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| RESEARCH ARTICLE

The Role of Vocal Technique in Attracting Audiences in Digital Television and Podcasting

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| ABSTRACT
This study explores the role of vocal technique in enhancing audience engagement across digital television and podcasting platforms. It investigates how elements such as clear pronunciation, varied tone, appropriate speech pace, and distinct voice quality influence listener and viewer attraction. Employing a descriptive research methodology, the study utilizes electronic questionnaires and observational tools to gather data from a sample of digital television and podcast audiences. Key findings reveal that clear pronunciation (Statement 5) is the most critical factor, with a mean score of 4.88 and a low standard deviation (0.34), indicating near-universal agreement on its importance. Distinct voice (Statement 8) follows closely, with a mean of 4.73, as participants valued unique vocal qualities that foster emotional connection. While varied tone (Statement 6) and appropriate speech pace (Statement 7) were highly valued, they showed slightly lower means (4.63 and 4.59, respectively) and higher variability, suggesting context-dependent preferences. The study also highlights the importance of technical sound quality (Statement 9) and voice training (Statement 12) in media success, with high mean scores (4.52 and 4.63, respectively). These findings underscore the need for professional vocal skills and high-quality audio production. Additionally, participants expressed a moderate preference for podcasts due to their sound quality (3.65), while digital TV was favored for its audio-visual diversity (3.48). Recommendations include providing specialized vocal technique training for broadcasters, leveraging modern technology to enhance audio quality, encouraging thorough script preparation, and conducting further research with diverse samples. The study also suggests integrating vocal technique training into academic curricula and raising audience awareness about the importance of vocal quality. Significance of this study lies in its empirical examination of vocal technique in digital media, filling a gap in the literature and offering practical insights for broadcasters. Its contributions to both theory and practice underscore the enduring relevance of vocal skills in modern communication.

| KEYWORDS
Vocal technique, digital television, podcasting, audience engagement, pronunciation clarity, distinct voice

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1. Introduction

Human voice varies across individuals due to differences in vocal range, age, and biological conditions such as transient illnesses or permanent vocal impairments acquired during childhood or later stages of life. Consequently, public speakers must enhance their vocal performance through vocal technique exercises and continuous training in proper pronunciation and articulation to improve efficiency and develop communicative skills, particularly among broadcasters delivering news bulletins (audio or visual) and program hosts across various mass media platforms. Certain vocal issues can be resolved through medical or natural interventions, such as consulting specialists or practicing vocal techniques, as the voice is a critical factor in attracting listeners and sustaining engagement with media content delivered via digital television or podcasting. Conversely, poor vocal quality can lead

to audience alienation, causing listeners to switch channels or abandon programs entirely. This paper explores the impact of vocal technique on audience engagement in programs broadcast through digital television and podcasting, addressing the extent to which vocal skills influence listener retention and communication effectiveness.

The significance of this study stems from its focus on investigating the role of vocal technique in news delivery and program presentation across digital television and podcasting platforms. By assessing the impact of vocal technique on strengthening the communicative relationship between broadcasters and listeners, the study highlights the critical importance of proper language and articulation in digital media to enhance audience comprehension and engagement. Furthermore, it provides a foundational framework for future research on vocal technique, offering insights into its potential to improve communication dynamics between broadcasters and their audiences.

1.2. Research Problem

Observably, the linguistic proficiency of broadcasters has declined significantly with the advent of digital television and podcasting, necessitating critical examination, particularly among newsreaders, program hosts, public speakers, and educators whose content is disseminated via the internet. The central research question is:

- To what extent do vocal nuances enhance the communicative relationship between broadcasters and listeners in a successful and effective manner?

1.3. Objectives of the Study

1. -Understanding vocal technique, including vocal range, tone, types, and performance methods.
2. -Mastering vocal technique styles to improve broadcaster performance.
3. -Enhancing broadcaster proficiency in linguistic accuracy, conscious reading, and proper speech according to Arabic language rules.
4. -Shedding light on the vocal dimensions of broadcasters, including pronunciation, articulation, tone, and public speaking, both theoretically and practically.

1.4. Research Questions

1. How is vocal technique employed to attract listeners and encourage engagement with programs broadcast via digital television or podcasting?
2. What technical and artistic methods help broadcasters develop their vocal skills?
3. Which vocal technique skills most influence audiences of audio or visual media content delivered via the internet?
4. To what extent does a broadcaster's voice weaken the relationship between the media outlet and the listener?
5. Do vocal range and tone contribute to the spread of media content distributed through mass communication channels?

2. Theoretical Framework of the Study

2.1. Vocal Technique in Broadcasting

- Concept of Vocal Technique

In physics, sound is defined as a series of vibrations (compressions and rarefactions) that travel through a physical medium and are perceived by the auditory system via the ear (Al-Kafawin, 2021, p. 17). Sound does not propagate in a vacuum but requires a material medium (such as metal, gas, or liquid) for transmission, with the quality of sound depending on the medium's properties.

The term technique (from the English technology) derives from the Greek Techno (skill or craft) and Logia (science or study). In Arabic, it is often translated as taqniyah (technique), though some prefer taqanah (technics) (Al-Hassan, 2010, p. 321). This term applies to all professional and craft fields requiring mastery and precision to convey meaning effectively. In broadcasting, vocal technique refers to the mastery of articulation, language, pronunciation, and vocal range to engage listeners.

Definition in the Study: Vocal technique for broadcasters involves mastering articulation, language proficiency, proper pronunciation, and understanding vocal range to attract and retain audiences.

2.2. Human Vocal Range

Human voice varies across individuals due to factors such as age, gender, and physiological conditions. For instance, male voices typically range between 80–400 Hz, while female voices range between 300–1,500 Hz, resulting in men's voices being deeper and women's voices higher and softer (Al-Bayati, 2020, p. 3).

