

暗誦文

When you watch TV, have you ever paid attention to the gender of the voice-over actor? It seems that production companies have reasons for choosing a man or a woman to do voice-over work. In advertising, female voices are often used to promote food, fashion, and medicine. On the other hand, male voices are more often used for electronic products such as smartphones, TVs, and computers. Do you know why they draw a line between men and women in advertising their products? It's because they think these products are more popular among consumers of one gender than those of the other.

However, recent studies show that many people feel no big difference when they hear a male or a female voice. In one media research study, people were asked to listen to advertisements with both male and female voice-over actors. Many of them reported that both male and female voices were equally powerful, equally relaxing, and equally appealing.

You may believe gender makes a big difference or you may not. Still, when you see a TV advertisement next time, please pay attention to the gender of the voice-over actors and ask yourself, "Why was this person chosen?" Then you may see something important.

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"Voice", NHK (modified)