



Atena
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PROFESSIONAL VOICE:

Integrated Practices of Teaching,
Research and University Extension

Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
Patrícia Brianne da Costa Penha
Gabriella Lucena Feitosa
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PREFACE

Maria Fabiana Bonfim de Lima-Silva

This e-book is a collection of experiences from my insertion, in 2011, as a professor in the Department of Speech Therapy at the Federal University of Paraíba (UFPB). Upon joining this institution, I developed an extension project called the Voice Advisory Program for Teachers (ASSEVOX), based on the knowledge I gained during the period in which I took my master's and doctorate, at the Pontifical Catholic University of São Paulo (PUC-SP), under the guidance of the Professor Dr. Leslie Piccolotto Ferreira and Prof. Dr. Zuleica Camargo.

So, in the following year, with the desire that extension students could experience the reality of professors through practical experiences that went beyond the walls of the university, I submitted ASSEVOX to the UFPB 2012 Probex Notice, but unfortunately we did not receive the scholarship. Even so, with a pioneering group of six students, we started our actions through a Fluex project (Project only with volunteer students) in a private school with the objective of promoting vocal health for teachers and the school community. I remember that we went through several challenges, because the room that the school gave us for collection was not a clean, pleasant environment, however, we did not get discouraged and cleaned, painted the walls and renovated the entire room. Shortly after the renovation, we started our vocal health assessments and workshops. I remember to this day that many teachers were surprised by our act of cleaning the room, as no one had ever done anything to improve that room, and they said: "*It was an abandoned room*"; "...it was a real storage room for the school, now there is another room, well *organized and clean*".

It is worth noting that in the first meeting with the director of this school, it was emphasized that we would carry out vocal assessments of the teachers, but that after these procedures, the teachers participating in the project would receive the reports with the diagnosis and then participate in voice experience workshops with content theoretical and practical, within the school. In addition, our team inserted vocal health actions in the school calendar events (student day, teacher's day, family day, among others).

Then, in 2013, we took an important step towards ASSEVOX, we managed to get the project approved with a grant in the Probex 2013 Notice, and we entered into a partnership with the Department of Education and Culture of João Pessoa (SEDEC-JP). Thus, between 2012 and 2019, with the support of the Edital Probex and Fluex (UFPB), more than 60 extension workers participated in our project, from undergraduate, graduate and other courses (Psychology, Physiotherapy, among others). Currently, ASSEVOX has managed to cover 15 schools in the public and private network, including kindergarten, elementary and

high school. In addition, during these seven years, in person, we carried out an average of 420 vocal screenings, 44 voice experience workshops and 21 lectures. In the last lecture, held in 2019, we were invited by SEDEC-JP to talk about the importance of voice in teaching work and handling voice amplifiers, in which my doctoral student Patrícia Penha and I presented relevant data from the research developed by ASSEVOX and strategies correct handling of microphones (voice amplifiers). It is worth noting that more than 500 amplifiers were delivered to the teachers participating in this event.

Such actions carried out during this period, yielded us several products, including participation in local, regional and national events (congresses, seminars, meetings), 10 publications of scientific articles in national and international journals, 14 book chapters, 73 complete, expanded abstracts and annals, 21 course conclusion works, 31 scientific initiation works, 5 dissertations, among others.

However, in the first months of 2020, we were surprised by the onset of the SARS-CoV-2 pandemic, a rapidly spreading respiratory syndrome. Since then, several measures by the World Health Organization (WHO) have been taken to prevent the spread of this virus, including social distancing. This fact brought as the main impact to the ASSEVOX project the impossibility of carrying out the actions (workshops, screening and attendance) in person. As a result of these various changes, the project had to reinvent itself and adapt to the new reality, using digital platforms to continue developing its activities and contributing, more than ever, to society and the academic community. In addition, the project, which was previously aimed only at teachers, expanded its target audience to all voice professionals (teachers, telemarketers, digital influencers, actors, singers, telejournalists and others) and thus came to be called Vocal Advisory Program for Voice Professionals (ASSEVOX).

