

BRIEF TALK ON VOICE OVER

With the development of The E-learning business, we are now getting more and more voice over jobs. And I would like to share some opinions on voice over.

As we know, voice over is a production technique in which a non-diegetic voice is used for television commercials, radio, film, theatre or other type of presentation. Usually, voice over can be divided into two types, one is for commercial use like advertisements or home shopping programs; and the other is for non-commercial like characters in soap operas, documentaries, skits in theaters and many other types of programs.

It seems that voice over for commercial use charge higher than that of non-commercial use. Most commonly, voice overs are used to create the story telling effect by a non present narrator.

Have you ever paid attention to commercial advertisements in the TV programs like home shopping programs. The voice we heard are always full of passion and power persuading audiences to buy their products. We would often wonder about the characters behind them. The voice doing by them are made by voice actors.

To create a kind of story telling effect that makes viewing of that particular commercial or program quite interesting, voice actors are required to exercise more creativity to bring a particular character to life, thus, voice actors need to know some voice over skills.

Voice over instructor and performer Marc Cashman identifies and

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describes 12 voice over skills. They are all words started with letter "C".
1)Clarity 2) Cleanliness 3) Consistency 4) Connected 5) Conversational 6)
Cold Reading 7) Chop Chop 8) Coordination 9) Characterization 10)
Convincing 11) Control 12) Confidence. They can help voice actors make
successful performance and can make voices shine brightly for all to
hear. Those who are interested in these skills can check the following
website http://blogs.voices.com/voxdaily/2010/04/marc_cashman_shares_12_top_voi.html for more details.

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