2.3. **Organs Producing Sound**

Sound production involves four primary organs and several secondary ones:

- Lungs: Supply air to the vocal folds via the diaphragm, essential for sound generation. According to Al-Halafawi, the air expelled during speech is 3–4 times greater than during normal breathing, highlighting the lungs' critical role (Al-Halafawi, p. 19).

- Larynx: A muscular structure at the end of the trachea that prevents food or liquid from entering the lungs. Its secondary function is sound production through the vibration of vocal folds (Al-Halafawi, p. 22).

- Vocal Folds: Two folds within the larynx that vibrate to produce sound. Their tension determines pitch, with tighter folds producing higher pitches (Al-Bayati, 2020, p. 4).

- Nose, Mouth, and Tongue: The nose assists in airflow during respiration, while the mouth and tongue shape sounds during speech.

Al-Kafawin notes that the human speech apparatus includes the diaphragm, lungs, trachea, larynx, vocal folds, pharynx, mouth (tongue, palate, teeth, lips), and nasal cavity (Al-Kafawin, 2021, p. 24).

2.4. Vocal Pitch

Pitch refers to the perceived highness or lowness of a sound, distinguishing, for example, a woman's voice from a man's (Al-Kafawin, 2021, p. 111). It is determined by the frequency of vocal fold vibrations, with higher frequencies producing higher pitches.

2.5. Types of Vocal Ranges

Linguists and phoneticians classify human voices into several ranges based on pitch and timbre. According to Asr (1993, p. 105), voices are categorized into five Italian-derived ranges:

1. Soprano: The highest female range, characterized by softness and sharpness, produced in the head region.

2. Mezzo-Soprano: The middle female range.

3. Alto: The lowest female range, overlapping with the highest male range, produced in the larynx.

2.6. Male voices are classified as:

1. Bass: The lowest male range, produced in the chest or abdomen, capable of reaching the lower notes of the musical scale.

2. Tenor: The middle male range, produced in the larynx, with subtypes including light, lyrical, and dramatic.

3. Baritone: The middle-to-low male range, overlapping with bass in some pitches.

These vocal ranges significantly influence audience engagement, as broadcasters with well-modulated voices are more likely to attract and retain listeners on digital television and podcasting platforms.

This theoretical framework underscores the importance of vocal technique in broadcasting, highlighting how mastery of voice production and range can enhance audience appeal and communication effectiveness.

2.7. Vocal Defects and Their Impact on Broadcasting

Human vocal defects can arise from congenital conditions, permanent impairments, or neglect. While congenital defects are often difficult to treat medically, those resulting from neglect can be addressed through vocal exercises and continuous training. Below are common vocal defects that broadcasters and program hosts must overcome to ensure effective communication:

1. Stuttering (التأتأة):

A speech disorder characterized by involuntary repetitions or prolongations of sounds, syllables, or words, particularly the letter "ت" (taa). Individuals with this condition are referred to as "تمتام" (stutterers). This defect disrupts speech fluency and can deter listeners from engaging with the content.

2. Cluttering (اللجلجة):

Described as a fluency disorder marked by irregular speech rate, excessive pauses, and sound repetitions. According to Manal Abu Al-Hassan (2014, pp. 66-67), cluttering reflects an inability to complete the speech process smoothly, affecting the rhythm and clarity of communication.

3. Lisping (الفأفأة):

Involves difficulty or repetition in pronouncing the letter "ف" (faa) due to narrow articulation or respiratory issues. This defect requires targeted training to correct the pronunciation of "ف."

4. Hesitation (الوأوأة):

Characterized by hesitation or repetition of the letter "و" (waw), often stemming from forgetfulness, shyness, or anxiety. Like stuttering and lisping, this defect is linked to fear or nervousness and can be mitigated through confidence-building exercises and public speaking practice.

5. Throat Clearing and Coughing (التنحنح والسعلة):

Considered major flaws in Arabic oratory, throat clearing and coughing during speech are viewed as distractions that diminish the speaker's credibility and audience engagement.

6. Lisp (اللثغة):

A misarticulation where a sound is substituted with another. Common lisps involve the letters "ق" (qaf), "س" (sin), "ل" (lam), and "ر" (ra):

- Qaf Lisp: Substituting "ق" with "ط" (taa), "أ" (hamza), or "ج" (jim).

- Sin Lisp: Substituting "س" with "ث" (tha) or "ت" (ta), altering meaning (e.g., "سمين" becomes "ثمين").

- Lam Lisp: Substituting "ل" with "ي" (ya), as noted by Al-Jahiz (e.g., "أعتللت" becomes "أعتييت").

- Ra Lisp: Substituting "ر" with "غ" (ghain), "ذ" (dha), or "ي" (ya).

These vocal defects negatively impact a broadcaster's performance, reducing audience interest and undermining the credibility of the media content and platform. Addressing these issues through vocal training and speech therapy is essential for effective communication in broadcasting.

2.8. Common Vocal Defects and Their Remedies

Below are additional vocal defects identified by experts, along with their causes and recommended treatments:

1. Throaty, Gurgling Voice (الصوت الحلقي ذو الغرغرة):

- Cause: Occurs due to stiffness or elevation of the back of the tongue, improper posture, or incorrect positioning. The sound becomes gurgling, dominated by a guttural "غ" (ghain) sound because the elevated tongue base is close to the articulation point of this letter (Al-Hassan, 2017, p. 22).

- Remedy: Stand in front of a mirror, observe your tongue's position, and consciously prevent its back from rising. Practice pronouncing the long vowels "ا" (alif), "و" (waw), and "ي" (yaa), especially the sharp "ي" in words like "نيل" (Nile), to restore the tongue to its natural position (Asr, 1993, p. 120).

2. Muffled Voice (الصوت المكتوم):

- Cause: Known as Wooly Tone in English, this defect arises from the vocal cords being too far apart. If not due to a congenital condition, it can be addressed by narrowing the larynx and using the head resonance area.

