



Article Side

Voiceovers – the Technology of Post Production Business [by Julia Roger](#)

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The visuals are a part of the story. However there is a considerable absence of continuity and cohesion if there is no storytelling and for that matter the storyteller itself. Imagine an advertisement that flashes silently before us on the TV screen. We will stare but fail to comprehend the message in any way. It is the voice overs that brings out descriptions and other details of the product that gives us the complete picture. This is true for almost every aspect of visual production starting from feature films to cartoons, documentaries to even the detailed instructions of the phone systems. In each of these instances, there is a vital presence of voice over artists who bring life to the theme and topic of discussion within the visuals.

Voiceovers are the voice that you commonly hear in the background of the video. Sometimes an actor or a presenter may be present on the screen while in most cases they are not. The voice in the background narrates the story within the visuals presented before you thus enabling you a complete understanding of the same. The voice over is a narration of the content for better understanding of the viewing audience and is required in every form of film production; thus there are voice over artists available for film and animation dubbing, advertisement, radio and documentary production voice over and for the latest e-learning programs as well.

There are individuals interested in this sphere of work that is put through a voice modulation test. Depending on the base and quality of their voices, they are assigned for projects accordingly. Voiceovers can be a challenging job especially when artists have to follow different accents and even translate documentaries and videos of one language to another; another interesting and yet very intriguing area of work can be the world of cartoons. Some of the famous and popular cartoons have a recognized voice behind their successful fan following. These are men and women who work hard to modulate their voices to the needs of a cartoon character. Projects and assignments of voice over can be professionally rewarding.

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