

Name \_\_\_\_\_ Class \_\_\_\_\_

# THE BUSINESS OF MUSIC 2

## Writing a Jingle

Compose your own jingle. First, think of a phrase you want to remember and write it down. For a longer jingle, try writing four lines using a rhyming scheme.

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Experiment with different rhythm patterns. Use the rhythm of the syllables to help you determine the rhythm. For example, here are two different rhythm patterns you could use for the first line of "Twinkle, Twinkle, Little Star."

4/4  
Twin - kle, twin - kle, lit - tle star.

4/4  
Twin - kle, twin - kle, lit - tle star.

Notate the rhythm pattern for your jingle here, and write the words below the rhythms.

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Decide if the jingle should be rapped or sung. If it will be sung, use a simple melody that is easy to remember. Think about the mood and speed of your jingle—whether it should be happy and fast, or maybe slow, solemn, or gentle.

To see how memorable your jingle is, have a small group perform your jingle for the rest of the class, and have the class repeat it back. The fewer times you have to perform it to have the class repeat it back, the more memorable it is!

