



Music and the Media



TV Theme



The purpose of a TV theme song is:

1. Let the viewers know that the TV show is beginning.
2. Associate the musical 'cue' with the TV programme
3. Set the 'tone' of the TV show



Radio and TV Advertisements

Radio and TV have a lot of advertisements which are selling you various products. Successful adverts are short and straight to the point and use something called **Jingles**.

A jingle is a short, catchy and memorable tune which is used in most adverts. They are usually only 10-20 seconds long! Jingles stick in your head and make you remember the advert.

Leitmotif

A leitmotif is a piece of music that is associated to a place or a character. This is so when a character or a setting appears on screen we know who or where we are
Famous Leitmotifs include Jaws and Darth Vader



Key words	Definition
Jingle	A short, simple and catchy tune used in advertisements.
Advertisement	To promote a product.
Target Audience	The group of people the product is aimed at.
Lyrics	Words in a song.
Mood	Is it happy? Sad?
Major	Music sounds happy
Minor	Music sounds sad
TV Theme	Music played at the start of a TV show.
Repetition	Part of the music that plays over again.
Leitmotif	Music associated to a character.

How to compose a Jingle

1. Decide on a target audience – if your product is for teenagers then music genres from your grandparents' generation will not work very well.
2. Decide what kind of instruments/sounds are appropriate for the target audience – Modern instruments? Orchestral Instruments?
3. Write the lyrics- you might only sing the words of the product!
4. What will your music sound like? Is it major/minor? Fast/Slow? Loud/Quiet?