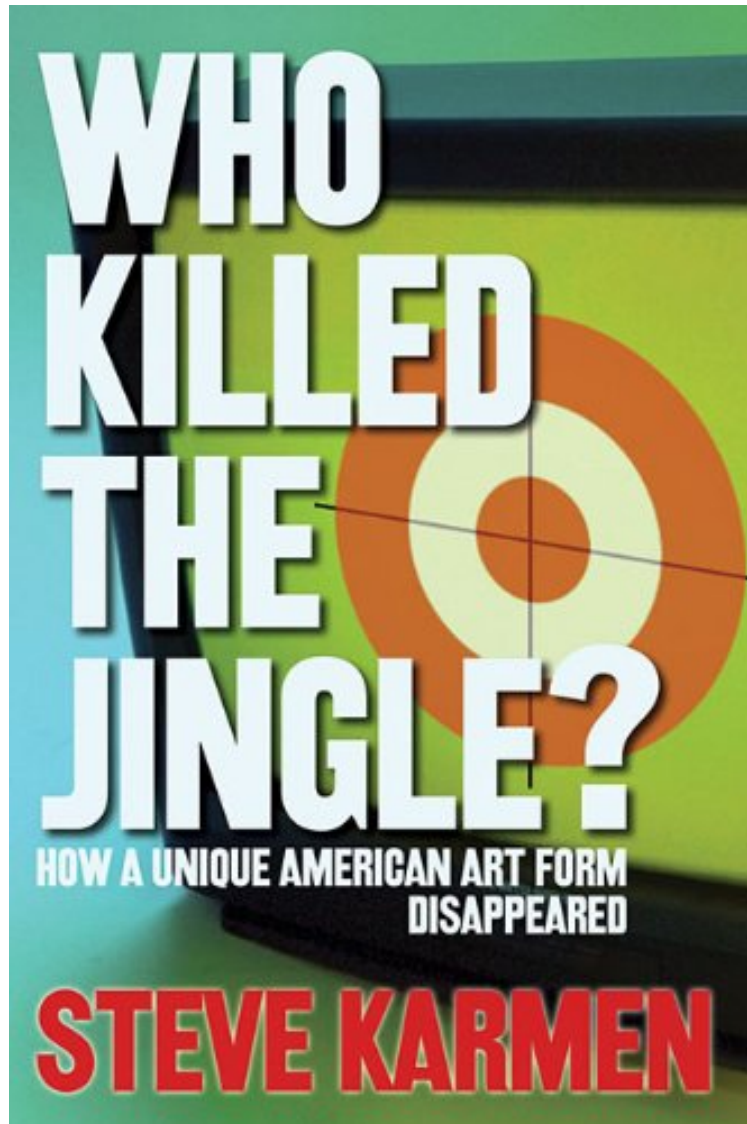


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Who Killed the Jingle? How a Unique American Art Form Disappeared

Steve Karmen

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Steve Karmen : Who Killed the Jingle? How a Unique American Art Form Disappeared before purchasing it in order to gage whether or not it would be worth my time, and all praised Who Killed the Jingle? How a Unique American Art Form Disappeared:

2 of 2 people found the following review helpful. So Sad To See A Sweet Genre DieBy Thomas J. HoehlerSteve Karmen gives you a close up look at the advertising business from his point of view, the ad jingle composer. What

once was an advertising staple, the jingle, well remembered by this boomer, has morphed into a cloning of pop songs. The unique jingle has gone the way of the horse and buggy, never to return. Not cutting edge enough, the author laments. Karmen's writing is relaxed, you get the feeling he is telling this story just to you. A very interesting read, difficult to put down, you will get to the end much too quickly. 2 of 2 people found the following review helpful. As Joey Levine says...By Arena Connery In a review printed on the back cover of "Who Killed the Jingle?" Joey Levine writes "For those in the business and those planning on entering it, read it and weep." That pretty much sums up this book. Karmen discusses the importance of networking in the industry, legal issues, union issues, fending for oneself in the world of corporate giants, and the industry today. Karmen writes from a "good old days" approach - lamenting the disappearance of original and memorable advertising. Sadness aside, this is an invaluable book for anyone trying to make it in the aural advertising industry.

(Book). In this funny and insightful investigation, Steve Karmen dubbed the "King of the Jingle" by People magazine takes us back to a time when consumers happily sang along to "Pepsi Cola Hits the Spot," "This Bud's for You," and "Hershey Is the Great American Chocolate Bar," and brings us to the era of borrowed melodies, electronic sounds, and lyrics that never mention the name of the product. Did Madison Avenue get too sophisticated for its own good? Too cheap? Too sneaky? In its quest to combat the technology that allows viewer to "zap" the commercials, "tune out," or eliminate advertising, did the advertising world invent "integration" (putting the product into the programming) rather than make the commercials lovable, hummable units of entertainment themselves? Karmen explores the demise of the advertising music business and why the future of advertising is so precarious.