



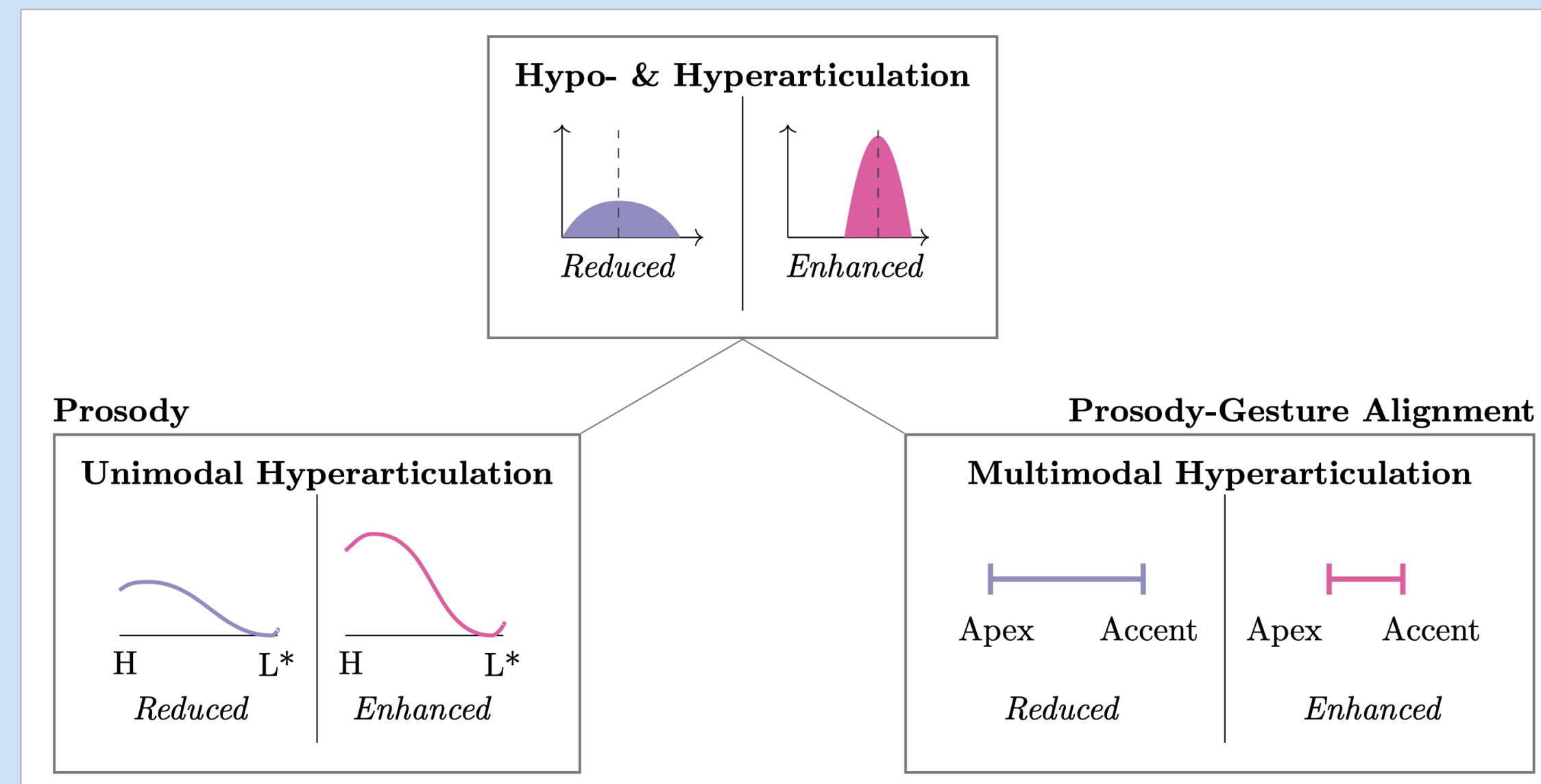
## BACKGROUND

**FOCUS:** The choice of a referent over alternatives that are relevant for the discourse [1]

### HYPERARTICULATION

Speakers adapt articulation clarity to conversational need of their interlocutor [2]

→ leads to variation in articulation precision: segmental, prosodic, multimodal level [3]



