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Music is indeed a universal language among all peoples and selecting the right music for your voice-over reel can make all the difference. There are so many things you can do to make yourself stand out in the crowd of voice over actors and music is one of those things. Especially as a New York actor it is important to shine as an individual artist like no one else which can of course be a huge challenge in this greatly competitive city.

So what does music mean to a voice over actor anyway? You want to relate to your audience and speak to them on many different levels. So you can use music to evoke certain feelings in people. Every culture attaches its own meaning to music and everyone relates to it differently so choosing the right soundtrack for your demo is crucial. You can use music as a tool to help you reach people and point them in the direction you want them to think and feel about what they are seeing and hearing.

Because music is translated on an individual level, you need to be careful about the type of music you are using for your demo reel so that it does not send a confusing message. Keep in mind, the wider the audience you want to communicate with, the more ways it can be interpreted; hence, the more thought you will need to give to your choice of music.

Here are a few things to consider when making a music selection based on how people hear music:

Varying of pitch

Metered time

Tempo

Lyrics (or lack of)

The way it moves/flows

Take into account that if there the song of your choice has any words it plays a role. Whether it is a complementary or competitive voice depends on how the song is used. Again, be sensitive to the cultures you are working with or trying to reach. Everyone has differing tastes so be aware of who your potential clients are and try to cater to what their ears might find pleasing, dynamic, and interesting. Clear communication is your key to success so take your time with your selections. Adding music might be just what you need to get the work you have been patiently waiting to do. Now, go get creative and stand out from the boring black and white crowd and blast some color into your voice over work!

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Does Experienced Voice Over Actor work in New York and New Jersey.

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