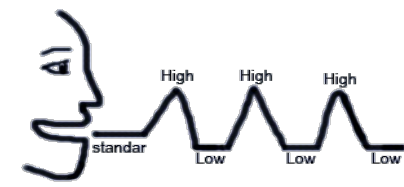


Background

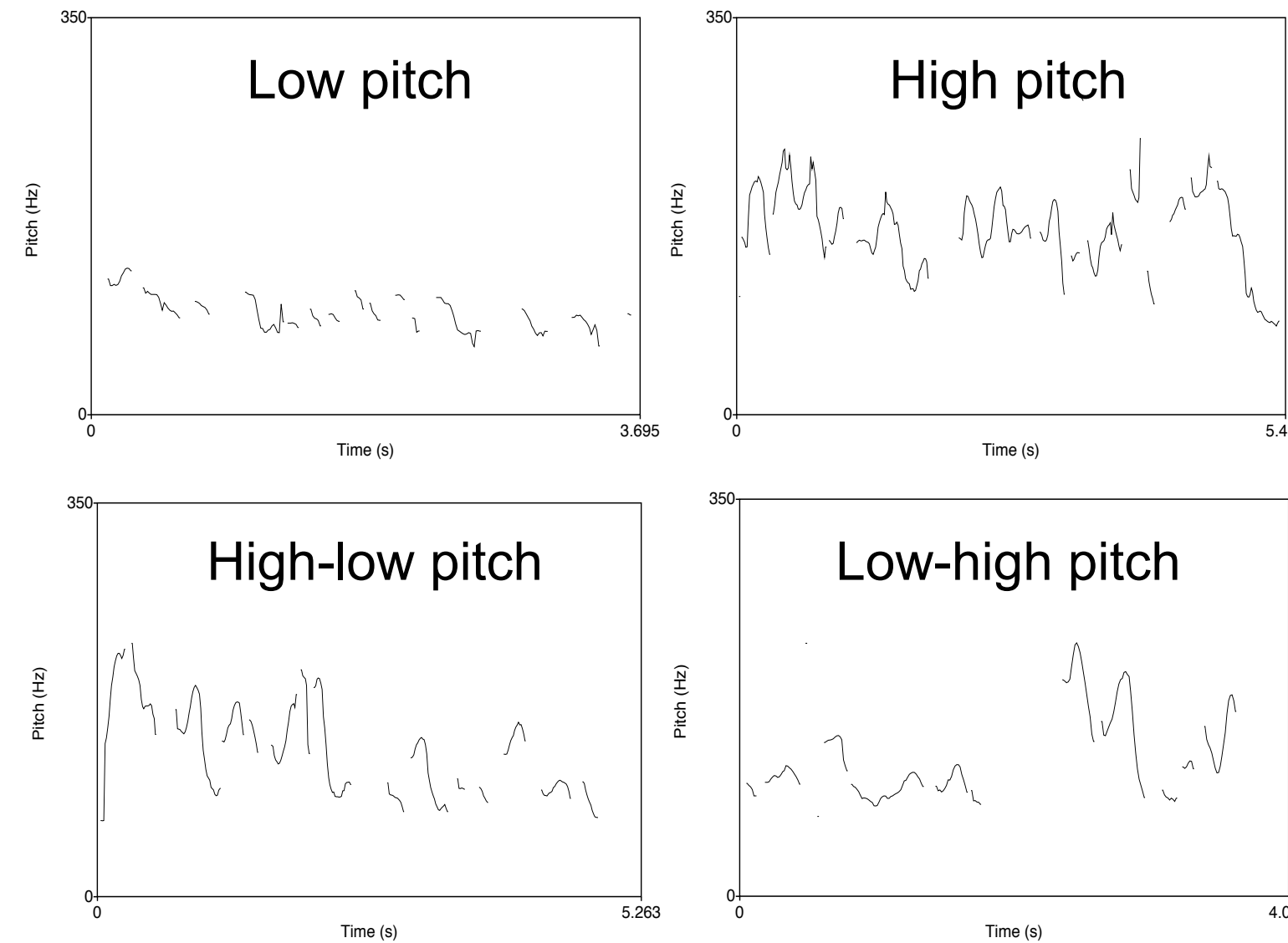
The processing of the mediated messages and particularly speech is one of the most important topics in media, cognitive psychology, and linguistics.

