well as speech rate to investigate the difference between Bollywood and Hollywood actors and actresses in expressing pride while receiving an award. Therefore, the research question of the study is formulated as follows:

*RQ: Is pride expressed differently among Hollywood and Bollywood actors and actresses?*

As mentioned before, in this study we will look at multiple facial and body movements, as well as speech rate. All of these non-verbal expressions have been associated with pride expressions. In previous research of Shiota, Campos and Keltner (2003) investigated what the typical expression of people is when they experience different positive emotions, including the emotion pride. The researchers found that smiling is an expression of pride as well, specifically the Duchenne smile. The Duchenne smile is a sincere smile, including activation of the orbicularis oculi, this means cheeks are raised, and furthermore the lip corners are pulled. In the language of Facial Action Coding System it means that Action Unit (AU) 6 (cheek raised) and Action Unit 12 (lip corner puller) are involved. It is important that both of them are

shown, because if Action Unit 6 is absent, it is a non-Duchenne smile and it means that the smile is forced and not sincere (Gunnery & Ruben, 2016).

In the research of Konings, et al. (2012) is shown that winners of an Oscar in Hollywood clearly showed a genuine smile when they were proud because they won. In a perception test participants had to watch videos of actors who either won or lost and then they had to decide which one was the winning video. In these videos the actors or actresses were not rehearsing their smile or acting, it was just a sincere smile of pride.

The research of Tracy and Robins (2008) and Karekatte (2015) show that the Duchenne smile is considered a universal expression of pride. How Americans express their pride is not unique to their culture only, since in the research of Tracy and Robins (2008) different ethnicities outside the United States in a non-English speaking culture could also recognize the typical smile of pride. There was also no distinction found between gender, men and women both show Duchenne smiles. This leads to the statement that there will be no distinction of the smiles that actors or actresses show when they win between Hollywood and Bollywood.

Displays of pride can also be recognized by how the head is positioned. Tracy and Robins (2007) found that a small head tilt of approximately 15–20 degrees back can be categorized as a non-verbal display of pride. Studying how pride, culture and gender is associated with each other may explain differences in these variables. While the prototypical pride expressions would have arms akimbo with hands on the hips, there are other ways that people can posit their arms when expressing pride. Pride is also expressed and recognized when people raise their arms with hands in fists, or arms crossed on the chest (Tracy & Robins, 2007).

In addition, body gestures e.g. (shoulders position or chest expansion) are perceived as non-verbal signs that would convey a more complex message compared to facial expression (Tracy & Robins, 2007). To get a clearer idea on this comparison, Tracy and Robins (2007) linked quick facial expressions with

the ability to convey the message “run”. Whereas more complex body gestures can tell a message like “I just did something that makes me deserve high status”. The latter message describes what some people may want to say when feeling proud. Therefore, looking at body gestures to compare how two different cultural groups would express pride seems relevant.

In fact, Matsumoto (2006) discusses the first studies that were investigating the role of culture on body gestures. One of them would be a study from 1936 by Boas and Efron, where the researchers observed Lithuanians Jewish and Sicilians as well who were migrating to New York City. The results showed that there were discrepancies between both groups in their body gestures. But what is more interesting, is that some traditional body gestures which are specific to each culture started to disappear as these people were integrating the new culture of the United States (Matsumoto, 2006). Neumann, Steinhäuser, and Roeder (2009) argue that culture impacts how pride is expressed. In fact, the reason they propose is that individualistic cultures will express more pride as compared to collectivist ones. According to Walton et al. (2016), the United states is considered as one of the most individualistic countries, while India has more of a mix of both aspects.

Investigating nonverbal communication of emotions is becoming increasingly popular amongst researchers. We tend to be interested in differentiations between different positive emotional states like interest, relief, and pride. Communication happens most of the time using the voice. Therefore, the voice in communicating emotion is important. However, there is to date very few researches of what characterizes vocal expressions of different emotions, in particular positive emotions. Kamiloğlu1, Fischer & Sauter (2020) have recently performed review studies investigating acoustic features relating to specific positive emotions in speech prosody and nonverbal vocalizations. They found out that happy voices are generally loud with considerable variability in loudness, have high and variable pitch, and are high in the first two formant frequencies. When specific positive emotions are directly compared with each other, pitch mean, loudness mean, and speech rate differ across positive emotions.

According to Sauter (2017) speech rate is faster for positive emotions and has shown that pride is also a positive emotion. Therefore, the current study focuses on the difference in speech rate between Bollywood and Hollywood actors and actresses when receiving an award to determine pride in the non-verbal expressions of both groups. There are extreme differences in culture between India and the USA, the home countries of Bollywood and Hollywood.

Further, Walton et al. (2016) mention in their study that India and the USA are both large countries with relatively similar sizes and different cultural and ethical norms. However, both countries are quite similar in terms of masculinity. Both cultures believe in work as the center of life. Achieving higher status and achievements in any field are very important in both countries and for both cultures (Walton et al., 2016). There is also a similarity between the two groups. Hollywood actors and actresses speak English during their speech, and so do Bollywood actors and actresses, as English is also the official language of India. However, because India has many official languages, for example, Hindi, the Bollywood actors and actresses use a mixed language in their speeches. They use English and Hindi phrases, this has no effect on the results. Because previous studies have proven that there is no difference between English and Hindi in usage of syllables. Both languages are also from the same language family; Indo-European (Venkatesh, Edwards, & Saddy, 2012). There are extreme differences between both countries and cultures. Achievement is similarly important for both and might have an effect on the perception of pride. However, it is expected that there might be a difference in speech rate between Bollywood and Hollywood. Therefore, we hypothesized that:

*H1: There is a difference between Bollywood and Hollywood celebrities in expressing pride.*

In Western culture (e.g., America) women tend to display emotions more visibly and intensely than men do. Cultures with less traditional sex roles, a low masculinity, and with high individualism show stronger emotions. The difference in emotional expressions in gender is larger in less traditional, individualistic countries than in more traditional countries (Fischer, 2000). Thus, in America women

express emotions more intensely than men do. The difference in expressing emotions between men and women is lower in more traditional countries (e.g., India). Therefore, this study also focuses on the effect of gender on the expression of pride and it is expected that there is a difference in pride expressions between actors and actresses. Therefore, we hypothesized that:

*H2: There is a difference between actors and actresses in expressing pride.*

## **Methods**

The differences in the way pride is expressed by Bollywood and Hollywood actors and actresses were analyzed based on various coding analyses and an analysis of speech rate.

### **Material**

Forty clips of actors winning an award were selected. Twenty were Hollywood actors and the other twenty were Bollywood actors. For the Hollywood actors, we chose the last twenty different winners of an acting category at the Academy Awards. This resulted in an even distribution of male and female winners, as they give out two awards to male actors (i.e., supporting actor and lead actor) and two awards to female actors. Most of these clips were from the last five years, but one actor won two awards in that time period. We excluded the oldest clip of that winner, and selected the winner of the same category from the year before. The clips of Bollywood actors came from the Zee Cine Awards and were analysed similarly to the data from Hollywood. The last twenty individual different winners in comparable categories were selected.

Additionally, the expressions during their speech were analyzed. For the coding scheme, we based this on the moment after they took place behind the microphone. A complete overview of the material including names of winners, year, gender, and timestamps for the start of their speech can be found in Appendix B.

## **Coding scheme**

One coding scheme comprising four components was created to compare head, body, and arm positions, and smiles. Each component consisted of various non-verbal expressions. This coding scheme was largely based on the study of Tracy and Robins (2007). A three-point scale from 1 to 3 was used ( 1 for *not visible*, 2 being *visible*, and 3 being *extremely visible*). A complete overview of the statements in our coding scheme can be found in Appendix C.

A total of five coders analyzed the data. All were students at Tilburg University and came from different cultures consisting of people with a.o. Dutch and Persian backgrounds.

## **Coding Procedure**

A corpus sheet was created with direct links to the video. These links included the starting point from when to analyze as to avoid any discrepancies in the analysis. All videos started at the exact moment that an actor took position behind the microphone and started their speech. Before the coders started individually, a training session in the form of a digital meeting was conducted with a sample of one video. For each component one researcher was responsible for ensuring that the other coders understood what certain statements and ratings meant. The units of analysis were explained and any initial questions were solved. Each annotator was further instructed to start with the coding procedure. They all watched 10 seconds of all the forty clips and rated them on the statements from each component. This provided us with five different ratings of each possible pride expression to compare. Subsequently, these results were compared and discussed to solve any disagreements, leading to a final agreement and minor adjustments of the codebook. The rating of each statement was agreed upon before the ratings were processed to the dataset for analysis.

## **Head movements**

Tracy and Robins (2007) found that the position of the head can be used to determine a non-verbal display of pride. In this study, head movement was measured in three ways: head tilt back,

head tilt forward, and head straight. The annotators were asked to code on a scale of 1 to 3 how visible and mostly present the head position was during the first ten seconds of the video (1 meaning not visible and 3 extremely visible). Moreover, because of the aim of this present study, only the data of the head tilt back which represented a non-verbal display of pride was used for the analysis.

### **Smiles**

In the research of Tracy and Robins (2007) and Shiota, Campos and Keltner (2003) concluded that the Duchenne smile can be reliably assessed with FACS, specifically Action Unit 6 and Action Unit 12. Action Unit 6 is when the *cheeks are raised* and Action Unit 12 is when *the corner lip is pulled*. The coders had to rate these two Action Units on the moment the winner was on the stage and received the award to see if the actors and actresses were sincerely smiling or not when they won.

