



# Acting in Commercials: A Guide to Auditioning and Performing on Camera

*Joan See*

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## **Acting in Commercials: A Guide to Auditioning and Performing on Camera** Joan See

Acting in commercials can be among the most important types of work for an actor, both for the valuable visibility and the regular income involved. Despite this, few actors take the time to properly adapt and apply their skills for commercial work. This revised book provides hints addressing the challenges of appearing on camera, including: how to focus performance on the selling message; understanding and exploiting advertisers' stereotypes; balancing control and improvisation in a brief time; analyzing advertising copy; and vocal problems.

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