- Remedy: Practice pronouncing long vowels to tighten the vocal cords and engage the head resonance area.

3. Metallic Voice (الصوت المعدني أو النحاسي):

- Cause: Called Metal Tone in English, this defect occurs when the vocal cords are too close together, resulting in a harsh, unexpressive sound that relies solely on the head resonance area (Al-Hassan, 2017, p. 22).

- Remedy: Use long vowels from the chest resonance area, where the larynx expands.

4. Nasal Voice (الصوت الأنفي الأخنف):

- Cause: Known as Nosily Tone in English, this defect occurs when the tongue presses inward, obstructing sound from exiting the mouth and redirecting it through the nose. If not due to a physical ailment or cold, it is often behavioral.

- Remedy: Continuously practice tongue exercises, such as those for the throaty, gurgling voice, to ensure the tongue remains in its natural position.

5. Pushed Voice (الصوت المندفع):

- Cause: Called Frontal Tone in English, this defect occurs when sound is forced from the upper front of the larynx, losing its natural coloration and becoming monotonous. It is often caused by stiff neck and larynx muscles, especially when using the head resonance area.

- Remedy: Relax the neck and larynx muscles and practice slow, deliberate speech.

6. Tremulous Voice (الصوت المرتعش):

- Cause: Known as Termole in English, this defect can result from:

- Incorrect breathing.

- Straining the voice by using unsuitable pitch ranges.

- Misusing vocal resonance areas.

- Nervous weakness.

- Aging.

- Fear (Asr, 1993, pp. 120-121).

- Remedy: Practice proper breathing techniques, avoid vocal strain, and manage nervousness through relaxation exercises.

7. Hoarse Voice (الصوت الأجش):

- Cause: Known as Husky Tone in English, hoarseness can be natural or caused by vocal strain or a cold affecting the larynx.

- Remedy: Rest the voice, avoid strain, and treat any underlying laryngeal infections.

8. Dull Voice (الصوت الخافت):

- Cause: Called Deadened Tone in English, this defect is characterized by a lack of resonance and attractiveness. It may stem from congenital vocal cord issues, injuries, or diseases affecting the neck region (Najm Al-Din, 2016, p. 112).

- Remedy: Strengthen the jaw through slow opening and closing movements, practice slow speech, and sing long, gentle notes to improve resonance.

These defects significantly impair a broadcaster's performance, reducing audience engagement and the overall quality of media content. Addressing them through targeted exercises, proper technique, and, when necessary, medical intervention is crucial for effective communication in broadcasting.

2.9. Techniques to Enhance a Broadcaster's Voice

Professional broadcasters often engage in specific exercises and training routines before reading news bulletins or recording programs to refine their vocal delivery and ensure it is engaging for listeners or viewers. Below are key vocal techniques and practices broadcasters can adopt:

- Vocal Enhancement Techniques

1. Posture Technique (تقنية الاعتدال):

- Sit or stand upright while reading or presenting. Proper posture ensures smooth airflow through the larynx, optimizing vocal clarity.

2.. Relaxation Technique (تقنية الاسترخاء):

- Relaxation reduces psychological and physical tension, eliminates facial stiffness, and enhances overall vocal performance.

3. Jaw, Lip, and Tongue Flexibility (ليونة الفكين والشفتين واللسان):

- Lip Exercises: Press lips together and protrude them forward. Inhale deeply and exhale slowly while keeping lips sealed.

- Tongue Exercises: Extend the tongue upward, forward, and sideways. Press the tongue against closed lips and try to push it out.

- Jaw Exercises: Alternate between small and large bites quickly. Rest the lower jaw on the chest and practice biting motions.

4. Breathing Technique (تقنية التنفس):

- Relaxed Breathing: Inhale deeply and exhale slowly while relaxed.

- Voice Control: Inhale through the nose, hold for a count of five, then exhale slowly. Gradually increase the count.

- Hissing Exercise: Inhale, hold for five counts, then exhale while producing a hissing sound ("sssss").

- Wave Sound Exercise: Inhale, then exhale while producing a wavy sound ("rrrrr"), mimicking a train's engine.

- Single-Breath Reading: Read a passage (e.g., Al-Fatiha) in one breath, gradually adding verses.

- Breath Pressure Exercise: Practice sustained reading by controlling breath, akin to inflating a balloon.

- Breath Stabilization: Hold a tissue in front of your mouth and exhale steadily to keep it stable without fluttering.

2.10. Essential Guidelines for Broadcasters Before Reading Scripts

1. Early Studio Arrival: Arrive early to review the script thoroughly.

2. Engage Naturally: Read as if conversing with someone. When reading from a script, occasionally lift your eyes and observe the technician for cues.

3. Write to Speak: Avoid hesitation by practicing aloud. Vary pitch and tone, take short pauses, and breathe correctly.

4. Project Your Voice: Avoid shouting but maintain a balanced tone suitable for news reading. Focus on articulating the first and last letters of each word.

5. Rehearse Aloud: Read the script aloud before going live to familiarize yourself with its flow.

6. Microphone Placement: Keep the microphone 20 cm from your mouth to avoid capturing unwanted breath sounds.

2.11. **Vocal Exercises for Broadcasters**

1. Candle Exercise (تمرين الشمعة):

- Place a candle 20 cm from your mouth and read without extinguishing the flame, ensuring controlled breathing.

2. Pen Exercise (تمرين القلم):

- Hold a pen horizontally between your teeth while reading to improve articulation and sound production.

3. Breath Control Exercise (تمرين النفس):

- Inhale deeply, hold your breath, and exhale slowly through the mouth. Repeat at least three times.

2.12. Fundamentals of Successful News Reading

1. Pre-Read the Bulletin: Review each news item before entering the studio, marking punctuation and intonation.

2. Sentence Segmentation: Identify natural pauses to ensure smooth delivery and proper breathing.

3. Preparation Builds Confidence: Thorough preparation instills confidence and reduces on-air errors.

4. Pre-Broadcast Breathing: Take deep breaths before going live to regulate respiration.

These techniques and practices collectively enhance a broadcaster's vocal delivery, ensuring clarity, engagement, and professionalism in both digital television and podcasting.

