**VOICE ACTING II – IT’S ALL ABOUT INTERPRETATION**

WHAT TO LOOK FOR IN A SCRIPT

With experience, you can analyze a script in a matter of seconds and with a single read-through. To train your interpretive skills and how to bring personality to the script, the following exercise provides the brain food to make it happen! Remember, we’re looking for BELIEVABILITY!

It happens everyday…in hotels, restaurants and other public buildings…without warning. It’s responsible for 20,000 fatalities – and it’s the second leading cause of death and disability. Slip and fall accidents – learn how to protect your rights if it happens to you. Tonight at 11 on Eye Witness News.

Read over the script you recorded from the previous lesson and answer the following questions: (DO NOT LISTEN TO YOUR RECORDING!)

1. Who is the audience this copy is trying to reach?
* men and women who spend time in public places, and who are concerned about safety issues
* adults who travel or work in large buildings
* speak to one of them
1. How can you create interest within the first few words?

- your delivery should grab listener’s attention by making them aware of a potential problem

1. How can you create an emotional response to keep the audience listening?
* Generate concern, hint at solutions but reveal that solutions to the problem can only be resolved by tuning in at 11
* death
* disability
1. What is the single primary message in the copy?

- Slip and fall accidents can happen to you – your rights at 11

1. What are the supporting statements for the primary message?
* It happens every day
* hotels, restaurants, public buildings
* without warning
1. What is your role (your character) in the story?

- storyteller

1. Why is your character telling the story?

- because it is a serious problem

1. What does your character want or need from telling this story?

- to reveal the problem and its solution

1. What is the primary emotion, if any?

- compassion, concern

1. What sort of delivery do you think would be the most effective to create the strongest memory of the message – strong, hard-sell, happy, smiling, mellow, soft-sell, fast, slow? Strong, sincere
2. What is your attitude as the character in this spot – serious, comfortable, happy, sad, and so on? Serious
3. In what way can you make the audience feel safe, comfortable, and in control of their decision to keep listening? Sincerity, we’ve got your back
4. What visual images come into your mind as you read the copy? Ambulances, hospitals, lawyers, etc.

We will discuss the answers.

ASSIGNMENT

Without listening to your previous recording, re-record the script, using the interpretive skills we discussed. Submit the mp3 as “your name voiceover 1a”.

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