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The Art of TV Commercial Acting by [JamesMoyes](#)

Article published on July 26th 2012 | [Music](#)

When an audience views a commercial, it is the program's voice that draws them into the content. Humans naturally feel more inclined towards an object or a concept when they feel an emotional connection, so commercials employ a specific voice to narrate the commercial and draw the target audience in. This is a key element in relaying the commercial's message. The voice does not only deliver the words, but it has the sole responsibility in connecting with the viewers.

Many TV commercial actors are chosen based on the niche they fill for that specific commercial. Different genres require different voices. For example, a commercial that is describing cancer treatment would require an elegant and reassuring voice, where as a children's toy store commercial would have more appeal with an upbeat character voice. The best TV commercial actors have the ability to adapt to the type of project at hand, and transform into several distinct voices.

Even though voiceover work is a form of acting where actors have freedom to express their characters' or program's personalities, some professionalism must be instilled. After all, audiences won't be able to engage themselves if they cannot understand a word of the commercial. Actors need to perfect their speaking skills to provide clarity and diction in their voices, so that the message is delivered properly. Anyone involved with TV commercial acting is required to clearly enunciate every syllable and keep the appropriate pacing without overdramatizing his or her script. The purpose of this craft is for the artist to recognize the intended mood of the production and deliver it in a natural but distinct way.

While professional TV commercial actors are able to mold themselves into different personalities at any second, most beginners have trouble being able to comfortably transform in a dark studio setting. Traditional acting provides a full set with background, lighting, costumes, etc. to help set the mood for the actors, but voice over work is unique where all the effort comes from the actor internally. It may seem intimidating to command so much personality and voice out of thin air, but of course, preparation is the key. Just like any athlete that stretches before a game, a voice actor has warm-ups that will stretch out the vocal cords in order to produce wider ranges and a deeper quality. A loose, gentle humming is a great way to start off if you have a session early in the morning and need to restore your voice after a full night sleep. It will also ease the tight muscles in the throat so you can produce a fuller and richer sound.

For more details please visit:

<http://www.johnpatrickwalsh.com/commercial.htm>

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Article Keywords:
voice over actors, New York actor

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