

AESTHETIC MARKERS IN THE VOICE OF RADIO PROFESSIONALS

A.S. Andrade¹, M.M. Oliveira², A. Araújo³

¹Voz e Nós / SpeechCare

²Minho University, Social Sciences Institute

³Polytechnic Institute of Porto, School of Health, SLT department
andreaaraujo@eu.ipp.pt

Voice is one of the most essential means of expression in human experience and a valuable tool for communication. Its sound characteristics are most relevant in contexts such as social communication and particularly the radio, where the practice of communication is treated at a professional level and the need to captivate a public-listener through the vocal resources is identified. Therefore, this study intended to find if there are specific vocal qualities that contribute to a better or worse appreciation of vocal aesthetic of the radio professional concerning experienced radio listeners.

An exploratory study was driven in order to find relations between subjective appreciation aspects used in journalism (credibility, expressiveness, naturalness and the overall quality) and vocal parameters (pitch, loudness, intonation and speech rate). Accordingly, a listening test was conducted using 13 voice samples obtained from a male actor performing small differences in speech characteristics in a journalistic phrase. This listening test was administered to 172 journalism and social communication students.

Only 39 of the participant were considered as most of them had low intra-judge reliability values. Results suggest a partial vocal profile concerning the characteristics with better aesthetic acceptance among listeners. Markers emphasized as positive were: increased speech pitch range, loud voice and high pitch. Markers emphasized as negatively were: decreased speech pitch range, soft voice low pitch. Additionally, there are statistic evidences that vocal authenticity is highly valued, leading to a reflection about excessive deviation from the original vocal characteristics.