One of the most important structural features in radio to stimulate attention is prosody. Some authors have demonstrated that prosody, and especially intonation is a determining factor for the cognitive processing of messages.

Objective: to determine how different pitch level variations in radio commercials affect the levels of self-perception of effectiveness, adequacy, immediate recall, and recognition of the listener

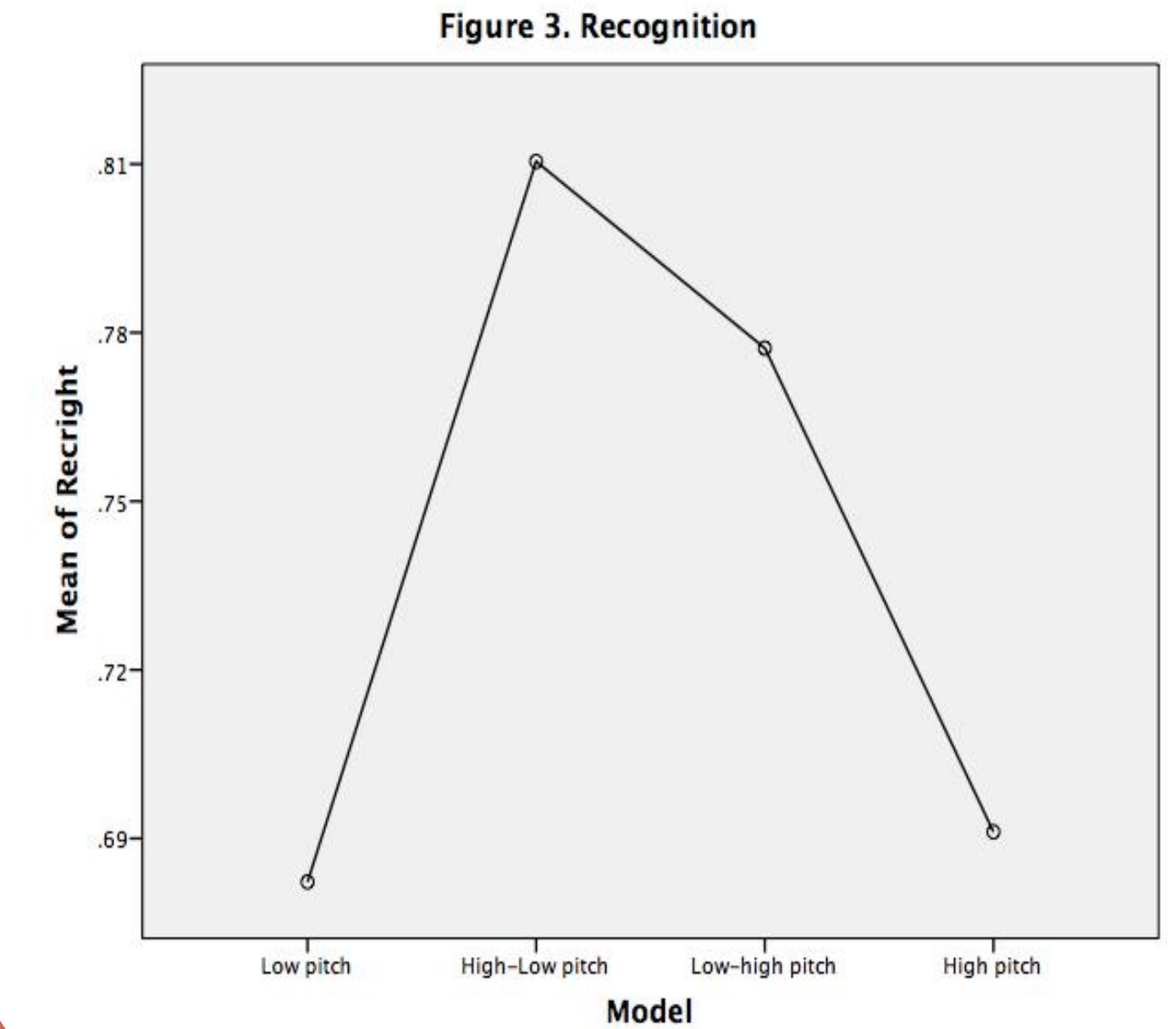


Models



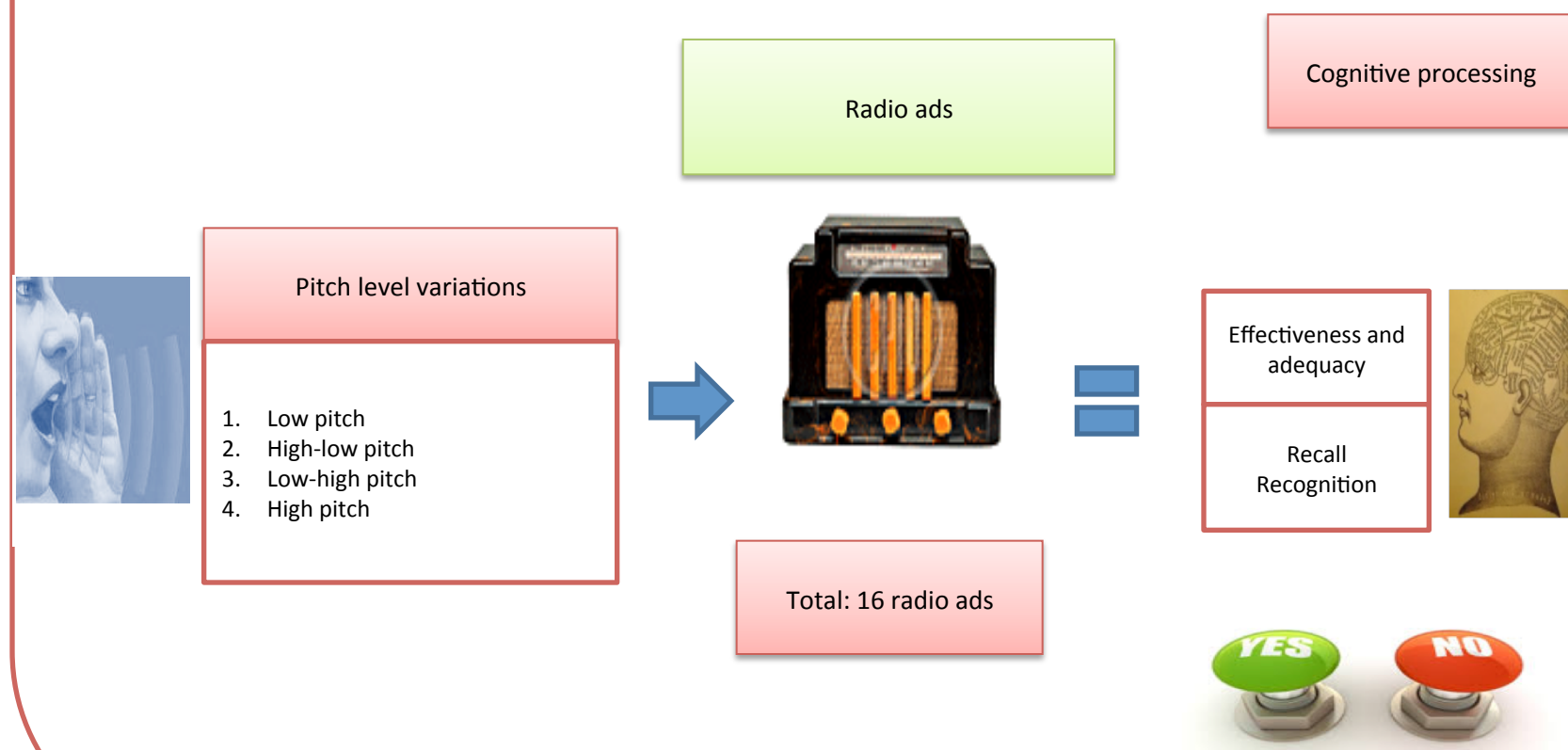
Recognition

The best models were those with pitch variations: High-Low pitch followed by Low-High pitch.