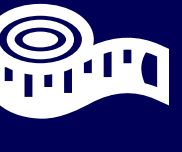
Prosodic and multimodal cues mark focus [3,4]  
→ stronger cues, more precise alignment

### INDIVIDUAL VARIATION

- Speakers differ in prosodic behavior [5]
- Mark information status and focus differently [5]
- Speakers differ in gestural behavior [6,7]
- In use and salience of gestures



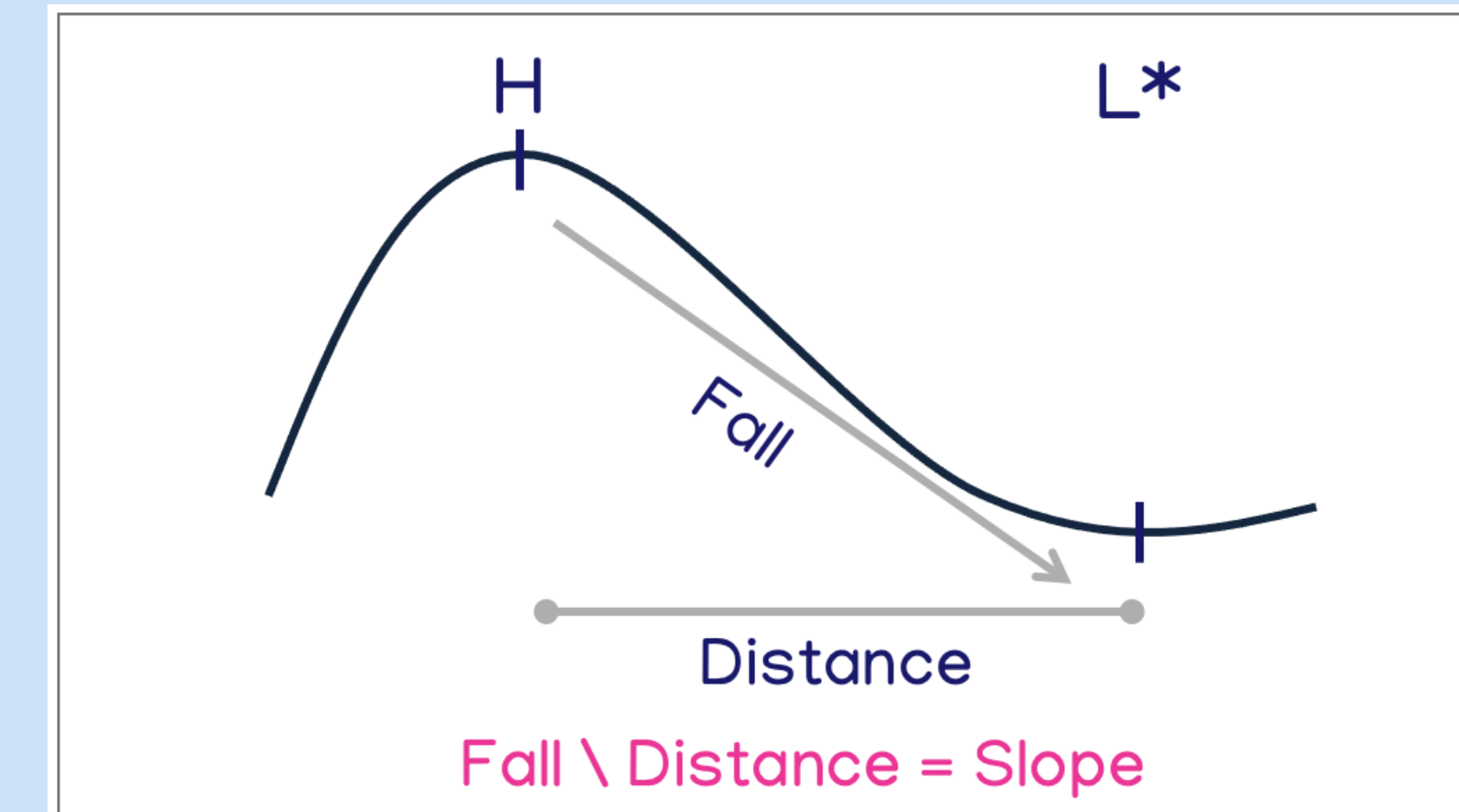
## METHOD & MEASURES



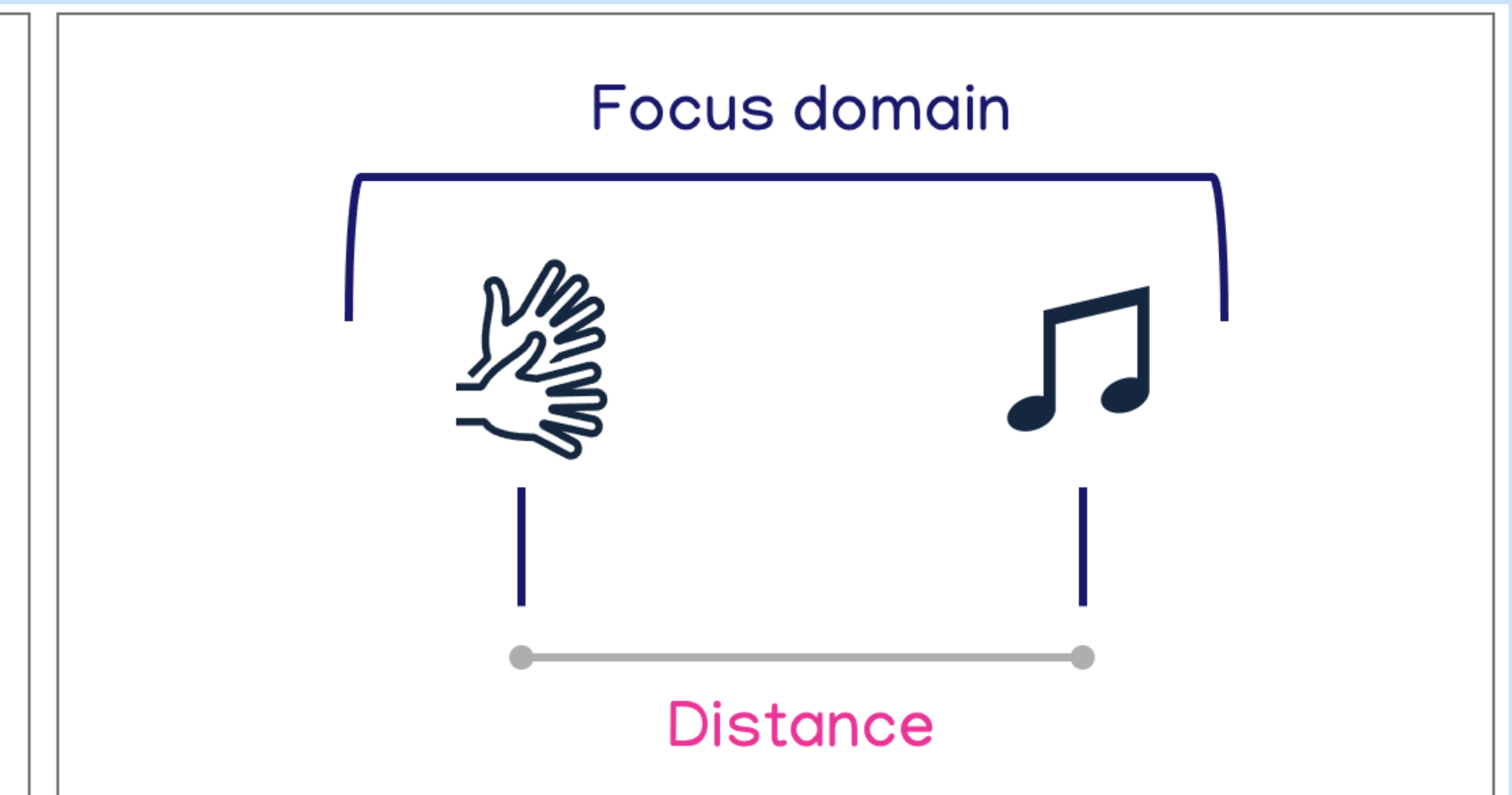
**CORPUS STUDY – SaGA CORPUS** [8]

- Extracted means per speaker & focus condition (background – focus)
- Hyperarticulation = hyperarticulation in focus
- 24 speakers with data points in both analyses available

