

1. Key advert terms

1	Jingle	A short, catchy melody used at the end of an advert, or series of adverts, that people associate with a product.
2	Underscore	The music underneath the advert information to create the mood.
3	Voiceover	A spoken or sung part of the advert, telling you what is being advertised.
4	Target market	The group of people the advert is made for e.g. Young people between 12 and 16.
5	Rhyming couplets	Ensuring that the lines of the lyrics rhyme in pairs.

2. Advert composition terms

1	Primary chords	The three most important chords that a key is constructed with. They are built from the 1 st , 4 th and 5 th note of the scale. In C major, this would be C, F and G.
2	C major chord	A happy sounding chord using the notes C, E and G
3	F major chord	A happy sounding chord using the notes F, A and C
4	G major chord	A happy sounding chord using the notes G, B and D.
5	Scales	A group of notes that create certain moods when combined together. We use them to create our melody.

3. Key Vocab - Musical elements

1	Melody	The main tune, played on instruments or sung.
2	Chords	Two or more notes played at once.
3	Bass line	The lowest part in music, provides the harmonic structure of the music.
4	Motif	A repeated musical pattern used in Rock, Pop and Jazz.
5	Chord sequence	A pattern of chords used in music.
6	Riff	A short repeated pattern used in rock, pop and jazz music.
7	Dynamics	The volume of the music
8	Texture	How the instruments are combined, for example monophonic, homophonic, melody and accompaniment.
9	Instrumentation/Timbre	The instruments used to create the music, and how they are played.
10	Tempo	The speed of the music.
11	Major Key	A group of notes that generally sound happy when used together.
12	Minor key	A group of notes that generally sound sad when used together.

Other musical styles linked to this: Lots of these techniques are used in both TV and radio adverts, and also in film music.