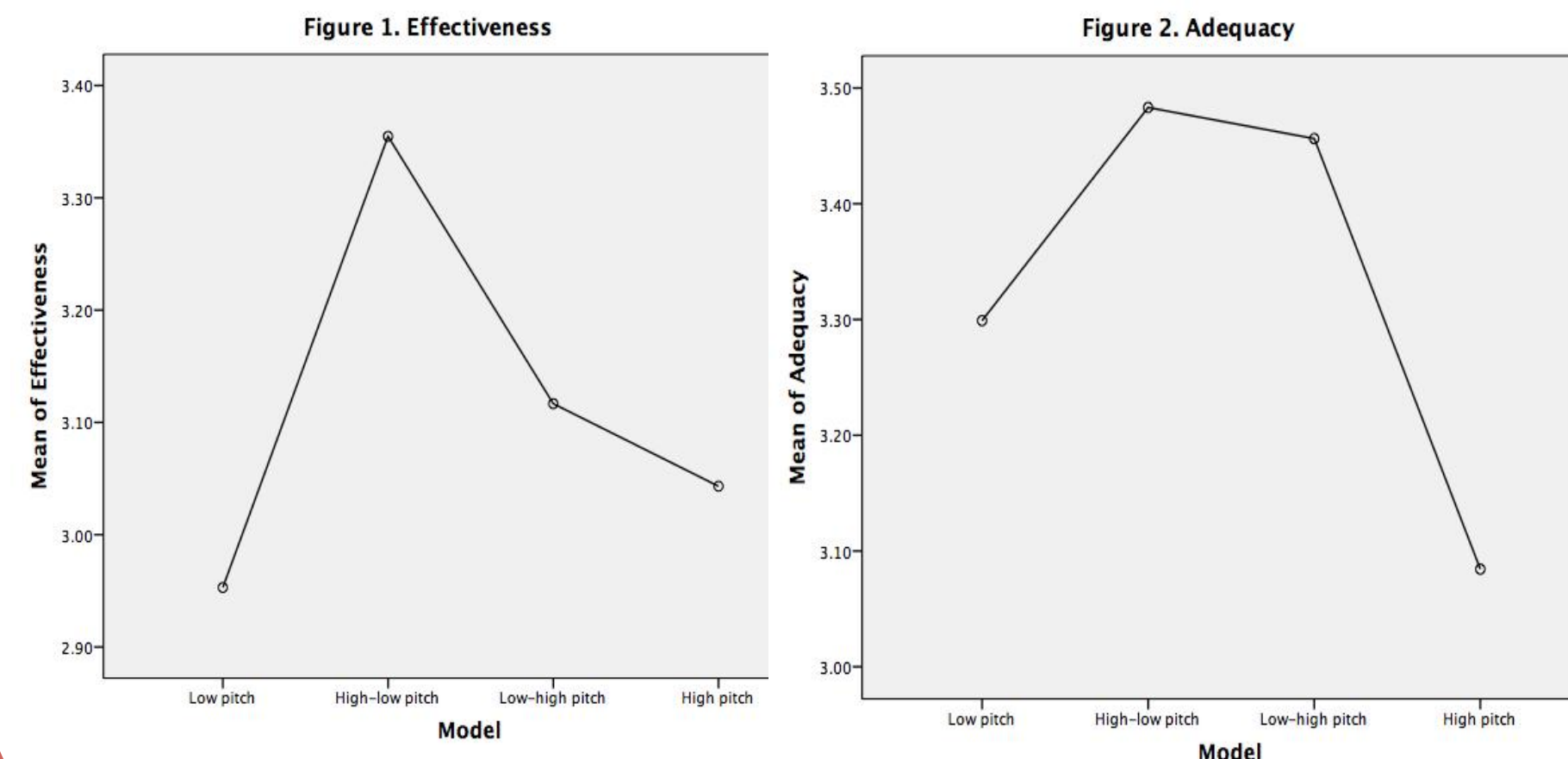
Method

Prosody strategies to improve the attention and recall of a listener exposed to an auditory stimulus



Effectiveness and Adequacy

The best delivered model was High-Low Pitch Variation



Conclusions

1. Pitch variations influenced self perception of effectiveness and adequacy as well as recognition.
2. The HIGH-LOW PITCH model obtained the best results
3. This model exploits pitch level contrasts across Information Structure constituents=distinctive function
4. These pitch level contrasts helped listeners to improve attention and arousal=contrastive function