According to this new appearance, ASSEVOX showed itself to have solid foundations and an excellent potential to adapt to new situations. In this period, we idealized to make our *Instagram* profile a digital magazine, containing information accessible to voice professionals and the entire community. Through meetings, we create content, develop means of interaction and broaden our view of the most diverse forms of health promotion. With this, we continue with our scientific initiation projects, discuss book chapters, participate in open classes and regional events, publish scientific articles and, above all, drive our dreams!

Currently, we had the project "Analysis of the effects of a distance vocal health program for teachers in the state of Paraíba" approved in the Universal Demand Notice n° 09/2021, promoted by the Foundation for Research Support of the State of Paraíba (FAPESQ), which brings unprecedented insofar as there are no other proposals in force in the state with the purpose of assisting and supporting the essential professional for the development of our society, such as the teacher. issues related to the health and quality of life of several educators in the state, especially those who do not have the financial possibilities or conditions to be accompanied by a professional speech therapist.

This *e-book* is part of a beautiful journey full of challenges. A path traveled with dedication, responsibility and union. Therefore, we invite you, the reader, to know a little more about the work performed by the ASSEVOX group over these 10 years.

I wish you a good read and that this work is an inspiration for all those who wish to tread the paths of university extension, teaching and research.

PRESENTATION

This *e-book* entitled “**Professional Voice: Integrated Teaching, Research and University Extension Practices**” is the result of an extension project called “Vocal Advisory Program for Voice Professionals” (ASSEVOX), which has been developed since the year of 2012 with the support of the public notice for the Extension Scholarship Program (PROBEX) of the Federal University of Paraíba (UFPB), whose main objective is to promote vocal health and prevent voice disorders in the most diverse professionals who depend on it to perform their work.

In this work, 14 chapters were gathered that explain from the experience of students and teachers who participated in the voice advisory program, to themes related to the prevention of voice disorders, vocal health promotion and around expressiveness. In them, there are studies about teachers, telemarketers, telejournalists and digital influencers. The purpose of this e-book is to expand the knowledge of undergraduate, graduate and Speech-Language Pathology professionals, as well as all those interested in studying voice professionals. In addition, we hope to encourage and drive the development of research through the vision and experiences of a university extension.

It is important to highlight that this work is composed of results of scientific initiation research and experiences around the ASSEVOX university extension. The chapters were prepared by students (undergraduate and graduate students) and by professional researchers from UFPB and other institutions (UNIPÊe PUC-SP) who, in a responsible and qualified way, proposed to explain their studies with current and relevant themes for the scientific community and society as a whole.

We wish you a great read!


Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
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DIGITAL INFLUENCERS: ANALYSIS OF EXPRESSIVENESS AND THE CONTRIBUTION OF COMMUNICATION TO THE CONSUMER MARKET IN THE CITY OF JOÃO PESSOA

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ABSTRACT: Expressiveness is one of the key tools for the subject to communicate his intentions and the listener to interpret them, since the information from this interaction is full of meaning. It's not just about what to communicate, but how to communicate and to whom to communicate. As speech can assume different interfaces and that these can be strategic according to their use/

purpose. When realizing the importance of social networks in the communication of the modern world, it is necessary to take a different look at new communication professionals. The digital age has brought new perspectives in the field of marketing that have made digital influencers protagonists of several markets, among them, fashion. **Objective:** contribute to a more detailed understanding of the expressiveness resources used by digital influencers in the city of João Pessoa (Paraíba) and their relationship to consumer behavior through Instagram, a social network that has stood out as an important tool in the fashion industry. **Methods:** this is a retrospective, observational, qualitative-descriptive research. The sample consisted of three local digital fashion influencers, residing in the city of João Pessoa, who use the social network Instagram as a working tool. The data from the videos were analyzed with the help of the Speech-Language Pathology Guide for Observation of Expressiveness (RoFOE). **Results:** some similar patterns were found among the three influencers, such as security, trust and naturalness in speech, through captivating communication. As for expressiveness, there is a difference between vocal quality and verbal and non-verbal aspects, each imprinting its own identity. **Conclusion:** From the analysis, it was possible to observe that expressiveness is a necessary resource for this new field of professional activity, because it is with it that influencers will reach the target audience effectively and efficiently, and thus be able to sell the proposed product.

