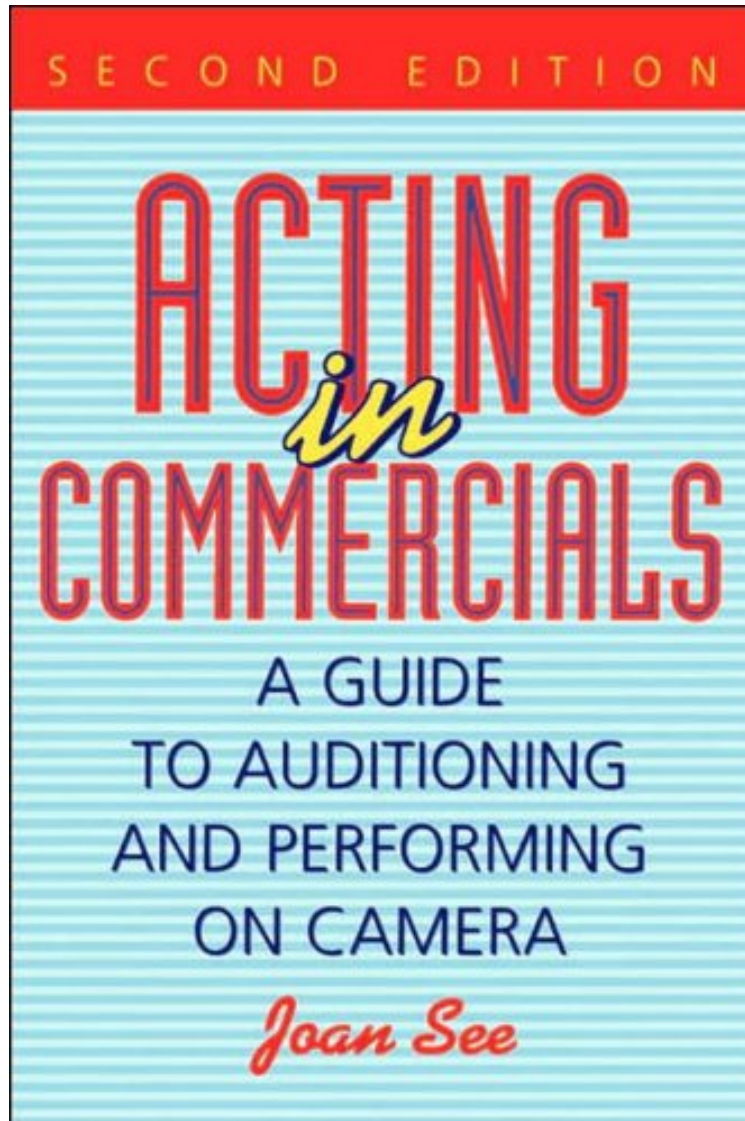


Acting in Commercials: A Guide to Auditioning and Performing on Camera

Joan See

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Joan See : Acting in Commercials: A Guide to Auditioning and Performing on Camera before purchasing it in order to gauge whether or not it would be worth my time, and all praised Acting in Commercials: A Guide to Auditioning and Performing on Camera:

30 of 31 people found the following review helpful. A Graduate Course in Commercial Acting Excellence By VoiceguyJoan See, a classically trained actor (Sanford Meisner, Wynn Handman), explodes numerous myths about acting in commercials, such as: o Commercial acting is easy o Commercial acting requires no craft or skill o

Commercial acting is selling. On the contrary, says See: the actor's job is not to sell. Actors "must bring little stories to life in a way that makes other people believe them. If you believe that your job is selling, you will feel that something other than acting is required. But don't forget what the advertisers hired you for - your acting skills. They want your ability to communicate ideas and feelings in such a way that their audience believes you." In other words, actors in commercials need to remain grounded in their foundation skills of acting. The challenge for actors with a background in theater, says See, is that they don't understand the differing requirements of acting in front of a camera, and the challenge for all actors unfamiliar with the commercial genre is the need to turn in masterful performances in mere seconds in the somewhat bewildering formats and styles found in commercials. This book provides detailed help on both fronts. The author begins by reviewing acting fundamentals that apply to the naturalistic stories actors are most often asked to bring to life in commercials, including the basic skills of relaxation, concentration, listening and responding, and physicalization. She then discusses the mechanics of acting before a camera, both in the audition and on the set, and lays out strategies for overcoming the most common traps in those settings. Finally, in the meat of the book, See identifies the three most common forms that Madison Avenue tends to use in commercials -- slice-of-life, spokesperson, and MOS -- and the three most common styles in which those forms are expressed -- film-style, sitcom-style, and "Honeymooners" -- and lays out extensive strategies for practicing, auditioning, and performing in these forms and styles. This is valuable information indeed: "Analyzing commercial scripts by pinpointing their form and style gives an actor the first chance to control the material. With this information, you suddenly have guidelines for your performance. You have something to work with. The directors and casting directors in the commercial advertising field know what results they want. They are not always skilled at helping actors obtain that result. Actors must be able to function as their own director and bring their performance into the audition with them." This book provides an excellent set of tools for navigating these challenging but lucrative waters. It is full of practical information, example scripts, and helpful guidance, almost all of which is firmly rooted in classic acting. Practicing and using the techniques in this book, an actor should no longer be like a deer in the headlights at an audition or on the set. Highly recommended. 0 of 0 people found the following review helpful. Highly Recommended this book! By Scotti Sakolove As a beginner taking commercial acting on camera classes, I've found this book to be right on target with what I'm learning in class. I am using it to help analyze and prepare my classwork to perform on camera. I believe when I am ready to begin going on auditions I will be more confident having read this (over and over). 1 of 1 people found the following review helpful. A great, practical guide dispelling lots of myths. By P. LAMASTER Acting seems to have collected a whole world of myths about having to sacrifice for art and burden yourself with touchy-feely mysticism. Particularly for commercials, you frankly just don't have time for that - and Joan See's book shows you how to do what you need to do - to get a great performance in the instants you have before a commercial shoots. This book is a "must read" for anyone wanting to get into the world of commercials. Throw away your Mesiner and Hagen and your life angst and memorize this book.

Every actor knows that working in commercials is lucrative. But many actors, trained primarily for working on the stage, have mistaken ideas about this field and lack essential on-camera experience. Now in an updated and expanded edition, *Acting in Commercials* is the only resource that fills all the gaps in the performer's knowledge of this demanding medium. Invaluable for its insight into the craft as well as the business of acting, it tells you how to prepare for commercial auditions and, once you've landed a job, how to deliver the most expressive on-camera performance -- leading to more work and success in a competitive field. Author Joan See illuminates all the secrets she has learned while appearing in hundreds of commercials over the past thirty years. She shows you how to approach five distinctly different commercial forms and explains the specific acting techniques to employ in each. In fact, *Acting in Commercials* will take you beyond commercial work, sharpening all your acting skills for a broader film and television career.