**Year 8**

**Summer Term – Weeks 1 -3**

**SINGING**

**Remember to keep singing! You will find songs that have been put on the website for you as well as downloading your own karaoke apps such as Smule. Don’t forget to always warm up your voice with deep breathing, vowel sounds and also by having fun with ‘Tatika’ or the ‘Crazy 8s’ (see video challenges).**

**MUSIC IN THE MEDIA – Unit 23**

**Research – HOW is music used in the media?**

**Q What is meant by ‘MEDIA’?**

**Make a list of as many different types of media as you can.**

**What media do you use the most and why?**

**What media influences you the most and why?**

**How is music used in certain types of media?**

**Make a list of your favourite TV ads. Do any of them have music? If so, please can you describe it and how it is used to advertise the product.**

**LISTENING:-**

[**https://youtu.be/UB2HC0zKCT0**](https://youtu.be/UB2HC0zKCT0)

**Quote**

**Why are jingles so catchy? Jingles are written to be as easy to remember as nursery rhymes. The shorter the better, the more repetition the better, the more rhymes the better. It turns out that some pop songs contain earworms: pleasantly melodic, easy-to-remember "hooks" that have the attributes of a typical jingle.**

**https://money.howstuffworks.com › ...**

**PRACTICAL CHALLENGE FOR THOSE WHO FANCY A GO:-**

**Why not try to create either a radio or tv advert for your own imaginary product. Put it to a song OR you could even write your own piece of music on an instrument if you have one. It could be ANYTHING - beauty product, pet food, drink, snack, perfume/deodorant etc. Decide who your target audience is. It can be between 30 – 60 secs long and must include:-**

1. **PROBLEM – outline of problem and why your target audience needs your product**
2. **SOLUTION & JINGLE – outline of what your product can do to resolve problem – this is where we hear the musical jingle/song/rhyme etc**
3. **ADDITIONAL INFO – outline of price, where to buy, terms and conditions, possible side effects etc**

**YOU CAN MAKE IT FUNNY! In fact, the more ridiculous and CHEESY the better!**

**You can record your jingles if you’re feeling brave and send them to school 😃**