



Writing Music for Commercials: Television, Radio, and New Media (3rd Revised edition)

By Michael Zager

Scarecrow Press. Paperback. Book Condition: new. BRAND NEW, Writing Music for Commercials: Television, Radio, and New Media (3rd Revised edition), Michael Zager, In Writing Music for Commercials: Television, Radio, and New Media, professor, composer, arranger, and producer Michael Zager describes the process of composing and arranging music specifically for commercials across the growing variety of media formats. Writing music for commercials requires composers not only learn the craft of writing short-form compositions that can stand on their own, but also understand the advertising business. In this third edition of his original Writing Music for Television and Radio Commercials, Zager walks starting composers through the business and art of writing music that aims for a product's target audience and, when done well, hits its mark. Chapter by chapter, Zager covers a broad array of topics: how to approach and analyze commercials from a specifically musical perspective, the range of compositional techniques for underscoring and composing jingles, the standard expectations and techniques for arranging and orchestration, and finally the composing of music for radio commercials, corporate videos, infomercials, theatrical trailers, video games, Internet commercials, websites, and web series (webisodes). This third edition has been updated to include more in-depth analysis of the...



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