Audio media codes

Audio is the sound element of a product

The way that sound is used in a product is an example of a **media code**

There are different types of audio that contribute to this

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Dialogue – spoken words. The volume, speed and way that someone speaks can show emotions (fear, confusion, anger) or create excitement
Vocal intonation is the way in which someone speaks

Music – the use of background music can create suspense or show that a scene includes sadness, fear, or happiness

Sound effects – can be important to create a picture of the whole scene, especially in radio or podcast products

Silence – using silence focuses the audience on images

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For example:

- a voice over artist might use vocal intonation by speaking quicker and louder to build excitement

- the background music in a romantic comedy might help tell the audience that something happy or sad has happened –a couple have broken up or fallen in love

- sound effects in an drama might show what's happening off screen – a car crash, approaching footsteps etc…

- actors in a soap opera use vocal intonation to show that their character is scared, happy, worried, angry etc…