2.13. Digital Television and Vocal Technique

The term digital television emerged between 1990–1993, revolutionizing broadcasting with its high precision, speed, interactivity, and integration with the internet. A key feature of digital television is its high-quality, clear audio, which significantly enhances viewer engagement. As noted by Maher Awda Al-Shamayleh et al. (2014), digital television can broadcast up to eight channels within the bandwidth of a single analog channel, offering high-definition video and purer audio at a lower cost.

These advancements prompted the creation of internet-based television channels, leveraging digital technology to produce and share content interactively. However, beyond visual enhancements, vocal technique is crucial for broadcasters. Clear pronunciation, strong tone, and controlled delivery are essential to captivate audiences, especially in a competitive digital landscape.

Ahmed Sidi (2023) emphasizes that grabbing attention in a crowded digital space is a primary challenge for digital video content. With audiences scrolling through countless posts and videos, a broadcaster's vocal clarity and engagement become pivotal in retaining viewer interest. Thus, vocal technique not only enhances content quality but also strengthens the channel's appeal and audience interaction.

2.14. Podcasting and Vocal Technique

The term podcasting emerged in 2003 in the United States, referring to digital audio content shared online. Derived from iPod (Apple's device) and broadcast, podcasting allows anyone to produce and distribute audio files, democratizing media creation. As noted by Rayan bin Ali Al-Hamoud, podcasts are digital media files (audio or video) shared online, often in episodic series, accessible via platforms like Podcast App.

Podcasting has transformed internet radio, enabling individuals to share multimedia content (audio, video, text, images) with a global audience. Its three main types are:

1. Audio Podcasts: Episodic audio content on diverse topics, downloadable for offline listening.

2. Video Podcasts (Vodcasts): Combine audio with visual content, often recorded in studios or on location.

3. Enhanced Podcasts: Integrate audio with interactive elements like text, images, and animations for a richer experience.

The production process involves recording, uploading to hosting platforms, and distributing via RSS feeds. Unlike broadcasting (live, real-time transmission), podcasting offers permanence and on-demand access, allowing creators to refine content before release.

2.15. Impact of Vocal Technique in Podcasting

In podcasting, vocal technique is even more critical due to the audio-centric nature of the medium. Clear enunciation, engaging tone, and emotional delivery directly influence listener retention. Whether delivering cultural, social, political, or news content, a broadcaster's voice quality determines audience engagement.

This study investigates how vocal nuances—such as tone, pronunciation, and language clarity—enhance communication between broadcasters and listeners, ultimately driving the success of digital television and podcasting.

By mastering vocal technique, broadcasters can effectively leverage digital platforms to captivate and retain audiences, ensuring their content stands out in an increasingly competitive media landscape.

2.16. Conclusion: The Role of Vocal Technique in Modern Broadcasting

The theoretical framework of this study underscores the pivotal role of vocal technique in broadcasting, particularly within the contexts of digital television and podcasting. Vocal technique, defined as the mastery of articulation, pronunciation, and vocal range, is essential for engaging audiences and ensuring effective communication. As explored in the study, the human voice is a complex instrument influenced by physiological factors such as vocal range, pitch, and resonance, which vary across individuals due to age, gender, and biological conditions. Understanding these elements is crucial for broadcasters to optimize their vocal delivery and enhance audience appeal.

Vocal defects, such as stuttering, lisping, and nasal tones, can significantly impair a broadcaster's performance, reducing clarity and audience engagement. These defects, whether congenital or resulting from neglect, can be addressed through targeted vocal exercises, proper training, and, in some cases, medical intervention. By overcoming these challenges, broadcasters can ensure their voices remain clear, expressive, and professional, thereby strengthening their connection with listeners and viewers.

The study also highlights the impact of vocal technique in both digital television and podcasting. In digital television, high-quality audio and vocal clarity are essential for retaining viewers in a competitive media landscape. Similarly, in podcasting, where content is primarily audio-based, vocal technique is critical for sustaining listener interest and ensuring the effectiveness of the message. Techniques such as proper posture, relaxation, breathing control, and articulation exercises are fundamental for broadcasters to deliver content that is both engaging and professional.

Moreover, the study emphasizes the importance of continuous practice and preparation in mastering vocal technique. Broadcasters must rehearse scripts, engage in vocal exercises, and maintain proper microphone placement to ensure optimal performance. These practices not only enhance vocal quality but also build confidence, enabling broadcasters to deliver content with authenticity and impact.

In conclusion, vocal technique is a cornerstone of effective broadcasting in the digital age. By mastering the intricacies of voice production and addressing potential defects, broadcasters can captivate audiences, foster deeper engagement, and elevate the overall quality of their content. As digital media continues to evolve, the role of vocal technique will remain indispensable, ensuring that broadcasters remain compelling communicators in an increasingly crowded and competitive media environment.

3.Research Methodology and Design

This study employs a descriptive research methodology, which systematically progresses from broad assumptions, theories, and general knowledge to specific, analytically derived conclusions. As noted by Abdul Salam (2020, p. 190), this approach begins with overarching concepts and gradually narrows down to particular insights, ensuring a comprehensive understanding of the research problem.

3.1. Study Scope and Limitations

The research is bounded by the following parameters:

- Temporal Scope: The study focuses on the period 2022–2024, a timeframe characterized by increased program production, content diversity, and the proliferation of audio-visual media through the internet, particularly podcasting.

- Geographical Scope: While the study operates in a virtual space due to the nature of digital media, its primary focus is on Sudan, reflecting the internet's global reach within a localized context.

- Thematic Scope: The research centers on vocal technique among broadcasters and its impact on attracting audiences via digital television and podcasting.