Sometimes the emotion was not clearly visible, since some actors or actresses looked down when they won, or they had the award in front of their face. When this happened in the 10 seconds the coders had to analyse the emotion the moment the face of the winner was clearly visible again in the video. To what extent the smile was shown (not visible, visible or extremely visible) was in the first instance interpreted by the coders themselves. Afterwards, when everyone did their individual coding, the coders looked if there were inconsistencies in the code scheme, so they could discuss why they made certain choices to see if they could come to an agreement on the coding of the Action Units 6 and 12.

Before doing the analyses, the code of smiles were recoded in two different sections, each with two subdivisions. This made it easier to draw conclusions of the data. The first section was presence or absence of the Action Units, subdivided in only Action Unit 12 and the other with the absence or presence of both Action Unit 12 and Action Unit 6. Code 1 = absent and 2 = visible. The other section was the intensity of the Action Units, subdivided in the intensity of only Action Unit 12 and the other was the intensity of both of Action Unit 6 and Action Unit 12. Code 1 = absent, 2 = visible, 3 = extremely visible.

### **Arm positions**

The coders were asked to rate six arm positions that could indicate pride expression or the contrary. All six were directly modeled after Tracy and Robins (2008), with altered instructions beyond the new scale. Each actor was given a trophy before they would give their speech, and in some instances of the Zee Cine Awards the actors would also hold a microphone. The statements *One or both arms out from body* and *One or both arms raised* were still manageable while holding an object, while the statement *One or both hands in fists* was altered to also allow for a firm clenching of the object. The statement *Hands on hips* was altered to *One or both hands on hips*. The statement *Arms crossed on chest*, while less likely with an object to hold, was still possible and therefore not altered or excluded from the scheme. One statement from the coding scheme of Tracy and Robins (2008) is not an indication of pride but of shame; *One or both arms limp at sides*. This was left in the scheme because it could show what the arms were doing if they were not used to express pride.

The extent to which the expressions were visible was only shortly discussed, because everyone seemed to have the same interpretation. In some instances, there was still some discussion as to what constitutes the difference between extremely visible and visible. Discussions on when moving arms out from body expresses pride extremely visible, supposedly led to more accurate measurements.

### **Body gestures**

In order to assess differences in pride expression using body gestures, the body codes were based on the “Pride coding scheme” from Tracy and Robins (2007). There were actually four distinct categories: shoulders slumped forward, chest narrowed inward, torso pushed out, and chest expansion. Instead of coding from a scale from 0 “not at all present” to 5 “Extreme intensity” as Tracy and Robins (2007) did, each coder had to evaluate the perception of the body code from 1 “not visible” to 3 “extremely visible”. We also took into consideration the fact that by wearing a suit, male actors can sometimes be perceived as if they are expanding their chest.

### **Speech rate**

To investigate the difference in non-verbal expressions of pride the speech rate of 20 Bollywood and 20 Hollywood actors and actresses were measured when receiving an award. The speech rate is the velocity of speech alongside with the number of complete utterances or elements produced per time unit (Kamiloğlu et al., 2020). For the current study the speech rate is measured from the moment the actor or actress receives the award and has a microphone in possession to speak. According to Tracy et al. (2008) this is the moment the persons take a position on stage to be able to express themselves and pride is expressed. The speech rate was measured for a minute, 60 seconds for each celebrity.

The speech rate for the Hollywood celebrities was measured with YouTube Transcripts and words were counted and calculated per minute. The speech rate for the Bollywood celebrities was measured manually. YouTube did not provide transcripts for the Bollywood condition as the speeches were in English and Hindi. Therefore, the transcripts of the speeches were typed manually by the researcher. The transcripts of the speeches can be found in Appendix D and a list of all speech rates can be in Appendix E. The scores of the actors and actresses are compared to measure the difference in speech rate between the two cultures. A factorial ANOVA was performed to test the difference in speech rate between the Bollywood and Hollywood actors and actresses.

## **Results**

The data from the coding scheme was analyzed per component before being analyzed as a whole.

### **Head movements**

For the analysis of the head movements 3 different components were annotated: Head tilt back, head tilt forward, and head straight by five annotators. Given the purpose of this study, only head tilt back was taken as a non-verbal display of pride. We achieved an inter-annotator agreement estimated by Fleiss' kappa of 0.664. After analyzing the data, it was found that head tilt back was not displayed in 37 out of 40

cases studied, and thus in only 3 cases tilt head back was observed in the first 10 seconds of the video. Additionally, all these 3 cases were reported in actresses.

To test if there is an association between gender and head movement, a Chi-square test was performed. Because the cell expected count was less than 5, Fisher's Exact Test was used. Results of this test showed a non-significant difference between head movement and gender,  $p = .231$ . Furthermore, to test if there was an association between culture and head movement, another Fisher's Exact Test was conducted. There was a non-significant association between head movement and culture,  $p > 0.05$ ).

### **Smiles**

To analyze the data of the presence and intensity of a Duchenne smile of 10 actresses, 10 actors in Hollywood and 10 actresses in Bollywood, 10 actors in Bollywood, chi-square tests were conducted. 17 out of the 20 winners of Bollywood did show a lip corner puller (AU12), of which 8 winners showed it extremely intense. In Hollywood 16 out of 20 was showing it, of which 6 winners were showing it extremely intense. This means that on average, Bollywood ( $M = 1.85$ ,  $SD = .402$ ) scored slightly higher in showing a smile than Hollywood ( $M = 1.80$ ,  $SD = .410$ ). The data was normal distributed, since no Z-scores were above 1.96 and under 1.96. There were no significant differences ( $p > .05$ ) between Hollywood and Bollywood in the presence of Action Unit 12 and between the intensity of showing it.

On average the Action Units 12 and 6 were slightly more shown by Bollywood winners ( $M = 1.60$ ,  $SD = .503$ ), of which 7 somewhat visible and 5 extremely visible, than Hollywood winners ( $M = 1.55$ ,  $SD = .510$ ), of which 8 were showing it somewhat visible and 4 were showing it extremely visible. This data was normally distributed as well. There were no significant differences between Hollywood and Bollywood winners of showing both Action Units 6 and 12 and the intensity of it,  $p > .05$ .

On average less men were showing lip corner pullers ( $M = 1.75$ ,  $SD = .444$ ) than women ( $M = 1.85$ ,  $SD = .366$ ). 8 women and 5 men showed an extremely visible lip corner puller. The data was normal distributed, since no Z-scores were above 1.96 and under 1.96. There were no significant differences

between men and women in the presence of Action Unit 12 and no significance of the intensity of showing it,  $p > .05$ .

On average more women ( $M = 1.70$ ,  $SD = .470$ ) showed both Action Unit 6 and Action Unit 12 than men ( $M = 1.45$ ,  $SD = .510$ ), 3 men and 5 women extremely visible. There were no deviations in the Z-scores, so the data was normally distributed. A non-significant association between smile and gender was found,  $p > .05$ .

### Arm positions

Pride expressions through arm positions were tested with five possible positions or combinations of them. Three actors used none of them, two from Bollywood and one from Hollywood. Only one Bollywood actress put her arms on her chest and one Hollywood actress put one of her hands on her hips. Holding her hand on her hip served a double function, though, as she was also holding her dress up. These positions were not expected to be used frequently as they are not very compatible with holding an object such as a microphone or trophy.

A string of  $\chi^2$  tests revealed there were no significant differences between Hollywood and Bollywood actors as to whether they would use one of the remaining three arm positions more than the other group. As can be seen in Table 1, there are no big disparities between Bollywood and Hollywood although Hollywood continuously has a higher frequency. As can also be seen, clenching the object or making a fist was a highly frequently used form of pride expression. This was particularly common for women as only one woman did not use this arm position compared to 6 men who did not. A  $\chi^2$  test revealed a significant difference between men and women ( $\chi^2(1) = 4.33$ ,  $p = .037$ ).

Table 1. *Frequencies of pride expressions between Bollywood and Hollywood actors*

	Bollywood		Hollywood		Combined	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Arms out from body	9	43%	12	57%	21	100%

Arms raised	5	45%	6	55%	11	100%
Fist or clench	15	45%	18	55%	33	100%

When looking at the intensity of pride expressions, there were some differences. Only 7 expressions from Bollywood were marked as *extremely visible* and they were all fists or clenches. That is 23.3% out of their total of 30 pride expressions. For Hollywood this was a total of 17 pride expressions, 12 of which were fists or clenches. That is 48.6% of their total 35 pride expressions. It seems that Hollywood actors use their arms more visibly when they use them for expressing pride.

The two cultures were also compared to see in which group combinations of arm positions were used more. The amount of arm positions per actor was marked down with 0 arm positions being the lowest and 3 being the highest. Several actors clenched an object with their arms raised out from their body. Or they would raise one arm out from their body, while clenching the object with their other. To test whether one group used significantly more arm positions an independent t-test was performed. On average, Bollywood scored lower ( $M = 1.6$ ,  $SD = .995$ ) than Hollywood ( $M = 1.8$ ,  $SD = .834$ ). This difference was not significant ( $M_{diff} = -.200$ ,  $t(38) = -.689$ ,  $p = .189$ ). This difference represents a medium effect size,  $d = .690$ . There is no significant difference in how many arm positions people from the two cultures combine.