KEYWORDS: Communication, Consumer Behavior, Internet, Social networks.

1 | INTRODUCTION

Communication is the object of study of Speech Therapy in its various aspects, and the concept of expressivity can be highlighted as a level of information in this process. Thus, expressivity is one of the key points for the subject to communicate his or her intentions, and for the message to reach the listener in an effective way. In addition, the individual carries in his speech characteristics and patterns of the society in which he lives. It is not only about what to communicate, but how to communicate and to whom to communicate, since speech can take on different interfaces and these can be strategic according to its use/purpose (BELLER, 2008).

The expressivity of communication professionals can be analyzed from a speech therapy perspective in a diverse and integrated way, but this chapter is based on the concepts of (FERREIRA, 2010; PENTEADO; PECHULA, 2018), which considers: verbal expressivity, such as textual content, vocal/oral expressivity (voice, articulation, modulation, speech rhythm, pitch, loudness, resonance, prosody) and non-verbal expressivity, such as gestures and facial expression.

Realizing the importance of social networks in communication in the modern world makes it necessary to take a different look at the new communication professionals. The Internet has enabled new changes in the marketing area, offering subsidies for digital marketing, enabling digital influencers who are protagonists in several markets, among these, the fashion market. What happens is that the information, instead of being disseminated directly by the brand/store, starts to happen through the digital influencer, who transmits it in a more personal, filtered and directed way to his followers (FERNANDES, 2018).

It is worth noting that fashion encompasses style, personality, attitude, glamour, money, and over the years it also assumes the form of communicating and, more than that, a way of claiming and expressing oneself. This way, the character of proximity and identification among its followers and digital influencers added to the new market modality, commercial use through social media, constitutes the most impacting revolution in human communication (SAAD, 2003).

According to a retail survey conducted by PricewaterhouseCoopers (PwC) in 2015, 77.00% of Brazilian consumers have already been influenced in their purchasing decisions by information obtained through social networks. A significant number and above the global average, which reflects the importance of social interactions in the current consumption model, demonstrating how receptive they are to new ideas, suggestions and recommendations.

In view of this, virtual environments are no longer seen only as relationship networks

and started to be seen also in a commercial perspective, companies began to position themselves in social networks strategically in order to influence consumer behavior, thus revolutionizing the way of marketing and consuming in society (HANNA; ROHM; CRITTENDEN, 2011).

One of the most prominent social networks today is Instagram. The application, whose main function is sharing photos and videos, has been used intensively, especially in the fashion world, generating business for companies and users. This platform stands out in the fashion segment, which works strategically with people's desires and aspirations, being efficient in creating the visual identity of professionals and companies. And in this pandemic period, this Instagram tool was essential for shopkeepers to maintain their online sales (HINERASKY, 2014).

Despite the growing interest in digital influencers in the recommendation and dissemination of brands, products and trends in the fashion world, few studies have analyzed how the expressiveness of these professionals who build a bond with their followers and influence choices through the suggestions offered by them can be characterized.

The study aimed to contribute to a more detailed understanding of the expressiveness resources used by digital influencers in the city of João Pessoa and its relationship in the consumption behavior through Instagram, a social network that has stood out as an important tool in the fashion industry.

2 | METHODS

The present study is a retrospective, observational, qualitative-descriptive research. According to Augusto et al (2013), qualitative research allows content analysis in a set of techniques for analyzing communications, aiming systematic and objective procedures to describe the content of messages. The data collection was performed with public domain material through the social network Instagram, and the approval of the ethics committee was waived.

The sample was composed of three local fashion digital influencers, residing in the city of João Pessoa (Paraíba -PB), who use the social network Instagram as a work tool. Influencer 1, Rafaella Gadelha (@rafinhagadelha) with 622 thousand followers, Influencer 2, Renata Uchôa (@reuchoam) with 479 thousand followers and Influencer 3, Achadinhos da Nega, by Diene Toscano (@dienetoscano), with 231 thousand followers.

