

Jingle Writing

Use information from the article on pg. A-4 of the Green book to answer each question

Why do companies use jingles to help sell their products?

Regardless of where a jingle composer works, what is his or her goal?

Why might a jingle composer prefer to use a well-known piece of music as the basis for a jingle?

Why might a jingle composer prefer *not* to use a well-known piece of music as the basis for a jingle?

How might a jingle composer avoid the problem with using copyrighted music if he or she still wanted to use a well-known melody?