These results consistently show more pride expressivity with arm positions in terms of frequency and intensity from Hollywood actors, but to different extents. Both cultures use their arms frequently to express pride, particularly through clenching or fistmaking.

### **Body gestures**

To test whether there is difference between Hollywood and Bollywood actors and actresses in the way they express pride using body gestures, a Factorial ANOVA was performed on each one of the four

categories namely shoulders slumped forward, chest narrowed inward, torso pushed out, and chest expansion.

### *Shoulders slumped forward*

The ANOVA showed a slightly main effect of culture,  $F(1,36)= 8.783$ ,  $p = .005$ ,  $\eta_{\text{partial}}^2 = .196$ . Shoulders slumped forward for Hollywood were higher ( $M= 1.55$   $SD= .686$ ) than for Bollywood ( $M= 1.1$   $SD= .308$ ). There was also a main effect of gender,  $F(1, 36)= 5.313$   $p = .027$   $\eta_{\text{partial}}^2 = .129$ . Shoulders slumped forward for actors were slightly higher ( $M= 1.5$   $SD = .688$ ) than for actresses ( $M = 1.15$   $SD= .366$ ). Finally, there was a significant interaction effect of both gender and culture  $F(1,36) = 5.313$ ,  $p = .027$ ,  $\eta_{\text{partial}}^2 = .129$  as can be seen in Figure 1.

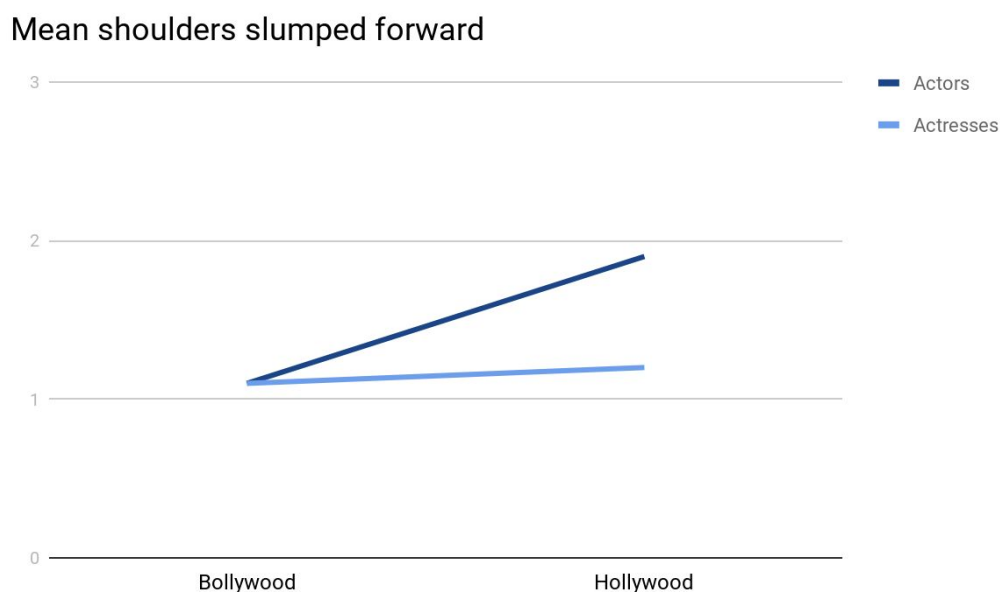


Figure 1. Interaction effect of shoulders slumped forward between Bollywood and Hollywood actors and actresses.

### *Chest expansion*

The ANOVA showed no significant main effect of culture,  $F(1,36)= 0$ ,  $p = 1$ ,  $\eta_{\text{partial}}^2 = .00$ . Chest expansion for Hollywood was equal ( $M= 2$   $SD= .725$ ) to Bollywood ( $M= 2$   $SD= .858$ ). There was a

slightly significant main effect of gender,  $F(1, 36) = .426$ ,  $p = .048$ ,  $\eta_{\text{partial}}^2 = .105$ . Chest expansion for actresses was higher ( $M = 2.25$ ,  $SD = .716$ ) than for actors ( $M = 1.75$ ,  $SD = .786$ ). Finally, there was no significant interaction effect of both gender and culture  $F(1,36) = .168$ ,  $p = .684$ ,  $\eta_{\text{partial}}^2 = .00$  as can be seen in Figure 2.

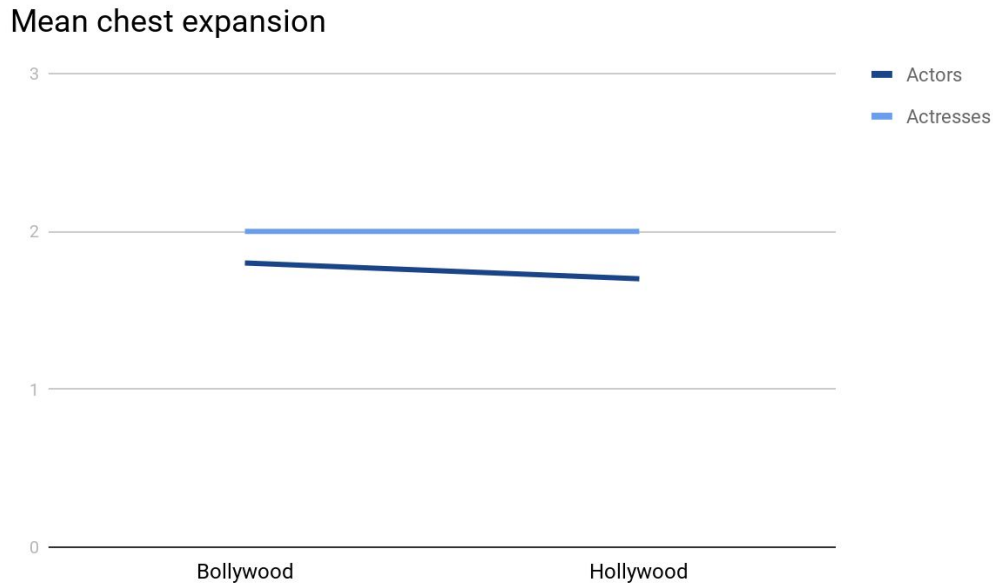


Figure 2. Interaction effect of chest expansion between Bollywood and Hollywood actors and actresses.

### *Torso pushed out*

The ANOVA showed no significant main effect of culture,  $F(1,36) = .626$ ,  $p = .434$ ,  $\eta_{\text{partial}}^2 = .017$ . Torso pushed out for Hollywood was lower ( $M = 1.55$ ,  $SD = .759$ ) than torso pushed for Bollywood ( $M = 1.75$ ,  $SD = .851$ ). There was no significant main effect of gender,  $F(1, 36) = .157$ ,  $p = .695$ ,  $\eta_{\text{partial}}^2 = .004$ . Torso pushed out for actresses was slightly higher ( $M = 1.7$ ,  $SD = .801$ ) than for actors ( $M = 1.6$ ,  $SD = .821$ ). Finally, there was no significant interaction effect of both gender and culture  $F(1,36) = 2.504$ ,  $p = .122$ ,  $\eta_{\text{partial}}^2 = .065$  as can be seen in Figure 3.

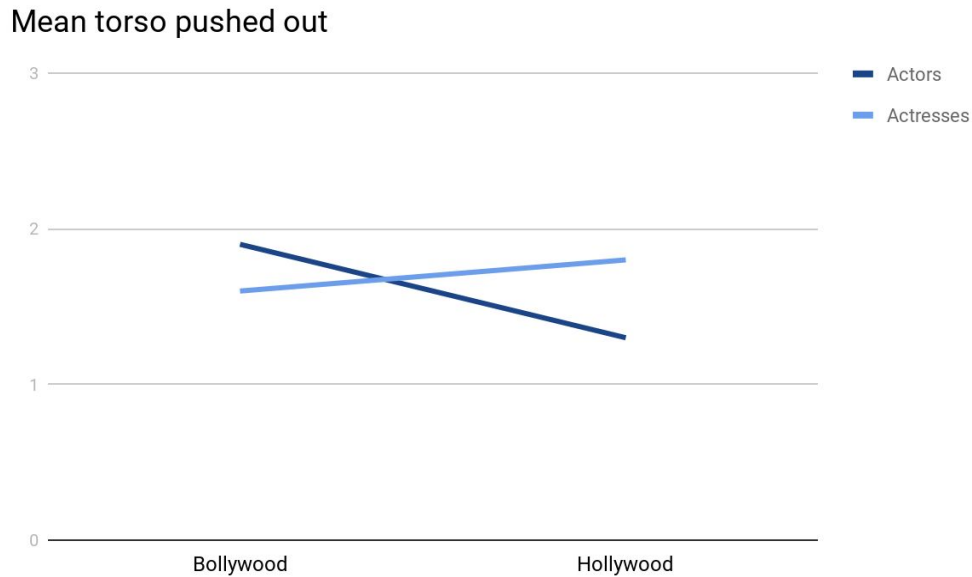


Figure 3. Interaction effect of torso pushing out between Bollywood and Hollywood actors and actresses.

