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TEMPORAL CHARACTERISTICS OF CHINESE COMMERCIAL RADIO ADVERTISEMENT

Abstract

This paper examines prosodic features of Chinese commercial radio advertising in its informationally important and unimportant segments. We also present a brief description of the perceptual study that allowed to identify the syllables that comprise the informational core of the advertisements. The comparative analysis was performed to determine the significance of a number of factors in the distribution of the information load in advertising. Among these factors were: 1) beginning / middle / end of the utterance, 2) fast speech rate / slow speech rate / stability of speech rate, 3) the average speech rate and duration of the advertisement, 4) pauses location before / after / at both sides / the beginning of the utterance / the end of the utterance, 5) presence of repeated elements in advertising, 6) male / female voice. The conclusion is made that the most important factors in the distribution of the information load are duration, position in the utterance, male voice and slowing down the speech rate.

Keywords: commercial advertising, pause, speaking rate, speeding up / slowing down, informational core, informationally important / unimportant syllables.

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