



The Use of the Internet

Task: Ramifications the Music Industry has with the Internet

Activity 1: Listening

Welcome to a practice listening task for the GESE 10.

You are going to hear a talk about **the ramifications the music industry has with the internet**. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

Audio Script

There has been much controversy with how the use of the internet and its popularity with people all over the world, has played havoc and created irreparable damage to the music industry. That being said, although not quick to change, the music industry has done its best to adapt its business plan, as not to go under. For the sake of the music industry's survival, they were able to think outside of the box and come up with a way to win back some of their clientele, which in turn has changed how individuals are able to access and enjoy music.

Basically, ever since people learn how to upload and download digital material, and programs were created for such a purpose, the music industry has been struggling with loss of sales, since the purchasing of entire music albums have dropped drastically. It is true that much of this downloading was illegal and spread so quickly that it was hard to control, and this put a huge strain on the music industry as a whole. So, this made the music industry have to totally adapt to the situation, compete with music pirating, by locking horns in seeing who could sway the music listener more. Would it be by offering free, but completely illegal music, or low cost music that the listener could easily afford? Well, this truly helped the music industry start to build up again, but that brought on the next problem of having to pay the music artists less in royalty fees and how much they should receive, since they weren't selling the whole record, but just a song or two from the record. By the same token, it has been heard from more than one music artist to get it off their chest with the press that they have had to increase the amount of concerts that they do, since they have taken a deep loss in royalties, due to all of this. In essence, it has become more difficult for them to make money. To top all of that off, many established artists are finding that thanks to the internet, they are having to compete with new unknown musicians, which are using the internet to gain exposure.

Whilst some in the music industry might argue, not all are negative outcomes. There have been some positive outcomes too. Firstly, the internet has made the music more accessible to the public, being able to now find a global audience, instead of just a national and even local audience. This is not only thanks to websites like youtube, but also to apps like itunes, amazon music unlimited and spotify, amongst others. Thanks to such websites and apps, new music artists are also having the opportunity to be spotted online by a well-known label. The best thing is that almost anybody can have the recipe for sharing their music with others. All a person has to do is have a computer with internet connection, a microphone,

webcam and some specialized computer programs for making music. Finally, fans have the luxury of being able to find more available music to their liking.

It's high time that the music industry approaches the real reason why people are prone to go a cheaper way to accessing music. Could it have been that before the internet, when CDs started to be produced, that they were charging way too much. Perhaps they should just feel lucky that they had such a good run for their money, and bring down their expectation on what they should earn. It is seen that music has not vanished because of the internet and the internet seems to be here to stay, so the music industry might as well evolve their business model around it instead of desiring for it to be like it was back in the day.

Can you tell me in one or two sentences what the speaker was talking about?

Now listen to the talk again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me about the point of view of the speaker, the negative and positive outcome that the music industry has with the use of the internet.

Now tell me about the point of view of the speaker, the negative and positive outcome that the music industry has with the use of the internet. You have one minute to talk.

This is the end of the listening task.

Answers:

Point of View	<ul style="list-style-type: none"> • The music industry must evolve because the internet is here to stay (for better or worse)
Negative outcome	<ul style="list-style-type: none"> • Music industry is struggling to keep up; illegal download and music sharing sites (at the beginning) • More difficult for music artists to make money / how much royalties should they receive • Music artists have done more concerts to make up for less royalties • A lot of competition by new artist
Positive outcome	<ul style="list-style-type: none"> • Make music more accessible to the public; find a global audience • Apps created (Itunes, Amazon and spotify); access songs economically • New music artists can be spotted online (by a well-known label) • Anybody can do it from their house; a computer with internet connection,



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	<p>microphone webcam and some specialized computer programs</p> <ul style="list-style-type: none">• Fans can find more music available to their likings.
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Marks: +_ / +10