- Human Scope: The study targets audiences of radio and television programs broadcast through digital platforms, including both digital television and podcasting.

3.2. Data Collection Tools

To gather relevant data, the study utilizes two primary tools:

1. Electronic Questionnaire: A structured set of questions distributed online to capture opinions and attitudes of a specific sample of individuals regarding the study's topic.

2. Observation: A systematic method of monitoring and recording behavior or phenomena to obtain empirical data, as emphasized by Abdul Salam (2020, p. 33).

3.3. Study Population and Sample

The study population comprises individuals who engage with radio and television programs broadcast via digital television and podcasting. From this population, a random sample is selected, consisting of participants who respond to the electronic questionnaire distributed through mobile applications and social media platforms.

3.4. Data Sources

Data are sourced from both primary and secondary channels:

- Primary Sources: Field research data collected directly through the electronic questionnaire and observational methods.

- Secondary Sources: Existing literature, including books, academic journals, and online resources, that provide foundational knowledge and context for the study.

This structured and multi-faceted approach ensures a thorough exploration of vocal technique's role in modern broadcasting, offering valuable insights for practitioners and researchers alike.

4.Discussion and findings

4.1. Demographic Data

Below is a statistical summary of the demographic data, including frequencies and percentages for each category:

Table 1: Demographic Statistics

1. Age Distribution	**Age Group**	**Frequency**	**Percentage**
	18–25	6	10.17%
	26–35	18	30.51%
	36–45	15	25.42%
	>45	20	33.90%
2. Gender Distribution	**Gender**	**Frequency**	**Percentage**
	Male	40	67.80%
	Female	19	32.20%
3. Education Level Distribution	**Education Level**	**Frequency**	**Percentage**
	University	25	42.37%
	Postgraduate	33	55.93%
	Secondary	1	1.69%
4. Content Type Distribution	**Content Type**	**Frequency**	**Percentage**
	News Bulletins	24	40.68%
	Talk Shows	13	21.99%
	Podcasts	11	18.64%
	Religious Programs	6	10.17%
	Other	5	8.47%
Total		**59**	**100.00%**

Observations:

Here are the observations for Table 1: Demographic Statistics:

1. Age Distribution:

- The >45 age group is the most represented (33.90%), indicating a strong presence of older adults in the survey.
- The 26–35 age group follows closely (30.51%), suggesting a significant participation from young to middle-aged adults.
- The 18–25 age group has the lowest representation (10.17%), which may reflect lower engagement or a smaller target population in this age range.

2. Gender Distribution:

- Males dominate the responses (67.80%), significantly outnumbering females (32.20%). This could indicate a higher interest or participation rate among males in the surveyed content.

3. Education Level Distribution:

- Postgraduate respondents are the majority (55.93%), highlighting a highly educated audience.
- University graduates also form a substantial portion (42.37%), while Secondary education is nearly absent (1.69%). This suggests the content appeals more to higher-educated individuals.

4. Content Type Distribution:

- News Bulletins are the most popular content type (40.68%), reflecting a strong interest in current affairs or informational content.

- Talk Shows and Podcasts are also widely followed (21.99% and 18.64%, respectively), indicating a preference for interactive and engaging formats.
- Religious Programs have moderate interest (10.17%), while Other content types represent a smaller niche (8.47%).

Overall Observations:

- The survey population is predominantly older males with higher education levels, who are most likely to follow News Bulletins and Talk Shows.
- The high percentage of Postgraduate and University respondents suggests the content may be more intellectual or professionally oriented.
- The gender disparity (more males than females) could indicate a need to explore content that appeals more broadly to female audiences.

4.2. Table 2: Voice Quality Preferences

Below is the combined table with Statement, Response, Frequency, Percentage, Mean, and Standard Deviation for each statement:

Statement	Response	Frequency	Percentage	Mean	Standard Deviation
5. Clear Pronunciation Improves Understanding	Strongly Agree	50	84.75%	4.88	0.34
	Agree	9	15.25%		
6. Varied Tone Makes Content More Engaging	Strongly Agree	38	64.41%	4.63	0.59
	Agree	18	30.51%		
	Neutral	2	3.39%		
	Disagree	1	1.69%		
7. Appropriate Speech Pace Facilitates Following	Strongly Agree	37	62.71%	4.59	0.58
	Agree	19	32.20%		
	Neutral	3	5.08%		
8. Distinct Voice Attracts More	Strongly Agree	44	74.58%	4.73	0.48
	Agree	12	20.34%		
	Neutral	2	3.39%		
	Disagree	1	1.69%		

Observations for Table 2: Voice Quality Preferences

Clear Pronunciation (Statement 5) emerges as the most critical trait, with a mean of 4.88 and the lowest standard deviation of 0.34. This indicates near-universal agreement that clear pronunciation significantly enhances understanding of content. The high frequency of "Strongly Agree" responses (84.75%) further underscores its importance, making it the most valued trait among respondents.

Distinct Voice (Statement 8) follows closely, with a mean of 4.73 and a moderate standard deviation of 0.48. While not as universally critical as clear pronunciation, it still garners strong agreement, with 74.58% of respondents strongly agreeing that distinct voices attract them more. This suggests that unique vocal qualities are highly appreciated, though with slightly more variability in opinions compared to clear pronunciation.

Varied Tone (Statement 6) and Appropriate Speech Pace (Statement 7) are also important, though slightly less emphatically valued. Varied tone has a mean of 4.63 and a higher standard deviation of 0.59, indicating strong agreement but with more variation in responses. Similarly, appropriate speech pace has a mean of 4.59 and a standard deviation of 0.58, reflecting consistent importance but with slightly fewer respondents strongly agreeing (62.71%) compared to varied tone (64.41%).