The data collection was carried out on the social network Instagram, through the videos published in the stories and IGTV of the digital influencers selected for this study, being divided into three main steps. The videos were analyzed by 6 evaluators, including the author of the script used in this study.

The first stage of the study consisted of accessing the Instagram of each influencer to

verify the number of followers and the types of content offered. After checking the Instagram profile, the researchers chose 30-second videos in which they had a full body talking about some product.

In the second stage, each evaluator did her evaluation individually, following the Speech-Language Pathology Script for Observing Expressiveness (RoFOE)(SANTOS, 2019; SANTOS; FERREIRA, 2019). The script is divided into two sessions: the first part is the analysis of the communication impact, i.e., to evaluate questions about speech and what it conveys, for example, to observe whether the influencer speaks naturally, conveys safety, is convincing, among other aspects; the second session contemplates the analysis of expressiveness, for example, the vocal, verbal and non-verbal aspects used by the research participants.

In the third moment, there was a group discussion among the evaluators about each aspect evaluated by the study participants, and also the construction of a single chart for each participant with the results found in the analysis. Also in the third stage, the evaluator who wrote the script did her analysis and made her final considerations, resulting in the table presented in the results. The data collected from the videos were recorded in a spreadsheet and analyzed qualitatively, considering the RoFOE data.

Each digital influencer analyzed in this study was identified throughout the text with specific acronyms to improve the reader's understanding. They are: Influencer 1 - I1; Influencer 2 - I2; Influencer 3 - I3.

3 | RESULTS AND DISCUSSION

Considering the Speech-Language Pathology Guide for Observation of Expressiveness (RoFOE) (SANTOS, 2019; SANTOS; FERREIRA,2019) some similar patterns were found among the three influencers, such as security and naturalness in speech, as well as demonstrated self-confidence and firmness through captivating communication. The RoFOE showed relevant level of applicability, reproducibility and high coefficient of stability and internal consistency, constituting itself as an important instrument for the use of the speech therapist in therapeutic care or advice to voice professionals (SANTOS, 2019).

Regarding expressiveness, the participants differentiate between vocal quality and verbal and non-verbal aspects, imprinting their identity. As for vocal quality, they use it in a positive way attending to the professional activity, both in pitch and loudness, dissonant only as to resonance, with two of them hypernasal (Influencer 1 and 3) and only one with balanced resonance (Influencer 2) which does not bring repercussions as to their followers. The greatest variation in the analysis occurs regarding verbal aspects with variation in articulation, with only Influencer 1 being a little bit halting and the others precise; the pauses duration is divided in short and medium, as shown in Chart 1. The most varied point was

the speech rate, where each one presented a different variation: the first was medium; the second, increased, and the third decreased.

| Initial impact of communication | Expressiveness Vocal quality | Expressiveness Verbal aspects | Expressiveness Non verbal aspects | Strengths |
|---|--|--|--|--|
| <ul style="list-style-type: none"> - it speaks naturally - It speaks with confidence - it is convincing - Appears to be agreeable - It presents engaging communication - It seems to understand the subject | <ul style="list-style-type: none"> - Draws attention in a positive way - Is able to meet professional activity - The pitch used meets professional needs - Loudness meets the usual professional situation - Balanced resonance | <ul style="list-style-type: none"> - Precise articulation - Medium pause - Duration of short pauses - Increased speaking speed - Natural Emphasis Features - Frequent emphasis: increased loudness and prolongation of syllables (e.g. Maaaravilhosa) - Speech presents features of orality - No vices in speech emission - Organized speech - Constructed Reading | <ul style="list-style-type: none"> - Lip, eye and eyebrow movements present (wearing glasses) - Maintains natural eye contact in different speaking situations - It can move naturally - Body movements are constant and synchronized with speech - Constructed reading | <ul style="list-style-type: none"> Use of hand movements hand movement |

Table 1 - Analysis of the Influencer's expressiveness 1.

