

## Characterization - Get some!

### Integrating Characterization – why get some?

- Characterization brings the song to life!
- Characterization injects emotion, attitude, energy and meaning into the performance.
- Ideally, the characterization enhances and supports the musical performance naturally and is so believable and sincere that it cannot be recognized as separate from the music.
- Indicates to the audience that the performer is involved which increases ability to connect with the audience.
- The element of characterization is found in all four Sweet Adelines International Judging categories:
  - A. Sound: adds energy and emotion to the sound.
  - B. Music: reinforces the flavor & tempo of the music.
  - C. Expression: adds meaning to the lyrical interpretation and expressive delivery.
  - D. Showmanship: enhances the communication and connection with the audience.

### How to do integrate characterization into performance?

- Establish the character, emotion & attitude for each song.
- Consider the lyrical message, meaning and intent of the song.
- Ask “What do we want the audience to FEEL?” and consider how to achieve that experience.
- Use your imagination: Once you have the attitude in mind, clarify it further by association with a well-known person or character that brings that image and attitude to mind immediately.
- As part of performance preparation, explore and define:
  - WHO you are (who/what is the character?)
  - To WHOM are you singing?
  - WHAT are you singing about? What is the message?
  - WHY are you singing this? What is the motivation? What’s at stake?