#### *Chest narrowed inward*

The ANOVA showed no significant main effect of culture,  $F(1,36) = .250$ ,  $p = .705$ ,  $\eta_{\text{partial}}^2 = .07$ . Chest narrowed inward for Hollywood was slightly higher ( $M = 1.3$   $SD = .571$ ) than for Bollywood ( $M = 1.2$   $SD = .422$ ). There was no significant main effect of gender,  $F(1, 36) = 0$   $p = 1$   $\eta_{\text{partial}}^2 = .034$ . Chest narrowed inward for actresses was equal ( $M = 1.25$   $SD = .444$ ) to actors ( $M = 1.25$   $SD = .550$ ). Finally, there was no significant interaction effect of both gender and culture  $F(1,36) = 1.6$ ,  $p = .214$ ,  $\eta_{\text{partial}}^2 = .056$  as can be seen in Figure 4.

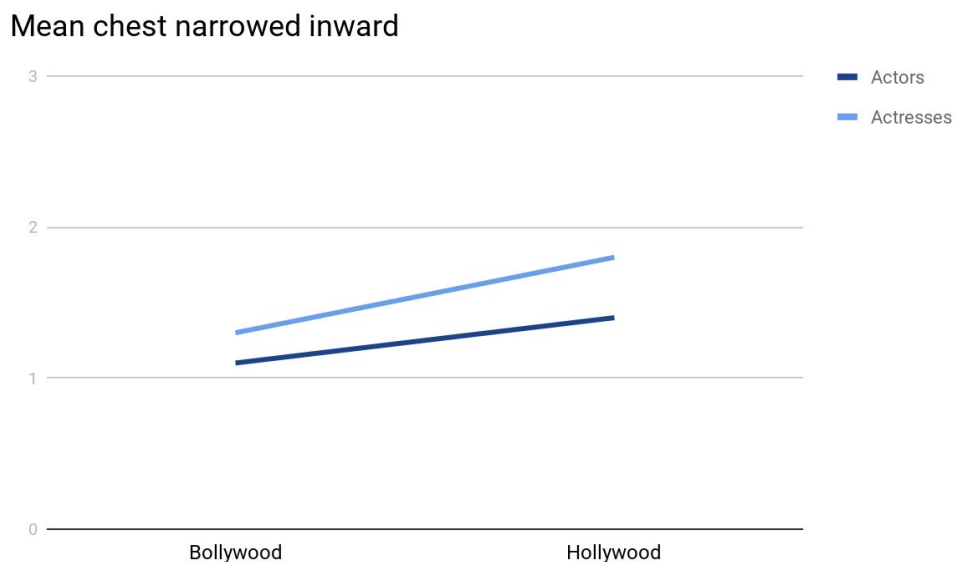


Figure 4. Interaction effect of chest narrowed inward between Bollywood and Hollywood actors and actresses.

### *Speech Rate*

To test whether there is a difference between Hollywood and Bollywood actors and actresses in pride expressions in speech rate, a factorial ANOVA was performed. The Hollywood actors and actresses spoke in English. The Bollywood actors and actresses also spoke English, but the majority also used Hindi phrases in their speech. However, English and Hindi are from the same language family and have no difference in syllables usage (Venkatesh et al., 2012).

There was a slight difference between the means of the variables, for Hollywood the mean was 136.35 ( $SD = 28.95$ ) and the mean for Bollywood was 149.45 ( $SD = 36.29$ ). The mean for males was 145.85 ( $SD = 33.13$ ) and the mean for females was 139.95 ( $SD = 33.61$ ). This data was normally distributed as well. However, the ANOVA showed no significant main effect for culture (Bollywood vs Hollywood),  $F(1, 36) = 1.53, p = .225$ . The ANOVA showed also no significant main effect for gender

(male vs female),  $F(1, 36) = 30, p = .581$ . As can be seen in Figure 5, the ANOVA also showed no significant interaction effect for culture and gender,  $F(1, 36) = .10, p = .750$ .

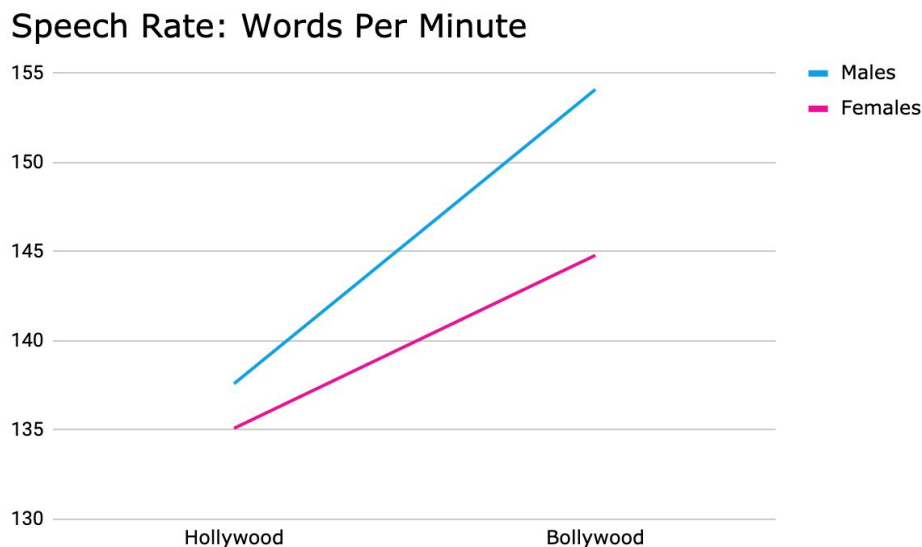


Figure 5. Interaction effect speech rate between Bollywood and Hollywood actors and actresses.

## Discussion

As mentioned before, according to Tracy and Robins (2004), Shiota, Campos and Keltner (2003) and, Kamiloğlu, Fischer & Sauter (2020) the expression of pride involves non-verbal cues of the body, the face, and also the speech. Pride is an emotion that is shown with the entire body. In this study we looked into multiple facial, bodily and vocal non-verbal cues to investigate the difference between Bollywood and Hollywood actors and actresses in expressing pride while receiving an award. Therefore, the research question of the study was if pride was expressed differently among Hollywood and Bollywood actors and actresses. The present study used five different measures to investigate the difference between Bollywood and Hollywood actors and actresses in expressing pride. The first measurement was smiles. Konings, et al. (2012) showed that winners of an award in Hollywood showed a

genuine smile because they were proud. According to Tracy and Robins (2008) different ethnicities outside the United States in a non-English speaking culture could also recognize the typical smile of pride. There was also no distinction found between gender. The Duchenne smile is a sincere smile, including activation of the orbicularis oculi, this means cheeks are raised, and furthermore the lip corners are pulled. In the language of Facial Action Coding System it means that Action Unit (AU) 6 (cheek raised) and Action Unit 12 (lip corner puller) are involved. It is important that both of them are shown, because if Action Unit 6 is absent, it is a non-Duchenne smile and it means that the smile is forced and not sincere (Gunnery & Ruben, 2016). In this present study, the researchers made a coding scheme and

Displays of pride can also be recognized by how the head is positioned. Tracy and Robins (2007) found that a small head tilt of approximately 15–20 degrees back can be categorized as a non-verbal display of pride. Studying how pride, culture and gender is associated with each other may explain differences in these variables. While the prototypical pride expressions would have arms akimbo with hands on the hips, there are other ways that people can posit their arms when expressing pride. Pride is also expressed and recognized when people raise their arms with hands in fists, or arms crossed on the chest (Tracy & Robins, 2007). In addition, body gestures e.g. (shoulders position or chest expansion) are also perceived as non-verbal signs for expressing pride (Tracy & Robins, 2007).

Lastly, this study investigated the difference between the groups by measuring the speech rate. According to Sauter (2017) speech rate is faster for positive emotions and has shown that pride is also a positive emotion. There are extreme differences in culture between India and the USA, the home countries of Bollywood and Hollywood. Walton et al. (2016) mention in their study that India and the USA are both large countries with relatively similar sizes and different cultural and ethical norms. However, both countries are quite similar in terms of masculinity. Both cultures believe in work as the center of life. Achieving higher status and achievements in any field are very important in both countries and for both cultures (Walton et al., 2016). This might have had an effect on the fact that there are no

differences between the two groups. Another reason might be the fact that award winners are well-experienced on a movie set. The sudden sensation of winning a prize may evoke spontaneous expressions of pride. However, many of the winners come well prepared for their win. Their speeches are often written and practiced before, to ensure they get to express themselves in the best way. While their speech may be prepared, winning one of those awards is a big deal for the winners. Therefore they are undeniably very proud of that achievement. Bollywood as well as Hollywood actors and actresses are also **similarly trained** to perform.

Future studies can focus on the limitations of this study. Limitations such as the fact that the coding scheme might not have been detailed enough. The coding scheme comprising four components was created to compare head, body, and arm positions, and smiles. Each component consisted of various non-verbal expressions. This coding scheme was largely based on the study of Tracy and Robins (2007). A three-point scale from 1 to 3 was used ( 1 for *not visible*, 2 being *visible*, and 3 being *extremely visible*). Future studies could make a more compatible coding scheme for the measurements to be able to analyse the data as a whole, this was not possible in this present study. The variables were not compatible enough to be computed into a mean. In addition, a larger corpus might be better to make generalizations.

In conclusion, the results of all measurements showed slight differences between Bollywood and Hollywood celebrities in expressing pride while receiving an award. This study does not provide one consistent conclusion. Overall, the two cultures seem to express pride similarly. There were also no significant differences between actors and actresses in expressing pride.