Source: survey data, 2020.

Among the frequent characteristics of emphasis, there was similarity in the elevation of loudness and prolongation of syllables, artifices that catch the attention and arouse interest, besides these, the up/down modulation was also used as a resource by both the influencer 1 and 3. In certain moments of the speech, there was the use of orality traits, such as the repetition of positive reinforcement words, as well as the omission of the final syllable, this one only evident in influencer 3, as explained in chart 3. Only in I3 were speech emission vices observed.

As for the non-verbal aspects, we have as frequent the fact that they move naturally and these are synchronized with speech, as well as the presence of lip, eye and eyebrow movements. As far as vices of expression are concerned, I1 moves her hair and I3 frequently uses her hands. The eye contact was different between them, since the former did not maintain natural eye contact, as she looked at her cell phone because she was filming herself in front of the mirror, while influencer 2 was wearing glasses, but directed her gaze to the camera in different speech situations; and the latter presented constant eye contact with the camera in different speech situations, as observed in Table 2.

| Initial impact of communication | Expressiveness Vocal quality | Expressiveness Verbal aspects | Expressiveness Non verbal aspects | Strengths |
|--|--|---|---|--|
| <ul style="list-style-type: none"> - Speak natural; - Speaks with confidence - Is convincing - Appears to be agreeable - Presents engaging communication; - Seems to understand the subject; | <ul style="list-style-type: none"> - It attracts attention in a positive way; - It is able to meet the professional activity; - The pitch used meets professional needs; - Loudness meets the usual professional situation; - Hypernasal resonance. | <ul style="list-style-type: none"> - Articulation a bit locked; - Medium pause; - Short pauses; - Medium speech rate; - Natural emphasis features; - Frequent emphasis: loudness and prolongation of syllables, upward/ descending modulation; - Speech presents features of orality; - No vices in speech emission; - Organized speech; - Natural reading. | <ul style="list-style-type: none"> - Lip, eye and eyebrow movements present; - Does not maintain natural eye contact in different speaking situations (= only looks at cell phone); - Artificial expression (laughter); - Can move naturally; - Body movements are synchronized and constant with speech; - Movement/ gesture as a vice of expression: fiddling with hair (3x). | <ul style="list-style-type: none"> - Emphasis on loudness and modulation. |

Table 2 - Analysis of Influencer Expressiveness 2.

Source: survey data, 2020.

| Initial impact of communication | Expressiveness Vocal quality | Expressiveness Verbal aspects | Expressiveness Non verbal aspects | Strengths |
|---|--|--|---|--|
| <ul style="list-style-type: none"> - Speak naturally; - Speaks with confidence; - Is convincing; - Appears to be pleasant; - Presents captivating communication; - Seems to understand the subject. | <ul style="list-style-type: none"> - It draws attention in a positive way; - The vocal quality is able to meet the professional activity; -The pitch used meets the professional needs; - Loudness meets the usual professional situation; - Hypernasal resonance | <ul style="list-style-type: none"> -Precise articulation; - Medium pause; - Average pause duration; - Decreased speech rate; - Excessive emphasis features; - Frequent emphasis: loudness and prolongation of syllables, ascending/ descending modulation; - Speech shows traces of orality (with presence of omission of the final syllable and repetition "I'm a fan"); - Presents speech emission vices (The emission of the word "people"); - Organized speech; - Natural reading. | <ul style="list-style-type: none"> -Lip, eye and eyebrow movements present; - Maintains natural eye contact in different speaking situations; - Can move naturally; - Expression vices: frequent use of hands; - Body movements are synchronized and constant with speech. | <ul style="list-style-type: none"> Emphasis on loudness, prolongation of syllables and very regional speech, with an accent emphasized; -Much more popular speech, trying to get closer to the general public. |

Table 3 - Analysis of the expressiveness of *Influencer 3*.

Source: survey data, 2020.

