

AUDIO IN TV & VIDEO PRODUCTION



JINSA K JOY
DEPT.OF MULTIMEDIA

INTRODUCTION

In TV and Video production, audio portion is as important as video portion. The audio portion not only conveys information but adds aesthetic energy and structure to the video sequences. Without the good quality audio, it is almost impossible to convey a thought effectively through video alone. Even a lengthy video sequence can be conveyed easily through a small audio portion. Hence, this presentation concentrates on the importance of audio in TV and other visual mediums, with special reference to the different types audio in the present scenario.



FILM SOUND

- The Human Voice
- Sound Effects
- Music



THE HUMAN VOICE

Dialogue endorses the speaker as an individual or a real person rather than the imaginary creation of a story teller. As is the case with stage drama, dialogue serves to tell the story and expresses feelings and motivations of characters as well. Often with film characterisation the audience perceives minute or no difference between the characters.



SOUND EFFECTS

- ⦿ **Synchronous sounds** are those sounds which are synchronized with what is viewed.
- ⦿ **Asynchronous sound effects** are not matched with a visible source of the sound on screen. Such sounds are included so as to provide an appropriate emotional nuance, and they may also add to the realism of the film

MUSIC

- ⦿ Background music is used to add emotion and rhythm to a film. Usually not meant to be noticeable, it often provides a tone or an emotional attitude toward the story and the characters depicted. In addition, background music often foreshadows a change in mood.

IMPORTANCE OF AUDIO IN TELEVISION AND FILMS

- ◉ Sound in TV and movies are not just something that happens. It's directed completely to make you feel a certain thing - be it fear or happiness or cheerfulness. For example, if I have a clip of a man walking down the street, and I play a strange soundtrack in the background, it gives you the feeling that something frightening is about to happen. A well-placed crashing sound or a door banging shut also creates this sort of emotion.

SOUND AESTHETICS

- ◉ Even in this automated digital world sound should be presented in an aesthetic sense to please the human ear. Sound can make a feel about pictures in a certain way. It can make the same scene appear happy or sad by simply putting some happy or sad behind it.
- ◉ There are five aesthetic factors that can help to achieve an effective audio-video relationship are
 - ◉ Context
 - ◉ Figure/Ground
 - ◉ Sound perspective
 - ◉ Continuity
 - ◉ Energy

AUDIO FOR FILMS

- ◉ Audio for Films is not only placing a sound track in between the scenes, that sound should make sense. It should create a feel of being in the scene. Some sound engineers are recording the ambience to make the film better to feel. For an example, in the Tamil film, Enthiran, the sound engineer recorded the ambience (Garbage, Clicking sounds, Candle fire sound, etc.,) to make the film to be realistic.

CONCLUSION

- ◉ To conclude, it is clearly evident from the above statements and examples that audio is an important aspect in the TV, Video and Film Production. It is like an ocean with various levels and multitudes. Audio connects the visual medium to the soul of the viewer and it makes a better experience.

REFERENCE

Zettl, Herbert. *Video Basics*. Wadsworth: USA, 2007.

THANK YOU