## References

- Buss, A. (2001). *Psychological dimensions of the self*. Sage Publications, Inc.
- Gunnery, S. D., & Ruben, M. A. (2016). Perceptions of Duchenne and non-Duchenne smiles: A meta-analysis. *Cognition and Emotion, 30*(3), 501-515.
- Kamiloğlu, R. G., Fischer, A. H., & Sauter, D. A. (2020). Good vibrations: A review of vocal expressions of positive emotions. *Psychonomic Bulletin & Review, 27*(2), 237–265.
- Karekatte, A. A. (2015). SMILE.
- KELTNER, D. (1997). The forms and functions of embarrassment. *Paul Ekman Erika L. Rosenberg, 158*.
- Konings, D., Niederer, E. E. J. C., Ntinas, D., Pirumyan, T., Trnková, M., & Zweerts, D. D. C. J. M. (2015). And the winner is: the differences in smile related facial expressions between winning and losing actors.
- Matsumoto, D. (2006). Culture and nonverbal behavior. *The SAGE handbook of nonverbal communication, 219-235*.
- Neumann, R., Steinhäuser, N., & Roeder, U. R. (2009). How Self-Construal Shapes Emotion: Cultural Differences in the Feeling of Pride. *Social Cognition, 27*(2), 327–337.
- Shiota, M. N., Campos, B., & Keltner, D. (2003). The faces of positive emotion: Prototype displays of awe, amusement, and pride. *Annals of the New York Academy of Sciences, 1000*(1), 296-299.
- Sauter, D. A. (2017). The Nonverbal Communication of Positive Emotions: An Emotion Family Approach. *Emotion Review, 9*(3), 222–234.
- Tangney, J. P., & Dearing, R. L. (2002). Emotions and social behavior. Shame and guilt. New York, NY, US.
- Tracy, J. L., & Matsumoto, D. (2008). The spontaneous expression of pride and shame: Evidence

- for biologically innate nonverbal displays. *Proceedings of the National Academy of Sciences*, 105(33), 11655–11660.
- Tracy, J. L., & Robins, R. W. (2004). Show your pride: Evidence for a discrete emotion expression. *Psychological Science*, 15(3), 194-197.
- Tracy, J. L., & Robins, R. W. (2004). "Putting the Self Into Self-Conscious Emotions: A Theoretical Model". *Psychological Inquiry*, 15(2), 103-125.
- Tracy, J. L., & Robins, R. W. (2008). The nonverbal expression of pride: evidence for cross-cultural recognition. *Journal of personality and social psychology*, 94(3), 516.
- Tracy, J. L., & Robins, R. W. (2007). The prototypical pride expression: Development of a nonverbal behavior coding system. *Emotion*, 7(4), 789–801.
- Venkatesh, M., Edwards, S., & Saddy, J. D. (2012). Production and comprehension of English and Hindi in multilingual transcortical aphasia. *Journal of Neurolinguistics*, 25(6), 615–629.
- Walton, S., Thomas, S., Tendolkar, N., Vyas, P., & Steinberg, H. (2016). India and the USA: Cultural Differences. *Proceedings of the Business Studies Academy*, 9(1).

## Appendix A: Group process

Date	Activity	Next meeting	Who
09-04-2020	One of the IV's should be culture. Idea Avesta: hollywood v bollywood - different reactions to award-winning. DV: crying, smiling.	10-04-2020 To do: Everyone comes up with two ideas.	Chris: leader / supervisor project.  Everyone: to do list
10-04-2020	Ideas: - Bollywood vs hollywood - Politicians - Parent-children - Misbehaviour (pranks) - Positive moments (dress reveal) -TV shows reactions (e.g. America vs. Britain's got talent) Chosen idea: Positive parent reactions: Dress reveals from 'Say Yes to the dress', US and India or UK, Moms and dads.	14-04-2020 To-do: -Watch an episode and look for interesting phenomena / moments. -Find research on those phenomena -Find additional research -Formulate research question -Decide on which cultures, phenomena, etc.	Everyone: to do list activity.
14-04-2020	Discussion: - Yes, the dress did not work. Not enough responses. - Re Discuss other ideas: > Parent-children interactions (pranks) > Bollywood vs. Hollywood ( <b>winner</b> )	17-04-2020 To do: Research for group discussion: Bollywood vs Hollywood.	Avesta: - Search for content and gather corpus, 20 bollywood and 20 hollywood videos on Youtube.
17-04-2020	Bollywood vs. Hollywood is a feasible idea based on the content.	23-04-2020 To do: Look for measurable differences between the content. And try to find research that could explain why.	Everyone: to do list.
23-04-2020	- One emotion is enough. - Expression of pride. > Display in face, posture. Tone of voice(?).	29-04-2020 To do: Come up with measurements of pride to discuss with Martijn.	Everyone: to do list.

	> Proud people enlarge themselves. Back straightened, pulling back shoulders, widening arms, etc. - Does one group do this more?		
29-04-2020	Measurements: - Coding scheme: Arm codes (Chris) Body codes (El Mehdi) Head codes (Betzy) Smiles (Danick) - Speech rate (Avesta)	05-05-2020 To do: Finalize codes for coding schemes, make hypotheses, write individual methods.	Speech rate: Avesta Arm codes: Chris Body codes: El Mehdi Head codes: Betzy Smiles: Danick
05-05-2020	Discuss the codes for the coding scheme.	15-05-2020 To-do list: - Finishing coding scheme - Update corpus with timecodes and reformat - Find theory on differences between cultures in NVC expressiveness and differences in pride perception. - Coding	- Coding scheme (Everyone) - Corpus format (Betzy) - Theory (Avesta) - Coding (Everyone)
15-05-2020	Note down our coding scheme, and reliability. Document, look at sums or combinations. Individual articulators but maybe different combinations.	Results for every measurement: Speech rate: Avesta Arm codes: Chris Body codes: El Mehdi Head codes: Betzy Smiles: Danick	SPSS data file: Chris Results (everyone)
18-05-2020	Discuss results and finalize for video assignment.	To do: Finish intro, method and result per measurement.	Everyone.
31-05-2020	Finalize group assignment paper.	To do: Finish intro, method and results per measurement. Adjust meeting document, put final document together.	Finish intro, method and results per measurement (everyone). Fine tuning: Chris Group process document and layout: Avesta
01-06-2020	Final full check, spelling etc.	To do: Submit group paper.	

## Appendix B: Corpus

BOLLYWOOD ZEE CINE AWARDS					
Nr	Name	Year	Gender	Time	Link
1	Ranveer Singh	2019	M	1:35	<a href="https://youtu.be/EMhkDrfuUOs?t=95">https://youtu.be/EMhkDrfuUOs?t=95</a>
2	Vicky Kaushal	2019	M	1:16	<a href="https://youtu.be/lb9ISBtCo60?t=76">https://youtu.be/lb9ISBtCo60?t=76</a>
3	Deepika Padukone	2019	F	1:31	<a href="https://youtu.be/TNKU4buUmRE?t=91">https://youtu.be/TNKU4buUmRE?t=91</a>
4	Katrina Kaif	2019	F	1:19	<a href="https://youtu.be/3UmScXgDQ9Y?t=79">https://youtu.be/3UmScXgDQ9Y?t=79</a>
5	Varun Dhawan	2018	M	1:21	<a href="https://youtu.be/Y_lxjJziszK?t=81">https://youtu.be/Y_lxjJziszK?t=81</a>
6	Anil Kapoor	2018	M	1:14	<a href="https://youtu.be/HXgnGkcb7Lg?t=74">https://youtu.be/HXgnGkcb7Lg?t=74</a>
7	Sridevi	2018	F	2:03	<a href="https://youtu.be/XA2p08TSxLs?t=123">https://youtu.be/XA2p08TSxLs?t=123</a>
8	Meher Vij	2018	F	1:30	<a href="https://youtu.be/R_GPIXJlcl0?t=90">https://youtu.be/R_GPIXJlcl0?t=90</a>
9	Akshay Kumar	2018	M	1:25	<a href="https://youtu.be/oMIS-8aXXrI?t=85">https://youtu.be/oMIS-8aXXrI?t=85</a>
10	Amitabh Bachchan	2017	M	1:22	<a href="https://youtu.be/O4aYtRB6mcM?t=82">https://youtu.be/O4aYtRB6mcM?t=82</a>
11	Anushka Sharma	2017	F	1:36	<a href="https://youtu.be/YZ-i0MLlc-A?t=96">https://youtu.be/YZ-i0MLlc-A?t=96</a>
12	Aliaa Bhatt	2017	F	1:35	<a href="https://youtu.be/vFJYSBCzIf0?t=95">https://youtu.be/vFJYSBCzIf0?t=95</a>
13	Salman Khan	2016	M	1:25	<a href="https://youtu.be/pD0nNDLIT5g?t=85">https://youtu.be/pD0nNDLIT5g?t=85</a>
14	Nawazuddin Siddiqui	2016	M	1:05	<a href="https://youtu.be/PJQeNEERlXo?t=65">https://youtu.be/PJQeNEERlXo?t=65</a>
15	Sonakshi Sinha	2014	F	0:52	<a href="https://youtu.be/tlle_s91oxw?t=52">https://youtu.be/tlle_s91oxw?t=52</a>
16	Divya Dutta	2014	F	1:01	<a href="https://youtu.be/GwH9QRYG37E?t=61">https://youtu.be/GwH9QRYG37E?t=61</a>
17	Shahrukh Khan	2014	M	1:10	<a href="https://youtu.be/rk9ajHj0_-Y?t=70">https://youtu.be/rk9ajHj0_-Y?t=70</a>
18	Farhan Akhtar	2014	M	0:56	<a href="https://youtu.be/MLJhn4YCCtg?t=56">https://youtu.be/MLJhn4YCCtg?t=56</a>
19	Priyanka Chopra	2013	F	0:47	<a href="https://youtu.be/j1bMhhHMcZI?t=47">https://youtu.be/j1bMhhHMcZI?t=47</a>
20	Vidya Balan	2013	F	0:40	<a href="https://youtu.be/B46RticxxZY?t=40">https://youtu.be/B46RticxxZY?t=40</a>

