

<p>Key Features:</p> <ul style="list-style-type: none"> - Short catchy Melody lines that are memorable to the listener. - A Melody would usually follow an arch like shape, resolving to the Tonic note (Tonic = First) - Lyrics that would match the product being advertised. <p>Melody and Accompaniment that would match the mood of the advert. River cruise = Long held notes, slow tempo, string section etc.</p> <p>Hot Wheels Racer – Fast Tempo, complex rhythms, electric guitar etc.</p>	<p>Timbre: All instruments considered but often Orchestral. Rock and Pop instruments as well as World Music are also utilised depending on the product being advertised.</p>	<p>Dynamics: Often advertisements have slightly louder dynamics so that the audience engage with the advert even when between programming.</p>	<p>Texture: Homophonic – Melody and Accompaniment.</p> <hr/> <p>Rhythm: Combinations of all types of note lengths depending on the product being advertised.</p>
<p>Melody: Arch like Melodies returning to the Tonic. Short 2-4 bar melodies. Repetition often utilised to help make the Melody memorable.</p>	<p>Tonality: Often in a Major key as advertisements often evoke positive feelings towards the consumer. Again, this would be dependant on the intended emotion the advert aims to portray.</p>	<p>Harmony: Within most advertisements the combination of notes will want to sound pleasant to the ear. Chords and melodic harmonies will be utilised depending on the product.</p>	<p>Production: Reverb, Delay, Performed Live, Overdubbed, Panning</p>

Jingles – Knowledge Organiser