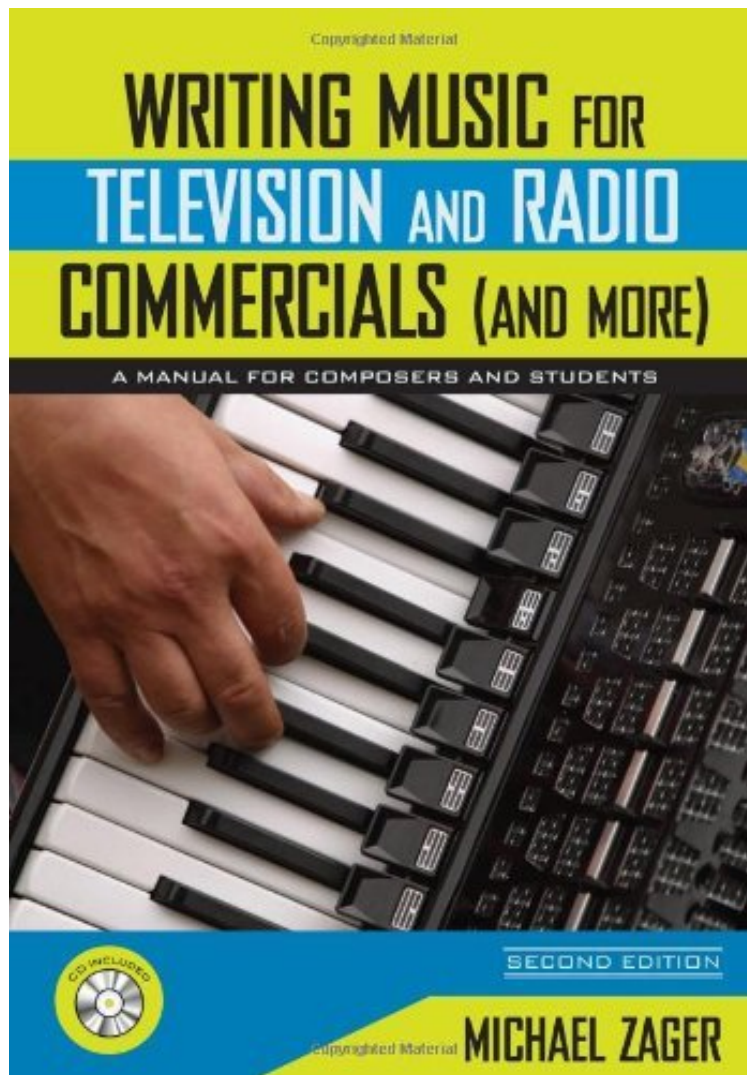


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Writing Music for Television and Radio Commercials (and more): A Manual for Composers and Students

Michael Zager

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Writing Music for Television and Radio Commercials (and more): A Manual for Composers and Students succinctly describes the process of composing and arranging commercials for these two very different media. Expanded from the first edition, this new volume provides a comprehensive overview of the commercial music business, while addressing the tools of composition and arranging and giving helpful instruction for jingle writing and composing for commercials. Michael Zager offers concise methods for analyzing commercials from a musical point of view, properly arranging instruments to get the desired sound, and correctly scoring for each instrument. He often uses interviews with professionals in the field to corroborate his information, and the chapters conclude with assignments for practice. This second edition has been rewritten and reformatted to increase readability and use in the classroom, and it includes new chapters on theatrical trailers, video games, Internet commercials, Web site music, and made-for-the-Internet video. An included audio CD contains examples referenced in the book. This text is a necessary tool for the music student interested in the commercial and advertising business. It is also useful for composers studying film scoring, as well as advertising writers, art directors, and music producers.

Those interested in pursuing careers in this area of the music business will do well to review the final few chapters that traverse the areas of composing for radio, corporate videos, and the general business of advertising. (Film Score Monthly) Composers and students and collections catering to them will love *Writing Music for Television and Radio Commercials (And More)*, a detailed manual appearing in its second edition to describe the process of composing and arranging commercials for two different media, TV and radio. (Midwest Book) A welcome guide for anyone wishing to make their career in the competitive world of commercial composing. It covers pretty much everything that you need to know from the expectations of advertising agencies to the compositional techniques employed...a must for anyone angling for that new cream cheese contract. (Musos) About the Author Michael Zager is the Dorothy F. Schmidt Eminent Scholar in Performing Arts and professor of music and director of commercial music at Florida Atlantic University. He is the author of *Music Production: A Manual for Producers, Composers, Arrangers, and Students* (Scarecrow Press, 2006).