### Prosodic (fo-slopes of falls)



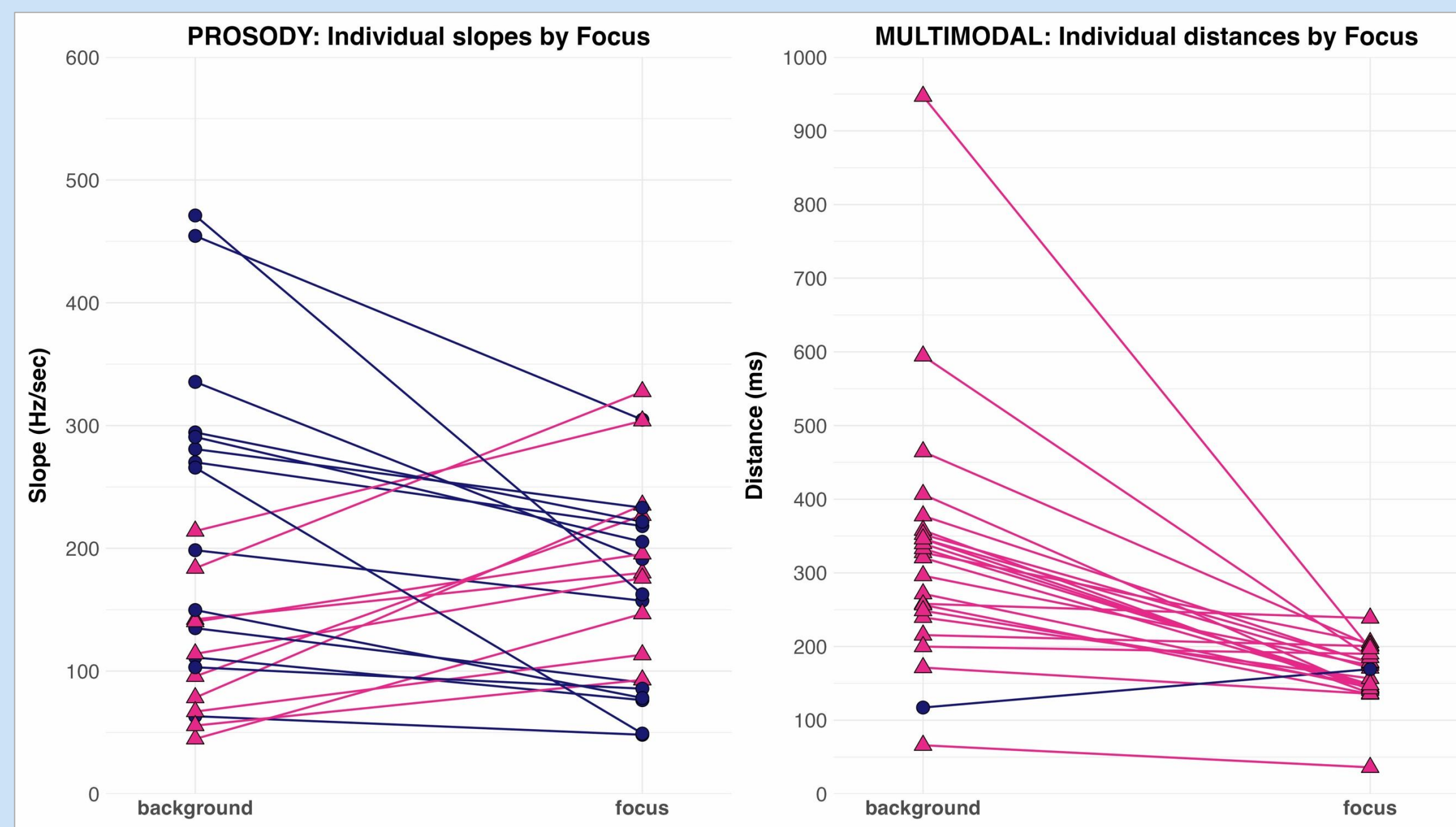
### Multimodal (temp. alignment)



? *Do individual speakers use both unimodal and multimodal hyperarticulation in focus marking or do they prefer one strategy?* ?

