



Voice Over 101 – INT - Paper 4

Word Whipping, Word Stretching and Natural Stalls

Word Whipping: The art of controlling groups of words like musical notes changing tempos at will.

Word Stretching: Dynamically elongating a “word or phrase” to draw the attention of the consumer.

Natural Stalls: Taking artistic freedom to add a short “pause / beat” within reads to create a better flow.

*** Objective:** to read each word group at a different pace, while pulling words and adding natural pauses or “stalls” for dramatic effect. This brings life and movement to your reads. “...” = stalls.

Test 1:

HOLES (narration / dramatic) Stanley was not a bad kid....He was innocent of the crime for which he was convicted.... He was just in the wrong place....at the wrong time. It was all because of his....no good ...dirty-rotten...pig-stealing....great-great-grandfather!

Test 2:

ANIMALS AT PLAY (dark / gloomy) The end seemed very near for Hudson...a Canadian dog tethered near the shore of Hudson Bay...east of Churchill, Manitoba. A thousand-pound polar bear was lumbering toward the dog...and about 40 others...of which were prized animals of Brian Landon...a hunter and trapper.

Test 3:

JOY (curious / friendly) When was the last time you felt real joy....you know...that down-to-your-toes tingle of pure delight? Bigger than contentment....more intense than happiness....it's a feeling so vast, it almost overwhelms you with happiness and joy.

Test 4:

BURLINGTON COAT FACTORY (sales / urgent) At Burlington Coat Factory...spring dresses are now on Sale...at 30 to 50% off our already discounted prices. And boys...great looking double-breasted suits are Priced incredibly low....at just \$29.99....to...\$34.99. Everything is on sale now...Hurry in today!

Write Exercise Notes Here for Later