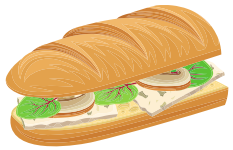
Jingles Explained



Understanding Jingles



Name: _____

Date: _____

Watch the video "Jingles Explained" and answer the following questions.

Part A: Before Watching

1. What is a jingle? _____

_____

2. Can you think of a commercial jingle you remember? Why do you remember it? _____

-_____

_____

Part B: While Watching

1. What is the main purpose of a jingle? _____

_____

2. According to the video, what makes a jingle effective?

_____

_____

3. Why do companies use music in advertising? _____

_____

_____

4. What is the connection between jingles and memory? _____

_____

_____

5. How long are most jingles? _____

_____

6. What are some common characteristics of jingles? List at least three:
   a. _____
   b. _____
   c. _____

7. Why can jingles sometimes be difficult to forget? _____.
   _____
_____

Part C: Thinking Critically

1. Do you think jingles are still important today, even with social media and online advertising? Why or why not? _____
_____
_____

2. Have you ever bought or wanted a product because of an advertisement or jingle? Explain. _____
_____
_____

3. Do you think jingles a helpful marketing tool or a form of persuasion? Explain your opinion. _____
_____
_____
_____