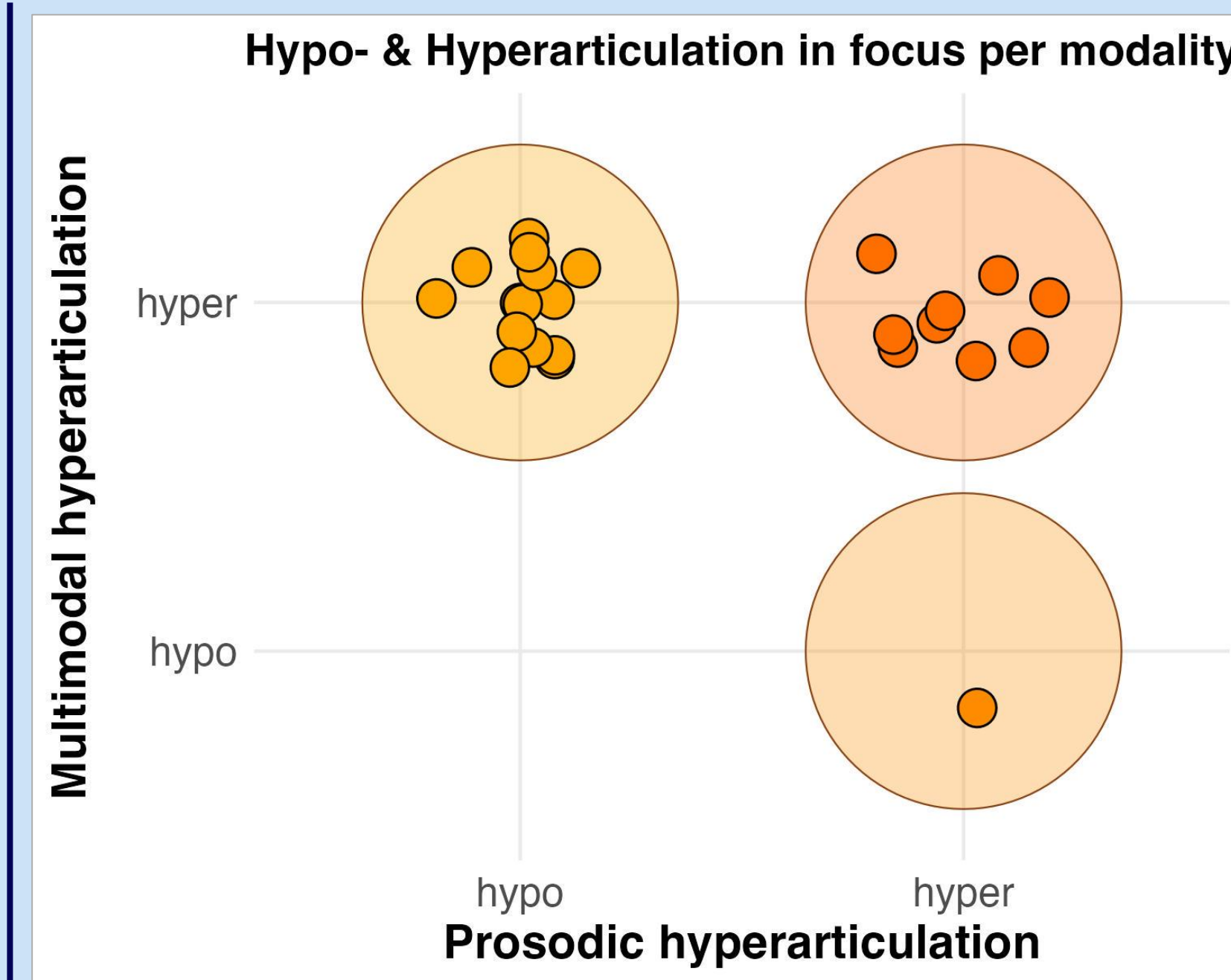


## RESULTS



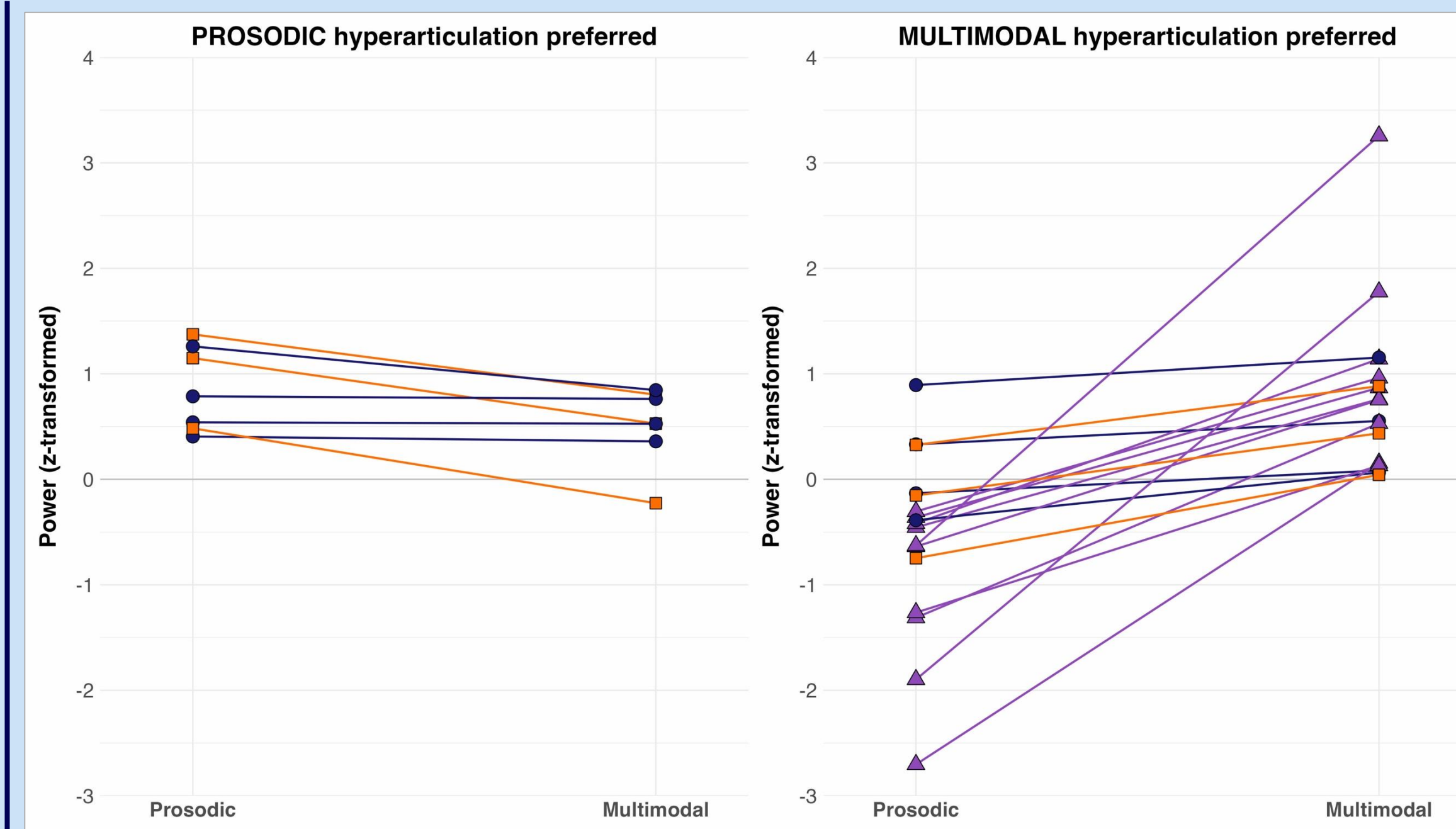
### SEPARATE INDIVIDUAL STRATEGIES

- Prosody:** 41.7% hyperarticulate in focus  
Higher variation of slopes in background
- Multimodal:** stable hyperarticulation in focus (96%)  
But some participants differ only little



### STRATEGY GROUPS

- 37.5% use both strategies
- 58.3% use multimodal only
- 4.2% use prosody only  
→ Everyone hyperarticulates



### STRATEGY POWER RELATIONS

- 29.2% prefer prosodic strategy (left plot)
- 70.8% prefer multimodal strategy (right plot)
- 41.7%: strong preference for one strategy  
→ all prefer the multimodal one



## DISCUSSION

- Hyperarticulation persists in the individual marking of focus across modalities
- Individual variation differs between modalities
- Most speakers use only one hyperarticulation strategy, but all hyperarticulate in at least one strategy
- Both strategies are needed for a comprehensive picture on hyperarticulation in focus marking
- Other focus contexts (e.g., contrastivity) may be relevant in individual marking
- Restricted measures: other prosodic or multimodal measures are likely to be involved in hypo- & hyperarticulation