HOLLYWOOD ACADEMY AWARDS					
Nr	Name	Year	Gender	Time	Link
1	Joaquin Phoenix	2020	M	1:57	<a href="https://youtu.be/qiiWdTz_MNc?t=117">https://youtu.be/qiiWdTz_MNc?t=117</a>
2	Brad Pitt	2020	M	2:05	<a href="https://youtu.be/R5Y1mHxfnA8?t=125">https://youtu.be/R5Y1mHxfnA8?t=125</a>
3	Renée Zellweger	2020	F	1:48	<a href="https://youtu.be/jz8ne2Hhtlw?t=108">https://youtu.be/jz8ne2Hhtlw?t=108</a>
4	Laura Dern	2020	F	1:11	<a href="https://youtu.be/RZygUz4GsXk?t=71">https://youtu.be/RZygUz4GsXk?t=71</a>
5	Rami Malek	2019	M	1:40	<a href="https://youtu.be/fSDDCvQ3e-8?t=100">https://youtu.be/fSDDCvQ3e-8?t=100</a>
6	Mahershala Ali	2019	M	1:49	<a href="https://youtu.be/RQhLGLHCt24?t=109">https://youtu.be/RQhLGLHCt24?t=109</a>
7	Olivia Colman	2019	F	1:54	<a href="https://youtu.be/YUyvtAg_hE4?t=114">https://youtu.be/YUyvtAg_hE4?t=114</a>
8	Regina King	2019	F	3:55	<a href="https://youtu.be/WXebOFhT9Og?t=235">https://youtu.be/WXebOFhT9Og?t=235</a>
9	Gary Oldman	2018	M	1:20	<a href="https://youtu.be/Nu4IKx-zAvs?t=80">https://youtu.be/Nu4IKx-zAvs?t=80</a>
10	Sam Rockwell	2018	M	1:34	<a href="https://youtu.be/Fdy3bijY0sA?t=94">https://youtu.be/Fdy3bijY0sA?t=94</a>
11	Frances McDormand	2018	F	2:06	<a href="https://youtu.be/4gU6CpQk6BE?t=126">https://youtu.be/4gU6CpQk6BE?t=126</a>
12	Allison Janney	2018	F	1:30	<a href="https://youtu.be/LdHi9awgnus?t=90">https://youtu.be/LdHi9awgnus?t=90</a>
13	Casey Affleck	2017	M	1:33	<a href="https://youtu.be/OQTn-BcBYZg?t=93">https://youtu.be/OQTn-BcBYZg?t=93</a>
14	Mark Rylance	2016	M	1:56	<a href="https://youtu.be/AeFycUUAAdsg?t=116">https://youtu.be/AeFycUUAAdsg?t=116</a>
15	Emma Stone	2017	F	1:35	<a href="https://youtu.be/D3sotAxZSG8?t=95">https://youtu.be/D3sotAxZSG8?t=95</a>
16	Viola Davis	2017	F	2:09	<a href="https://youtu.be/xbo9GVmv87Y?t=129">https://youtu.be/xbo9GVmv87Y?t=129</a>
17	Leonardo DiCaprio	2016	M	2:06	<a href="https://youtu.be/xpyrefzvTpI?t=126">https://youtu.be/xpyrefzvTpI?t=126</a>
18	J.K. Simmons	2015	M	1:40	<a href="https://youtu.be/EBoMKkmJEMg?t=100">https://youtu.be/EBoMKkmJEMg?t=100</a>
19	Brie Larson	2016	F	1:55	<a href="https://youtu.be/b_lq5wORkYA?t=115">https://youtu.be/b_lq5wORkYA?t=115</a>
20	Alicia Vikander	2016	F	1:39	<a href="https://youtu.be/ldlzmMDF3g?t=99">https://youtu.be/ldlzmMDF3g?t=99</a>

### Appendix C: Coding scheme

		Video: B1
	Statement	Rating (1-3)
Head position	1. Head tilt back	
	2. Head tilt forward	
	3. Straight	
Smile codes	1. AU6 - Cheek raising	
	2. AU12 - Lip corner puller	
Arm positions	1. One or both arms out from body	
	2. One or both arms raised	
	3. One or both hands in fists / firmly clenching object	
	4. One or both hands on hips	
	5. Arms crossed on chest	
	6. One or both arms limp at sides	
Body codes	1. Shoulders slumped forward	
	2. Chest narrowed inward	
	3. Torso pushed out / leaning back	
	4. Chest expanded	

#### Appendix D: Speech transcripts

##### Bollywood: Ranveer Singh

Thank you. Thank you. Thank you, guys, thank you, thank you, Dunya ke har nayaab cheese pe sirf Alaudin ka haq hai. Bhai kisi ne socha tha itna bura bana itni achi baat ho sakti hai. Ek insaan ne socha tha aur usi insaan ne mujhe

layaak samjha ke main yeh kirdaar niba pahunga. Sir I have said this before. I'll say it again. And I'll say to my dying breath. And I mean it from the bottom of my heart. You shaped me as an artist. You shaped me as an actor. If I'm an actor of any kind of caliber. It's because of you. You've given me, my life's most glittering opportunities you've given me my life's best performances most memorable experiences, aapne mereko mere wife se bhi mila diya. Aur kya maangunga main aapse yaar.

### **Vicky Kaushal**

Thank you guys thank you so much thank you Zee Cine awards for this honor. I'm standing here holding this trophy because one man Rajkumar Iranji believed in me for a beautiful character called Kamli. Thank you, Raju, sir. Thank you, Abhijaat Joshi, thank you for Vinod Chopra, sir. And thank you to my most favorite co-star and Ranbir Kapoor Thank you so much, buddy. You are all things amazing. Thank you so much, and to the entire cast and crew of Sanju. So, thank you. Thank you so much.

### **Deepika Padukone**

I really couldn't have asked for anything more. I think the two most special people in my life are here with me on stage. Sanjay Leela Bhansali thank you for making me who I am today. You gave me the opportunity in not one, not two, but three incredible pieces of art that I'm so so proud of. Thank you Zee for the recognition, because it's a joke between Sanjay sir and me that only here and I understand my performance. Thank you for being the most amazing. Let's take it from the top Ram Bajirao and Khilji of course, you've been my most amazing partner in crime, I don't think the films that I've done would have been as special if you weren't.

### **Katrina Kaif**

Good evening everybody. I hope you're having a wonderful evening. Thank you so so much Zee Cine Awards. Let me hold this feels nice. Thank you so much, Zee Cine Awards for this award I wish Anand Rai was here tonight because this is only because of Anand Rai, and his incredible direction, and his confidence and his belief in me for helping me to play this character Babita. And I'd also like to say thank you to Shahrukh Khan who really really pushed for this film to come together and pushed for us all to be in this film. Thank you very much for this award, it's very very special to me and. Good evening. Thank you.

### **Varun Dhawan**

So I this this really does mean a lot to me. Badhrinath ki Dulhania means a lot to me this film means a lot to me and the person whose face comes to my mind right now Shashank. This is yours. Aliaa would actually joke about this a lot, that you know, if you do this film you might just win an award and I've never won an award for Best Actor before this. So, Mujhe hamesha comedy mein diya jata kyun ke main obviously logo ko hasana jaata hoon aur Badhrinath ki Dulhania mein bhi logo hase hay, and that is very difficult but ek cheese hai is film mein joh mere dil ke bahut kareeb hain joh main bolna jaata hoon. The dowry laws in our country have been there from decades and decades but abhi tak mujhe lagta nahin hai ke sab log yeh baat samajhe hai. you know, abhi bhi in some villages yeah badhe shehero mein badhe families mein bhi abhi bhi log dowry lete hai. So, mujhe bahut kaha jaata hai ke I'm a youth icon bache mere baat sun the hai.

### **Anil Kapoor**

Thank you very much. Subhash Ji from Zee, Zee television and of course Punit, and doing Mubarak was a real joy, a pleasure. Thank you so much. Thank you for this award. I'm really happy. Thank you very much.

### **Sridevi**

Mom is a film that I'm extremely emotional about. I would like to thank the entire cast and crew. Nawazudinji, Akshay, Adnan ji Sajun. My child, I love you. And I miss you too. And thank you all for supporting me. At last but not the least, my husband Boney ji. Thank you for making me mom in real life. Thank you.

### **Meher Vij**

Sasriakal I think sometimes the universe can surprise you in many ways and this award really proves that. Thank you Amir sir for backing up a film like Secret Superstar. Thank you, Kiron, ma'am. Thank you Advedh for guiding me throughout the film. Thanks to the entire team of Secret Superstar. And thanks to all the fans for giving so so much love to this film. Have a great evening, everyone. Thank you, thank you once again.

**Akshay Kumar**

Thank you very much everyone thank you very much Subhash ji, thank you very much Boney ji. Thank you very much Katrina, Kaif. Thank you very much. Rohit. Thank you very much, Karan. Thank you very much. All the people who voted for me because of them I've got this award.