I1 emphasizes loudness and modulation, while I2 uses hand and body movements. Digital I3, on the other hand, emphasizes loudness, syllable prolongation, and regional speech, with an accent. Moreover, it was observed in I3 that, unlike her colleagues, she does not wear the clothes, but only holds them in her hands; her speech is much more popular, informal, and spontaneous, which brings her closer to the public in general, as seen in Chart 3.

Given the exponential growth of the Internet, it has opened doors to a new economy that has been creating a strong rise of the digital product, and as a result, has enabled virtual opinion makers to gather around their profiles audiences that are both global and segmented (LYONS; HENDERSON, 2005).

Some studies had already pointed out the lack of validated phonoaudiological assessment instruments that could be used with voice professionals (DINIS; GOUVEIA; XAVIER, 2011; ALEXANDRE; COLUCI, 2011; GURGEL; KAISER, 2016). However, the Speech Therapy Script of Expressiveness Observation - RoFOE (SANTOS, 2019; SANTOS; FERREIRA, 2019) used in this study served as an effective guide in the evaluation of the expressiveness of the three digital influencers, because, it provided the analysis of all parameters in a targeted way in each participant with a high level of agreement between the evaluators mentioned in the methodology.

The digital influencers are, without a doubt, a part of the voice professionals of today that present diverse communication demands and their peculiarities. In this context, the speech therapy intervention can contribute a lot to the improvement of expressiveness, working on vocal quality, breathing, body posture, prosody and non-verbal aspects, in addition to working the whole communicative context in order to achieve specific goals (RODERO et al., 2018).

The importance of these professionals is notorious, which can be observed through the responses provoked in virtual social networks, since their posts generate significant likes, comments, shares and word of mouth, so that it is an excellent marketing tool for the company, which hires them at a low cost. In addition, the company follows a market trend that includes more and more consumers (CALDER; MALTHOUSE; MASLOWSKA, 2016).

This constitutes the main contribution of this work: to identify how it is possible to generate more engagement in virtual social network contexts with the use of expressivity. The expected results of this interaction are the engagement measures that reflect positive behavioral expressions for the consumer market (CALDER; MALTHOUSE; MASLOWSKA, 2016).

Expressiveness acts directly in enhancing and potentiating the effects of vocal and non-verbal resources when using it for a specific purpose, such as influencing someone about something (PENTEADO; PECHULA, 2018). The expressiveness can pass to the

listener both positive points such as confidence, dynamism and credibility in speech, as well as can convey a negative message, for example, insecurity and artificiality (SANTOS; FERREIRA, 2019).

In a practical way, the results of this research indicate a path for companies and brands to invest in these individuals as a decision alternative for the promotional mix. Besides emphasizing the importance of the role of expressiveness as the main tool for an effective and efficient communication to achieve the intended goal, in this case influencing people to buy something.

Considering the professionals evaluated in this research, it is suggested that Speech Therapy can help improve expressiveness, integrating aspects of verbal and non-verbal communication. Giving the necessary subsidies to make the communication of these professionals effective and efficient, besides advising on important aspects to develop an appropriate language for each specific objective in the influencer work.

4 | CONCLUSION

As an academic relevance, this research has great contribution to the increase of studies in the area of digital influencers, offering new perspectives of studies that evaluate the impact of these new opinion leaders as a way to expand the discussion on the subject. Managerially, this work is useful for companies that carry out actions with digital influencers as a way to plan the strategy used with these actions, as well as what they want to achieve with it.

Digital influencers show themselves as a promising strategy, based on their way of expressing themselves and attracting the desired audience, but it is necessary to verify the efficiency that such action would cause. From the analysis it was possible to observe that expressiveness (verbal, non-verbal and vocal resources) is a necessary tool for this new field of professional performance, because it is with the use of the resources of expressiveness that influencers will reach the target audience effectively and efficiently, and thus be able to sell the proposed product. A relevant limitation of this work was that it was not possible to measure the real influence of digital opinion leaders on their social networks for the economy and sales of the company that hired them, due to the lack of reliable tools for such measurement and the lack of access to personal profiles of these influencers.

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