The role of touch-dynamic characteristics of English prosody in radio advertising
(Based on the British and Russian radio advertising texts)
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Abstract: 1. Sound design radio advertising texts characterized by a specific set of features, which are the result of law-selection intonation and sound media that manifests itself in virtually error-free (about 90% of cases) Identification of radio advertising by ear, among other texts. 2. Tonal and dynamic media play an essential role in the formation of prosodic portrait radio advertising. 3. Differentiating features of radio advertising, compared with neutral texts are: A higher altitude-tone level of the early phrases (increase by about one positive level of medium-low to medium-elevated); A wider tonal range (extending from the middle tonal range in neutral texts to an expanded, sometimes large); Increasing the speed of the frequency change in the maximum positive and negative intervals; An increase in the maximum positive and negative changes in the tone intervals; The expansion of dynamic range; Increase in the medium-syllabic intensity; The overall dynamic background phrase is perceived by ear as raising loud.
All of these prosodic features, in general, produce an effect greater expressiveness of advertising texts, relative to neutral.