**Amitabh Bachchan**

Is award ke liye main danewad deta hoon Zee Cine Awards ko, Punit Kohinka ji ko, Danewad dena jahunga Is film ke nermata, nerdeshak ko. Jinone aisa vishesh chuna. Sujit Sarkar, Roney Rahiri Doni Da. Is film ke leak. Ritesh Shah un ke samwat adbud rahe. Sangeetgar Shantani ji ko, humare cameraman Diyobi Avikar ko aur main danewad dena chahunga apni sehe kalakaro ko jinke sanyok ke bina main aapke saamne na hota. Piyush Mishra ji se le kar ke key Pritayaman, Taapsee, Kriti, Andrea, Angad. Inke sab ke saath kam karne mein mujhe garv hua. Lekin sab se ziyada garv is baat ka hai ke is film mein bahut hi martepurn nadha diya is desh ko ke na ka matlab na hota hai.

**Anushka Sharma**

Good evening everyone. Firstly, this is such a huge honor because you have given me this award. You are one of the greatest actors Indian cinema has ever seen. And there is no doubt about that. Thank you so much. This means a lot because it's been given by you. I just want to thank everyone associated with this film, it is a very special film of course, let me name them, Aditiya Chopra for offering this to me, Ali for making the film, Salman for being such a wonderful co star, and everyone else who's worked on the movie. I want to dedicate this award to all female athletes who have worked really hard to be where they are today, and fought against all odds, you are truly deserving of where you all are today. So thank you so much and thank you Zee Cine Awards for this honor.

**Aliaa Bhatt**

Okay, this is actually the most ultimate moment, because I have just got this award from Kareena Kapoor Khan who has been my inspiration, while growing up now, and for the years to come, Uda Punjab actually mere liye bahut challenging film tha. It was very very difficult for, I just want to Abhishek Chaubhey, Vikas, Phantom Shahid Kapur for giving me the script for believing that main yeh part kar sakti thi. And thank you to my father, my mother, my sister from making me the Daredevil that I am, and also thank you Karan mujhe is industry lane ke liye for bringing me here so I can stand on the stage, get this award and make you proud.

**Salman Khan**

I am sure Salman would be happy with this I remember when I went to Salman with the script of Bajrangi Bhaijaan, I told him you know this is going to be the antithesis of what you've been doing for several years is baar yaar pitoge nahi sirf peetonge. But peetne mein hi He became the biggest style the biggest hero of the year I'm really happy for him because he made Bhajrangi an iconic character this year. Thank you very much.

**Nawazuddin Siddiqui**

Is baar I would like to thank Zee Cine Awards again and Shiram Rhagvan. And the whole team of Badlapur. And, Radika Apte. Thanks a lot.

**Sonakshi Sinha**

Imagine my mom, she didn't even come today, She said beta aaj jis award function mein main nahin tu wahan jeet ke aah gayi. Jahaan peh aayi wahan peh nahi jeeti. When aajanak uexpected it feels that much better I mean I've been quite vocal about the fact that I was upset that the rest of my team wasn't nominated. So I'll accept this on their behalf. For everyone, For Lootera. My most special film. Thank you.

**Divya Dutta**

Tahi dil se shukriya karna chahungi is bahut khoobsurat award ke liye. Aur yeh award main ek bahut hi khaas mohtarma ke liye lekar ja rahi hoon apne ghar mein joh is waqt mere liye bahut saari pooja part kar rahi hai ke award main lekar aahu. This one is for my mother. Thank you.

**Shahrukh Khan**

Aaj mujhe is baat ka samajh nahi hai. Lekin Allah, Bhagwan, God has been very very kind to me. Bees Bahees saal se kaam kar raha hoon ke logo ne bahut awards mile hai, popular kya hota hai, jury kya hota hai. Toh sabse pehle danewad karna chahunga that I was in the same category as some of the finest performances there this year so I want to take this on behalf of Aditya, and take this on behalf of Ranveer and Farhan Akhtar and Amir Khan. This is popularity is no judge of how good an actor you are actually nothing is a judge of how good an actor you are. But I feel happy because joh bhi award maine kabhi bhi jeeta hai, apne bacho ke liya jeeta hai. Bache badhte jarahe hai to award todhe se ziyada dil peh aata hai ke jeete jahu. So I take this for my third one. I want to thank Rohit Shetty.

### **Farhan Akhtar**

Thank you, Jury of Zee, Thank you Rakesh really were a true visionary and I'm so happy and proud to be a part of this vision of this film. Thank you to the entire team. Thank you. The rest of the cast, Sonam Divya, Robin YogRaji. And of course, most importantly, to Mr Milkha Singh, and his family. I think he made me believe that if you find the right inspiration for your dream, then truly anything is possible. And I think I need to dedicate this award to him and to his spirit, because to him I learned that there is the spirit of Milkha Singh inside all of us. So thank you very, very much.

### **Priyanka Chopra**

This Zeenat is extremely extremely special. Barfi is the closest film to my heart and I want to thank the entire team. Anurag sir, Ranbir, Illeana, for being such wonderful co-actors and Anurag for actually seen Gilmil me when I I don't think anybody could, and everybody on the crew. My family who was so patient with me and every time I was practicing how to be Gilmil at home to people who actually believed I was Gilmil to everyone who all the kids from the autistic society the teachers who spend time to do this with me. Last but not the least my dad. He's not here today because he's a little unwell but if he was here he'd be screaming the loudest so this one's for you Dad.

### **Vidya Balan**

Thank you Zee. I actually started my acting career with Zee on a show called hum paanjh. Happy 20th birthday Zee and Kahaani is a very very special film. Shujoy Gosh, now I can comfortably say that all our fights were worth it. And you were worth it. Love you for that. God bless you and I need to thank a whole lot of people, of course, God for always being so kind. Shutupa, Advata, Kala, Setu, Namrata. My family and Kahani was about a woman on the lookout for her missing husband. And I actually found my husband somewhere along the way.

### **Hollywood: Joaquin Phoenix**

God, I feel so much gratitude right now and I do not feel elevated above many of my fellow nominees or anyone in this room. Because we share the same love. The love of film and this form of expression has given me the most extraordinary life. I don't know what I'd be without it. But I think the greatest gift that is given to me and many of us in this room is the opportunity to use our voice for the voiceless. I've been thinking a lot about some of the distressing issues that we are facing collectively. And I think at times we feel, or we are made to feel that we champion different causes. But for me I see commonality.

### **Brad Pitt**

Thank you this is incredible really incredible thank you the Academy for this honor of honors. They told me I only have 45 seconds up here which is 45 seconds more than the senate gave John Bolton this week I'm thinking maybe Quentin doesn't move you about it. In the end the adults do the right thing this really is about Quentin Jerome Tarantino you are original you are one-of-a-kind. The film industry would be a much drier place without you and I and I love Etho. She gave Cliff Booth look for the best in people expect the worst but look for the best. Leo, I'll write on your coattails any day man the views fantastic to the rest of the cast.

### **Renee Zellweger**

Thank you to the Academy thank you for inviting me here alongside one of the most special collaborations and meaningful experiences of my life I've said it before and I'm gonna say it again Cynthia Scarlett Charlize Saoirse have to say boy it is an honor to be considered in your company David Livingstone Cameron McCracken director Rupert gold boy it was a privilege to work with you and I am I feel so proud to be in your beautiful movie I got to

think my stage mom's Matt and Jeff and Eric vitro Paul Gary Jessie Buckley Finn wit rock rufus sewell all the cast and the crew who worked so hard on this film to celebrate Judy Garland

### **Laura Dern**

Thank you to the Academy for this honor just to be in this room with such remarkable other artists including my fellow nominees my sisters and colleagues. Thank you Netflix my friend Ted Scott everyone for their support and love to Noah. His vision his magic, thank you Noah for your words and for your friendship and art and life with you and Greta thank you to this cast the majestic Adam Scarlet Allen Ray our amazing crew. David Noah wrote a movie about love and about breaching divisions in the name and in the honor of family and home and hopefully for all of us in the name of our planet and I would like to say a special thank you to the gifts of the love stories in my life my steps my stepchildren CJ and Harris my heart and inspiration Ellery and Gia.

