



# Voice Over 101 – INT - Paper 5

## Dynamic “Word” Emphasis

Objective: To learn the art of proper dynamic word selection and emphasis on most important points within a read.

Take 1: **Today** is the day to save **big** on all top brand name products. Stop in and **save big**!

Take 2: Today is the day to **save big** on all **top brand name** products. Stop in and save **big**!

Take 3: Today **is the day** to save big **on all top** brand name products. **Stop in** and save big!

Take 4: Today is the day **to save big** on all top **brand name products**. Stop in and save big!

Take 5: Today is the day to **save big on all** top brand name products. Stop in **and save big**!

*Each “accent” or “dynamic emphasis” should be applied to the bold words above as to practice attacking the keywords. Remember to NOT effect the flow of your dialogue. The skill is to hit keywords smoothly as not be so obvious.*

### Mechanical Exercise

*Read the line below several times. However each time you read it, accent on a different word in order start to finish. This will also help you learn how to change the “context” of what you are saying.*

### Dynamic Word Exercise

“**Mary** had a little lamb, her fleece was white as snow”

“Mary **had** a little lamb, her fleece was white as snow”

“Mary had a **little** lamb, her fleece was white as snow”

“Mary had a little **lamb**, her fleece was white as snow”

“Mary had a little lamb, her **fleece** was white as snow”

“Mary had a little lamb, her fleece was **white** as snow”

“Mary had a little lamb, her fleece was white as **snow**”

*As you can see, where and how you accent on words, can change the overall inflection, and intent of dialogue. Train yourself to use proper accents, and “dynamic emphasis” on words to sell, share, inform, and deliver voice overs.*