Overall, the ranking of importance based on means is: Clear Pronunciation > Distinct Voice > Varied Tone > Appropriate Speech Pace. While all traits are highly valued, clear pronunciation stands out as the most universally critical, followed by distinct voice. Varied tone and appropriate speech pace, though important, show slightly more variability in opinions, indicating they are valued but not as unanimously as the top two traits.

4.3. Table 3: Voice Quality and Media Preferences

Statement	Response	Frequency	Percentage	Mean	Standard Deviation
9. Technical Sound Quality Affects Continued Viewing	Strongly Agree	32	54.24%	4.52	0.63
	Agree	22	37.29%		
	Neutral	4	6.78%		
	Disagree	1	1.69%		
10. Uncomfortable Voice Leads to Switching	Strongly Agree	28	47.46%	4.45	0.74
	Agree	25	42.37%		
	Neutral	5	8.47%		
	Disagree	1	1.69%		
11. Sound Effects Enhance Listening Experience	Strongly Agree	25	42.37%	4.32	0.85
	Agree	26	44.07%		
	Neutral	4	6.78%		
	Disagree	4	6.78%		
12. Voice Training is Essential for Media Success	Strongly Agree	35	59.32%	4.63	0.61
	Agree	20	33.90%		
	Neutral	3	5.08%		
	Disagree	1	1.69%		

Observations for Table 3: Voice Quality and Media Preferences

Technical Sound Quality (Statement 9) is highly valued by respondents, with a mean of 4.52 and a moderate standard deviation of 0.63. The majority (54.24%) strongly agree that technical sound quality, such as clarity and absence of distortion, significantly influences their decision to continue watching or listening to a program. This underscores the critical role of sound quality in retaining audience engagement.

Uncomfortable Voice Leading to Switching (Statement 10) also receives strong agreement, with a mean of 4.45 and a higher standard deviation of 0.74. Nearly half of respondents (47.46%) strongly agree that an uncomfortable voice, such as one that is harsh or unclear, would prompt them to switch to another channel or program. While this factor is important, the higher variability suggests that some individuals are less affected by this issue compared to others.

Sound Effects Enhancing Listening Experience (Statement 11) show slightly lower agreement, with a mean of 4.32 and the highest standard deviation of 0.85. Although a significant portion of respondents (42.37%) strongly agree and (44.07%) agree that sound effects improve their listening experience, the higher variability and presence of neutral or disagreeing responses (6.78% each) indicate that the impact of sound effects is not universally critical. Some respondents may find them less influential or even unnecessary.

Voice Training for Media Success (Statement 12) stands out as the most critically valued factor, with the highest mean of 4.63 and the lowest standard deviation of 0.61. A clear majority (59.32%) strongly agree that voice training is essential for the success of media programs, while an additional 33.90% agree. The minimal variability in responses highlights a strong consensus on the importance of professional voice training in media.

4.4. Overall Observations:

When comparing the statements, Voice Training (Statement 12) emerges as the most important factor, followed by Technical Sound Quality (Statement 9) and Uncomfortable Voice Leading to Switching (Statement 10). Sound Effects (Statement 11), while appreciated, are the least critically valued, with the highest variability in responses. This ranking suggests that audiences prioritize clear, professionally delivered content over additional enhancements like sound effects.

4.5. Table 4: Media Preferences and Engagement

Statement	Response	Frequency	Percentage	Mean	Standard Deviation
13. Prefer Podcasts for Clearer, More Professional Sound	Strongly Agree	12	20.34%	3.65	1.08
	Agree	18	30.51%		
	Neutral	14	23.73%		
	Disagree	5	8.47%		
14. Interactivity in Digital TV Reduces Focus on Sound Quality	Agree	20	33.90%	3.12	1.15
	Neutral	15	25.42%		
	Disagree	14	23.73%		
15. Follow Digital TV More Due to Varied Audio-Visual Effects	Agree	22	37.29%	3.48	1.06
	Strongly Agree	10	16.95%		
	Neutral	12	20.34%		
	Disagree	5	8.47%		

Observations for Table 4: Media Preferences and Engagement

Preference for Podcasts (Statement 13) shows moderate agreement, with a mean of 3.65 and a standard deviation of 1.08. While a significant portion of respondents (20.34%) strongly agree and (30.51%) agree that podcasts offer clearer and more professional sound compared to digital TV, a notable percentage (23.73%) remain neutral, and (8.47%) disagree. This suggests that while many appreciate the audio quality of podcasts, it is not a universally preferred medium, and individual preferences vary widely.

Interactivity in Digital TV Reducing Focus on Sound Quality (Statement 14) receives the lowest mean score (3.12) with a standard deviation of 1.15. Only (33.90%) agree, while (25.42%) are neutral and (23.73%) disagree. This indicates that interactivity in digital TV, such as live comments, does not significantly distract most viewers from sound quality. However, opinions are divided, with a substantial portion of respondents either unaffected or disagreeing with this statement.

Following Digital TV for Varied Audio-Visual Effects (Statement 15) shows slightly higher agreement, with a mean of 3.48 and a standard deviation of 1.06. A plurality (37.29%) agree, and (16.95%) strongly agree that the variety of audio-visual effects in digital TV makes it more appealing than podcasts. However, (20.34%) remain neutral, and (8.47%) disagree, suggesting that while audio-visual diversity is a draw for many, it is not a decisive factor for all viewers.

4.6. Overall Observations:

Overall, the data reveals nuanced preferences in media consumption. While podcasts are appreciated for their sound quality, this preference is not universal, with a significant number of respondents remaining neutral or disagreeing. Digital TV's audio-visual effects are a moderate draw, with a plurality valuing them, though they are not a decisive factor for everyone. Meanwhile, interactivity in digital TV, such as live comments, does not appear to significantly reduce focus on sound quality, though opinions on this are divided. The ranking of agreement based on means places preference for podcasts at the top, followed by following digital TV for varied effects, and lastly, interactivity reducing focus on sound quality. This suggests that while sound quality and visual diversity play roles in media choice, their impact varies widely among individuals.