### **Rami Malek**

somewhere I love you I love you lady my family thank you for all of this I you know my dad didn't get to see me do any of this he's not but I think he's looking down on me right now so this is this is a monumental moment one I'm so appreciative to all of you to everyone who has had a hand in getting me here to the Academy to people who took a chance on me every step of the way Graham King Dennis O'Sullivan everyone at Fox and New Regency thank you guys so much I may not have been the obvious choice but I guess it worked out Thank

### **Mahershala Ali**

Academy thank you well think dr. Shirley for just trying to capture his essence trying to capture dr. Shirley's essence pushed me to my my ends and which is a reflection of the person he was and the life that he lived and I thank him I think my partner of ego with him Peter Farrelly a thank you for your leadership and your guidance and and for also given a space like really given a space to work it out and and coming in and tweaking and really appreciate and love you Octavia Spencer Chris Bowers my double I want to I want to dedicate this to to my grandmother who has been in my ear my entire life

### **Olivia Colman**

oh it's genuinely quite stressful asked me I have to thank lots of people if by the way I forget anybody I'm gonna find you later I'm gonna give you a message snog and I'm really sorry if I might forget now but your gosh my best director in the best film and with Emily and Rachel the two long videos woman in the world to fall in love with him to go to work with every day I mean you can imagine it wasn't a hardship and to be to be in this category with these extraordinary women and Glenn Close ie you've been my idol for so long and this is not how I wanted it to be and I think you're amazing and let me very much and

### **Regina King**

um to be standing here representing one of the greatest artists of our time James Baldwin this it's a little surreal James Baldwin burst this baby and Barry you nurtured her you surrounded her with so much love and support so it's appropriate for me to be standing here because I'm an example of what it looks like when support and love is poured into someone mom don't love you so much thank you for teaching me that God is always leaning always has been leaning in my direction

### **Gary Oldman**

well my my deepest thanks to the Academy and its members for this ah this is this glorious ripp prize I owe this and so much more to so many I have I've lived in America for the longest time and I am deeply grateful to her for the loves and the friendships I have made and the many the many wonderful gifts it has given me my my home my livelihood my family and now Oscar the movies such as their their their power captivated a young man from South London and gave him a dream and Douglass of Banský my dear dear friend

### **Sam Rockwell**

run that clock to me I want to get that ski jet or whatever there was I'd like to thank the Academy never thought I'd say those words Willem Dafoe Richard Jenkins Christopher Plummer Woody Harrelson you guys Rock you inspire me and you always have when I was 8 years old I was called into the principal's office and my father was looking very seldom and he said we got to go it's grandma and we got in the car and I said what's wrong with Grandma he

said nothing we're going to the movies my mom and dad's love of movies became my love of movies so thank you for that mom and dad I love you thank you that formidable Frances McDormand we're at the convention Frances fantastic Woody Harrelson you guys are my heroes this the rest of this incredible cast and crew incredible Fox Searchlight everyone involved in three billboards

### **Frances McDormand**

oh yeah so I'm hyperventilating a little bit if I fall over pick me up because I've got some things to say so I think this is what Chloe Kim must have felt like after doing back-to-back 1080s in the Olympic halfpipe did you see that okay that's what it feels like I want to thank Martin McDonagh look what you did we are a bunch of hooligans and anarchists but we do clean up nice I want to thank every single person in this building and my sister Dorothy I love you dot and I especially want to thank my clan Joel and Pedro Mick Cohen these two stalwart individuals were well raised by their feminist mothers they they value themselves each other and those around them I know you are proud

### **Allison Janney**

did it all by myself okay nothing further nothing further from the truth thank you to the Academy my fellow nominees you represent everything that is good and right and human about this profession you were all extraordinary Steven Rogers look what you did look what you did you're a brilliant writer thank you for the gift of Levana I did not see this coming you did you give new meaning to the word friend to my eye Tonya family the Magnificent Margot Robbie the fearless Craig Gillespie a cast and crew and bird that elevated my work to Tom and Brian neon thirty West my my team Janney Leslie severs Chris Henze Alana Rice Karen Sanfilippo we've been together a long time thank you for all of your work Joanne Woodward I want to thank you for your encouragement and generosity that gave me the confidence

### **Casey Affleck**

nice uh thanks so much to me thank you one of the first people who taught me how to act was Denzel Washington and I just met him tonight the first time thank you and to all the other nominees did great work I'm proud to be in your company guys are very brave and I admire what you do and I'm only here really because of all that the talents and goodwill so many people are impossible to name but most of all Kenneth Larkin who made this part and without this part and without his writing I wouldn't be here for sure and well he directed it man I wish it something that's bigger and warming equal to say but I've just I'm really proud to be a part of this community in general I look out at all of you and I have this whole year and just dumbfounded that I'm included and

### **Mark Rylance**

I've always I've always just adored stories hearing them seeing them being in them so for me to have the chance to work with I think one of the greatest storytellers of our time Steven Spielberg has just been such an honor and unlike some of the leaders were being presented with these days he leads with such love that he's surrounded by masters and every craft on his film every craft not the least mr. Tom Hanks people I'm so pleased that our film has been nominated so many times and as a face of the film I meet many people in the streets and it's lovely to have them they always saying to me would it help and all that stuff and I think if you ever wondered about acting with Tom Hanks would it help the answer is clearly yes I want to just say thank you to my fellow nominees I don't know how they separate my acting from your glorious acting and these wonderful films that you're in which everyone must see I don't know how they separated the five of us from all the other supporting actors who are making films at the

### **Emma Stone**

thank you so much to the Academy to the women in this category Natalie Isabelle Merrill Ruth he were all so extraordinary and I look up to you and I admire you more than I can put into words it's been the greatest honor justice channel on side year that is the greatest honor of all to my mom and my dad and my brother Spencer and my soul sister Kristy and my whole family I love you so much thank you for everything into Doug Wald who stood by me all these years and to Holly and Michele and Craig and PJ and Greta and Bob Cooper thank you so much and I realize at a moment like this is a huge confluence of luck and opportunity and so I want to thank Damien Chazelle for the opportunity to be part of a project that was so special and once-in-a-lifetime I'm so grateful

### **Viola Davis**

thank you to the Academy you know there's one place that all the people with the greatest potential are gathered one place and that's the graveyard people ask me all the time what kind of stories do you want to tell a viola and I say exhume those bodies exhume those stories the stories of the people who dreamed big and never saw those dreams to fruition people who fell in love and lost I became an artist and thank God I did because we are the only profession that celebrates what it means to live a life so here's the August Wilson who exhumed

### **Leonardo DiCaprio**

thank you thank you all so very much thank you to the Academy thank you to all of you in this room I have to congratulate the other incredible nominees this year for their unbelievable performances the revenant was a product of the tireless efforts of an unbelievable cast and crew a lot I got to work alongside first off to my brother in this endeavor mr. Tom Hardy Tom your fierce talent on the screen can only be surpassed by your friendship off screen - mr. Alejandro Inarritu as the history of cinema unfolds you have forged doorway into history these past two years what an unbelievable talent you are thank you to you and Chivo for for creating a trend Cendant cinematic experience for all of us thank you to everybody at Fox and New Regency in particular on Mill Shawn you were the champion of this endeavor my entire team I have to thank everyone from the very onset of my career mr. Cate and Jones for casting me in my first film.

### **J.K. Simmons**

Wow thank you thank you to the Academy thank you to everyone involved in the making of whiplash and I am grateful every day for the most remarkable person I know my wife the wonderful Michelle Schumacher I'm grateful for your love your kindness your wisdom your sacrifice and your patience which brings me to the above-average children even though I may try the patient's more Joe and Olivia you are extraordinary human beings smart funny kind loving people and that's because you are a reflection of your mother and if I may call your mom everybody I'm told it's like a billion

### **Brie Larson**

Wow I thank you thank you first to the Academy I want to start big because the thing that I love about moviemaking is how many people it takes to make it so I want to start first with a Telluride Film Festival the Toronto Film Festival who gave us a chance who gave us a platform first I'd like to thank a 20-4 for taking us movie into their hands and sharing it with the world I'd like to thank our director lenny abrahamson who is absolutely incredible and the Donahue who created this world Jacob Tremblay my my partner through this in every way possible my real partner Alex Greenwald I love you the whole thing to my parents my agent my manager Christy odo and Woodward Lindsay gallon the rest of my team my friends my family thank you to everyone who participated in room thank you to all of you who saw it thank you to the fans thank you to the moviegoers thank you for going to the theater and seeing our films I appreciate it thank you

### **Alicia Vikander**

Wow thank you so much the Academy for this incredible recognition I share this with our fabulous crew and cast and I want to thank I want to thank Gayle and Ann and Nina and working title and focus and Tom where are you my director thank you so much for your support and belief in me and Eddie there you are thank you for being the best acting partner I couldn't have done it without you you erased my game I wouldn't be here if it wasn't for my dream team which is Teresa hang Hera chance Laura I want to tank thank my friends Ilana that hammer and my mom and dad thank you for giving me the belief that anything can happen.

## **Appendix E: Speech Rates**

BOLLYWOOD ZEE CINE AWARDS				HOLLYWOOD ACADEMY AWARDS			
Nr	Name	Gender	SR	Nr	Name	Gender	SR
1	Ranveer Singh	M	138	1	Joaquin Phoenix	M	123
2	Vicky Kaushal	M	157	2	Brad Pitt	M	123
3	Deepika Padukone	F	124	3	Renée Zellweger	F	120
4	Katrina Kaif	F	176	4	Laura Dern	F	146
5	Varun Dhawan	M	188	5	Rami Malek	M	115
6	Anil Kapoor	M	139	6	Mahershala Ali	M	120
7	Sridevi	F	106	7	Olivia Colman	F	131
8	Meher Vij	F	130	8	Regina King	F	89
9	Akshay Kumar	M	182	9	Gary Oldman	M	107
10	Amitabh Bachchan	M	124	10	Sam Rockwell	M	155
11	Anushka Sharma	F	150	11	Frances McDormand	F	133
12	Aliaa Bhatt	F	120	12	Allison Janney	F	147
13	Salman Khan	M	215	13	Casey Affleck	M	156
14	Nawazuddin Siddiqui	M	100	14	Mark Rylance	M	199
15	Sonakshi Sinha	F	154	15	Emma Stone	F	154
16	Divya Dutta	F	238	16	Viola Davis	F	105
17	Shahrukh Khan	M	161	17	Leonardo DiCaprio	M	175
18	Farhan Akhtar	M	137	18	J.K. Simmons	M	103
19	Priyanka Chopra	F	147	19	Brie Larson	F	188
20	Vidya Balan	F	103	20	Alicia Vikander	F	138