

**UDC 81'42**

**Svetlana I. Guseva**  
**Amur State University**  
**Blagoveshchensk, Russian Federation**  
e-mail: s\_guseva@mail.ru

**Zhan Jianwen**  
**Amur State University**  
**Blagoveshchensk, Russian Federation**  
e-mail: 5544060@qq.com

## **THE PERCEPTION OF CHINESE RADIO ADVERTISING: VERBAL-SEMANTIC FILTER**

### **Abstract**

The article discusses the characteristics of the key information in Chinese advertising discourse. The perception of commercial radio advertising by native speakers of Chinese is studied from anthropocentric angles of modern linguistics based on the informational approach, which allows to determine the key points of discourse of advertising, i.e. useful information, which in the perception of radio advertising has gone through physical, verbal-semantic and pragmatic filters of information processing. The quantitative results of the verbal-semantic analysis are compared to similar results obtained for German, Russian, and English. The similarity is in the highest frequency of occurrence of nouns, numerals and adjectives in the four languages, while the differences lie in functional word frequency of occurrence.

**Keywords:** perceptual characteristics, verbal-semantic filter, information-processing model of speech perception, information structure in discourse, Chinese commercial radio advertising.