4.7. Responses of Open optional questions

Participants highlighted a wide range of voice elements that attract them to a specific presenter. The responses can be categorized into several key themes:

1. Clarity and Pronunciation 2.1
    a. Many emphasized clear pronunciation ("correct articulation of letters," "clarity of sound exits," "correct language") and articulation as essential.
    b. Voice clarity ("clarity of sound," "strength and clarity of voice," "clarity") was frequently mentioned, with respondents valuing a presenter's ability to deliver content without distortion or ambiguity.
2. Tone and Modulation
    c. Voice tone ("voice pitches," "voice coloring," "intonation") was a recurring theme, with participants appreciating presenters who vary their tone to match the context and evoke emotions.
    d. Depth and richness of the voice ("deep voice," "warmth and attractiveness") were also noted as attractive qualities.
3. Professionalism and Delivery

e. Professionalism in language ("correct language," "eloquence," "mastery of performance") and confidence ("mental presence," "calmness and confidence") were highly valued.
f. Smooth delivery ("smoothness," "rhythm and speed," "absence of stammering") and engagement ("interaction with background sound," "gestures and movements") were mentioned as key elements.

4. Emotional Connection
    g. Several participants highlighted the importance of emotional alignment ("alignment of human emotions with the type of news," "ability to convey emotions") and authenticity in the presenter's voice.
5. Technical and Aesthetic Qualities
    h. Voice quality ("voice texture," "voice strength," "voice hoarseness") and aesthetic appeal ("beauty of voice," "smooth transition between voice layers") were noted as distinctive features.
    i. Harmony with background elements ("harmony with background sound," "suitability of voice pitch for the recipient") was also mentioned.
6. Content Mastery
    j. Knowledge and expertise ("culture," "mastery of content," "subject matter expertise") were cited as factors that enhance a presenter's appeal.
    k. Consistency ("continuity") and reliability in delivery were appreciated.

Overall, participants value a combination of technical skill, emotional resonance, and professionalism in a presenter's voice. Clarity, tone modulation, and the ability to connect with the audience emotionally emerged as the most compelling elements.

4.8. Discussion of Findings Based on Participant Responses

1. Vocal Technique and Audience Engagement

The study's findings align closely with the theoretical framework, emphasizing the critical role of vocal technique in attracting and retaining audiences in both digital television and podcasting. Participants consistently highlighted clarity of pronunciation (Statement 5) as the most important trait, with a mean score of 4.88 and low variability (SD = 0.34). This aligns with the framework's assertion that clear pronunciation is foundational for effective communication, as supported by Al-Kafawin (2021) and Abu Al-Hassan (2014). The high agreement (84.75% "Strongly Agree") underscores its universal importance, particularly in news delivery and educational content.

2. Distinct Voice and Emotional Connection

The distinct voice (Statement 8) emerged as the second most valued trait, with a mean of 4.73 and moderate variability (SD = 0.48). Participants appreciated unique vocal qualities, such as depth and richness, which enhance emotional resonance. This finding supports the framework's emphasis on the aesthetic and emotional appeal of voice, as noted by Asr (1993) and Al-Bayati (2020). The high agreement (74.58% "Strongly Agree") suggests that a distinct voice fosters a stronger connection with the audience, particularly in narrative-driven content like podcasts.

3. Varied Tone and Speech Pace

While varied tone (Statement 6) and appropriate speech pace (Statement 7) were highly valued, they showed slightly lower means (4.63 and 4.59, respectively) and higher variability (SD = 0.59 and 0.58). Participants appreciated tone modulation for its ability to evoke emotions and maintain engagement, consistent with the framework's focus on intonation and rhythm (Al-Kafawin, 2021). However, the higher variability suggests that while these traits are important, their impact may depend on the context or genre of content.

4. Technical Sound Quality and Voice Training

In Table 3, technical sound quality (Statement 9) and voice training (Statement 12) were highlighted as critical factors in media success. Participants strongly agreed that high-quality audio and professional voice training enhance audience retention and credibility. This aligns with the framework's emphasis on sound clarity and vocal professionalism, as supported by Al-Shamayleh et al. (2014) and Sidi (2023). The high mean for voice training (4.63) and low variability (SD = 0.61) underscore its importance as a foundational skill for broadcasters.

5. Impact of Uncomfortable Voices and Sound Effects

The study revealed that uncomfortable voices (Statement 10) significantly deter audience engagement, with a mean of 4.45 and moderate variability (SD = 0.74). This finding supports the framework's assertion that poor vocal quality can lead to audience

alienation. Conversely, sound effects (Statement 11), while appreciated, showed lower agreement (Mean = 4.32) and higher variability (SD = 0.85), indicating they are less universally critical than other vocal traits.

6. Preferences for Podcasts and Digital TV

In Table 4, participants expressed a moderate preference for podcasts due to their perceived superior sound quality (Statement 13), with a mean of 3.65 and high variability (SD = 1.08). This aligns with the framework's discussion of podcasting as an audio-centric medium, where vocal clarity is paramount. However, digital TV was favored for its varied audio-visual effects (Statement 15), with a mean of 3.48, suggesting that visual elements complement vocal delivery in television.

7. Open-Ended Responses: Key Vocal Elements

Participant responses to the open question reinforced the framework's themes:

- Clarity and Pronunciation: Emphasized as essential for understanding and professionalism.

- Tone and Modulation: Valued for emotional engagement and context-appropriate delivery.

- Professionalism and Delivery: Highlighted the importance of smooth, confident speech.

- Emotional Connection: Participants appreciated authenticity and emotional alignment in the presenter's voice.

- Technical and Aesthetic Qualities: Voice texture, strength, and harmony with background elements were noted as distinctive features.

8. Demographic Insights

The demographic analysis revealed that older, highly educated males dominate the sample, with a strong preference for news bulletins and talk shows. This aligns with the framework's focus on professional and intellectually oriented content. However, the gender disparity suggests a need for content that appeals more broadly to female audiences.

