Impact of Vowel Length Stress and Accompanying Prosodic Phenomena on the Attractiveness of Edutainment Content in Journalistic Coverage

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ABSTRACT
Satirical journalism is one of TV programme genres in which, in addition to linguistic aspects, vocal behaviour (including the prosody of language) plays a significant role. Scientific objective: The aim of this paper was to describe the prosodic and extra-prosodic phenomena that affect the humorous perception of journalistic content. For this purpose, the author analysed the reading style of a leading reporter of one of the most popular news programmes in one of the mainstream TV stations. Results and conclusions: The humorous effect of journalistic coverage is affected by the following aspects of the art of speaking and reading (i.e., speech expression): breathing technique and voice projection—the voice is always slightly raised, energetic, stimulating; diction—very expressive articulation, stressing in accordance with the phonetic features of the phones (tightening of plosives and prolonging of fricatives, semi-vowels and vowels); elements of prosody—intonation, stress and vowel length. Research methods: The analysis, conducted using the perceptive method, of prosodic and extra-prosodic phenomena used by the reporter in question covered approximately 120 recordings from the period 2016—2022 broadcast in the news programme “Fakty” on TVN TV station. The aspect that the author focused on was how these phenomena were used to achieve a humorous effect of the message conveyed. Cognitive value: Individual techniques of text interpretation affect the level of recognition of reporters by the audience. Consistent use of the same prosodic extra-prosodic phenomena by the reporter examined translates into an individual style of content delivery, strengthens the reporter’s image as a professional, as well as makes him stand out among other professionals in the field and provides an inspiration for younger reporters who are just starting their career. Professional vocal
behaviour is an important skill that is worth mastering for anyone who uses their voice as a tool for their work. The analysis of the mentioned phenomena can be used as an element of a workshop for other reporters looking for inspiration in the presentation of information content of a special (humorous) nature.

KEYWORDS
vowel length stress, stress, speech expression, intonation, prosody, TV news programme, vocal behaviour