

Jingles



Aim

- I can combine audio effects to create an original radio jingle.

Success Criteria

- I can import existing sounds.
- I can record my own voiceover in the style of a jingle.
- I can rehearse timings to combine two audio tracks.
- I can add effects to enhance a track.

What is a Jingle?

Can anyone explain what a jingle is?

A jingle is a short, catchy song or tune used in advertising, usually on radio or TV.



Has anyone ever heard a radio jingle for a particular show or station?

Can you sing, say or demonstrate it?

Jingles are designed to be distinctive so that they are instantly recognisable and stay in your head to advertise or promote a product or show.

Your Own Radio Station or Show



If you had your own radio station or show what would you call it?

You could use your name(s) or think about what your show would be about.



Plan Your Jingle

What are the components of a good jingle?

We will need a backing track plus a voiceover.
It should be enthusiastic and catchy.



Think about
those practised or
demonstrated earlier and
incorporate the radio
station or show name.

twinkl
RADIO
123.4 FM

Backing Tracks

To make your jingle sound authentic and professional, you will need to locate and import backing tracks.



It is very important not to download any music (at school or home) without buying it or obtaining copyright permission.

You can use the Creating Radio Jingles Activity Sheet to help download and import files into Audacity, that can then be used as backing tracks.

Record Your Jingle

Can you use your skills to import existing sounds and then create your own original radio jingle?

★ Creating Radio Jingles

Choosing a Backing Track

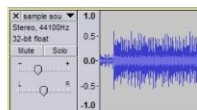
Listen to some example jingles from a radio website.

Choose and download your own backing track for your original jingle.

Importing Audio

- Open Audacity and choose File, then Import and Audio.
- Select the file from the location it has been downloaded and saved.

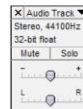
You may want to shorten the file if it is too long. Do this by highlighting the section you wish to remove (for example from the end), then pressing the Delete key on the keyboard.



Ideally, your jingle should be no more than a maximum of 10-15 seconds long.

Adjusting Gain

You need to make sure your voice can be heard and not drowned out by the background music. If your voice track is not loud enough, you can either increase the gain to make it louder, using the slider on the left hand side, or decrease the gain on the background track to make it quieter. Click + to increase and - to decrease.



Name and Save Your Work

- Remember to name each audio track so that you know what it is when you look back it.
- Save your Audacity project so that you can return to it and work on it further.
- Choose File and Export Audio if you have finished your jingle and want to save it as a sound file to play in another media player.

★★★ Creating Radio Jingles

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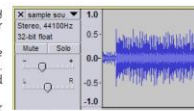
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- Fade in or Fade Out by selecting from the Effect menu.

Adding Voiceover

- Next, you need to record your voiceover. Think carefully about what you want to say first. You could write it down or practise it out loud before recording.
- Before clicking on record, mute the background music file that you have imported to stop it from playing automatically.
- Next, when you are ready, click the Record button to record your voiceover.
- Click Play to playback your clip on it's own. To hear it over the top of the background music, click mute again on the first track and you can play both together.



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Use the Creating Radio Jingles Activity Sheet to help you.

You can also use the Activity Sheets from last lesson.

Presentations



Get ready to present your radio jingles!

Introduce your radio station and/or show name, then we'll listen to your jingle recording.

As an audience, can we offer constructive praise or suggestions?

What sounds good?

What could be improved?



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