

# Year 8: Music in Advertising

## Key Words

**jingle** – a short, catchy melody, often used in advertising, and designed to get stuck in our heads

**genre** – the style of a piece of music, eg. rock, blues or jazz

**melody** – the tune

**ostinato** – a repeating musical idea (either a melody, or a rhythm, or some chords)

**octave** – the distance (or interval) between 2 notes that we hear as the same letter name, despite the fact that one is higher / lower than the other

**chord** – more than one note played at a time (often 3)

**bass line** – the lowest part in a piece of music, played by an instrument such as bass guitar or double bass

**tempo** – how fast or slow the music is

**rhythm** – whether the notes are short or long

**texture** – the 'layers' in a piece of music (can be described as thick or thin)