NOTES:

SCRIPT ANALYSIS WORKSHEET:

Answering the following questions, based on your script, will help you discover the audience you are speaking to, why you are speaking to them, your character and any special attitude you need to incorporate into your performance, and the ultimate results you want from the communication.

Who is your Audience (advertiser or client) – [Remember it's always one person]?

What is your Backstory? (What brought you to this moment in time when you are speaking? Why are you speaking these words, and what is it you are talking about [product or service?)

What is the most appropriate delivery style?

- Hard-Sell - fast and punchy
- Medium-Sell - mellow
- Soft-Sell - relaxed

Who is the advertiser/client trying to reach (target audience)? Determine the age range, income, sex, buying habits, belief system, motivations and any other specific details that become apparent from the way the script is written. Who is the "other person" you are talking to? Visualize this individual as you perform or work from your script.

Find important words or phrases in the script that you can emphasize using dynamics of loudness, pacing or emotion. These include the advertiser's name, product, descriptive adjectives and an address or phone number. These elements of the copy need special attention in your performance. Underline or highlight the words or phrases you want to emphasize and use physical and mental energy to express the dynamics of your performance.

What is the message the advertiser/client wants to communicate to the target audience and what is the bottom-line end result that is desired? What is the story you are telling through your performance and what is the most powerful manner in which you can tell that story? What is the USP (Unique Selling Proposition)?

How does the story (plot) develop? For dialog copy, find the setup, the conflict, and how the conflict is resolved or not resolved? Discover how the plot flows. Are there any attitude changes with your character or others? Plot development is critical to effective dialog copy. Determine your role in the plot and how your character develops.

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NOTES:

Mark your script with symbols to indicate copy points for changes in inflection, attitude and physical energy. Use arrows ↗↘, lines, slash marks (/), etc. as a road map for your delivery.

What is your role (your character in the story) in terms of how the story is being told? Do a basic character analysis to define your character's age, life style, clothing, speaking style, attitude toward the product or situation in the script, etc. What are your character's motivations? What are your character's WANTS and NEEDS at *this moment in time*?

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What happened in the moment immediately before the copy (the back story)? Be as detailed as necessary to discover your character.

_____

How does your character relate to any other characters in the script, or to the audience in general. Is your character an active player in telling the story (as in a dialog spot), or is your character that of a narrator imparting information to a captive audience (as in a single-voice "spokesperson" commercial)? What can you do to create an emotional bond between your character, other characters in the script and the audience?

_____

What can you do to make your character believable? Any special vocal treatments, physical postures or mental attitudes?

_____

Does your character have any interesting traits or speaking characteristics? (Speaks slowly, fast, with an accent, odd voice, etc.) If so, identify them.

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Study the script for pauses that might be used to provide emphasis, and for places to breathe. This is especially important in industrial copy which frequently contains long, run-on sentences with technical terminology. Mark breaths and pauses with a slash mark (//).

Find the rhythm. Every script has a rhythm; a beat and timing. Discover the proper timing for the script you are reading. Dialog copy has a separate rhythm for each character as well as an interactive rhythm for the overall story. The rhythm may change within the script.

Look for transitions in the script (similar to attitude changes).These may be transitions from asking a question to providing an answer (common in commercial copy), a change in the type of information being offered, or a transition between attitudes of your character.

Look for words you can emphasize and that will connect you with the audience. Personal pronouns, such as "you," "our," "my" and "I," may be written into the script or simply implied. If connecting words are implied, find a way to make that implied connection through your performance (without actually saying the words) by using physical movement, changes in facial expression, tone of voice or changes in mental attitude. Emphasizing pronouns may NOT be the best way to deliver the lines.

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