9. Methodological Reflections

The use of electronic questionnaires and observation provided robust quantitative and qualitative data, though the sample's demographic homogeneity may limit generalizability. Future research could explore more diverse populations and contexts to validate these findings.

5.Conclusion and Recommendations

The study's findings robustly support the theoretical framework, emphasizing the centrality of vocal technique in attracting and retaining audiences in both digital television and podcasting. The research effectively addresses the problem statement, which highlighted the decline in linguistic proficiency among broadcasters in the digital age, particularly with the rise of digital television and podcasting. By investigating the impact of vocal nuances on audience engagement, the study not only confirms the importance of vocal technique but also provides actionable insights for broadcasters to enhance their communication effectiveness.

The objectives of this study were fully realized, contributing to a comprehensive understanding of vocal technique in broadcasting. First, understanding vocal technique—encompassing vocal range, tone, and performance methods—was achieved through a combination of participant responses and theoretical underpinnings. The study elucidated how these elements interact to shape effective vocal delivery, providing a clear framework for broadcasters to enhance their skills.

Second, mastering vocal technique styles was highlighted as essential for broadcaster performance. Key traits such as clarity, tone modulation, and distinctiveness emerged as critical components of engaging vocal delivery. These findings underscore the importance of intentional vocal training and practice in achieving professional standards.

Third, enhancing broadcaster proficiency in linguistic accuracy and proper speech was validated. Participants strongly valued clear pronunciation and professional delivery, reinforcing the need for broadcasters to prioritize these aspects in their communication. This objective not only aligns with theoretical expectations but also provides practical guidance for improving vocal performance.

Fourth, shedding light on vocal dimensions such as pronunciation, articulation, and tone revealed their pivotal role in audience engagement. Both theoretically and practically, these dimensions were shown to significantly influence how audiences perceive and interact with media content, highlighting their importance in the digital age.

The research questions were comprehensively addressed, providing actionable insights into the role of vocal technique in broadcasting. First, vocal technique was confirmed as a primary tool for attracting listeners and encouraging engagement, particularly through clarity and emotional resonance. This finding reinforces the idea that a well-modulated voice can create a deeper connection with the audience.

Second, technical and artistic methods, such as breathing control and tone modulation, were identified as crucial for developing vocal skills. These methods not only improve vocal quality but also enhance the broadcaster's ability to adapt to different content types and audience needs.

Third, the vocal technique skills most influencing audiences were found to include clarity, distinctiveness, and tone. However, the study also noted variations based on content type and audience demographics, suggesting that broadcasters should tailor their vocal delivery to specific contexts.

Fourth, the broadcaster's voice was shown to significantly impact the relationship between media outlets and listeners. Poor vocal quality, such as unclear pronunciation or inappropriate tone, can lead to audience alienation, emphasizing the need for continuous vocal training and improvement.

Finally, vocal range and tone were found to contribute to the spread of media content, particularly in narrative-driven formats like podcasts. This highlights the role of vocal technique in enhancing the appeal and accessibility of content across different platforms.

In summary, the study successfully achieved its objectives and addressed its research questions, providing a robust foundation for understanding and improving vocal technique in broadcasting. Its findings offer valuable insights for broadcasters, media practitioners, and researchers, contributing to both theory and practice in the field.

This study fills a gap in the literature by providing empirical evidence of the role of vocal technique in digital media, an area that has received limited attention compared to visual elements. Unlike previous studies that focused on traditional broadcasting, this research specifically examines the digital context, including podcasting, and integrates participant responses with theoretical frameworks. The inclusion of open-ended questions further enriches the study by capturing nuanced audience preferences and perceptions.

The distinctiveness of this study lies in its comprehensive approach, combining quantitative analysis with qualitative insights to explore vocal technique across multiple media platforms. By addressing both theoretical and practical aspects, it offers a holistic understanding of how vocal skills influence audience engagement in the digital age. This makes it a valuable resource for broadcasters, media practitioners, and researchers seeking to enhance communication effectiveness in modern media landscapes.

In summary, this study not only validates the importance of vocal technique but also provides a roadmap for broadcasters to leverage their voices as powerful tools for audience engagement. Its contributions to both theory and practice underscore the enduring relevance of vocal skills in an increasingly digital and competitive media environment.

5.1. Recommendations of the Study.

Based on the findings of the study, the following recommendations are proposed:

1. Provide Specialized Training Programs for Broadcasters:
   Media institutions should offer specialized training programs in vocal technique, including pronunciation exercises, breath control, and voice modulation. This will help broadcasters improve their vocal performance and enhance audience engagement.
2. Leverage Modern Technology:
   Utilize advanced technologies such as high-quality microphones, sound editing software, and surround sound systems to enhance audio quality in digital television and podcasting. This will improve the listener experience and increase interaction with the content.
3. Thorough Script Preparation:
   Broadcasters should carefully review scripts before airing, focusing on punctuation and intonation to ensure clarity and smooth delivery. This minimizes errors and enhances communication effectiveness.
4. Confidence-Building Training:
   Train broadcasters to develop confidence and poise, especially in live broadcasts, to reduce anxiety and tension that may affect vocal performance.
5. Conduct Future Research:
   Further studies should be conducted with larger and more diverse samples to deepen understanding of the impact of vocal technique on broader audiences across different geographical contexts.

6. Integrate Vocal Technique into Academic Curricula:
   Incorporate vocal technique training into media and communication curricula to ensure that future broadcasters are well-prepared to handle vocal challenges in digital broadcasting and podcasting.
7. Raise Audience Awareness:
   Increase public awareness about the importance of vocal quality in the listening and viewing experience. Encourage audiences to provide constructive feedback to help broadcasters improve their vocal performance.

These recommendations aim to strengthen the role of vocal technique in enhancing the quality of media content and increasing audience engagement in digital television and podcasting.

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