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Level 5

Jay Z restarts music streaming brand

4th April, 2015

<http://www.breakingnewsenglish.com/1504/150404-jay-z-5.html>

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Please try Level 4 (easier) and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1504/150404-jay-z-5.html>

Rapper Jay Z has re-launched a music subscription streaming site. He bought the service called Tidal, which was first launched last October. Many of the music industry's major stars have also joined the project and have become co-owners. These include Beyonce, Kanye West and Madonna. They hope Tidal will rival more established streaming sites like Spotify. Tidal does not have as many songs as its rivals. The owners hope people will use it because it is the first streaming site owned by musicians. Tidal will offer its 25 million tracks for a subscription of \$9.99 a month.

Tidal hopes it will change the music industry and give artists more control over their music. Artists traditionally have little control over how their work is sold. Jay Z told the magazine Billboard that he wanted artists to get more money. He said: "We didn't like the direction music was going in and thought maybe we could get in and strike an honest blow." Jay Z wants artists to get their record labels to give Tidal new music a week before other services. This will give Tidal a head start in selling the music. Singer Alicia Keys said Tidal "will forever change the course of music history".

Sources: <http://www.bbc.com/news/technology-32125293>
<http://www.businessinsider.com/aspiro-surved-on-jay-z-tiday-announcement-2015-4#ixzz3W9JaajAo>
http://www.huffingtonpost.com/2015/03/30/tidal-jay-z_n_6972746.html

MATCHING

From <http://www.breakingnewsenglish.com/1504/150404-jay-z-5.html>

PARAGRAPH ONE:

- | | |
|-------------------------------------|--------------------------------|
| 1. re-launched a music subscription | a. become co-owners |
| 2. first launched | b. streaming site |
| 3. major | c. by musicians |
| 4. joined the project and have | d. stars |
| 5. rival more | e. many songs |
| 6. Tidal does not have as | f. of \$9.99 |
| 7. the first streaming site owned | g. last October |
| 8. a subscription | h. established streaming sites |

PARAGRAPH TWO:

- | | |
|---------------------------------|-----------------------|
| 1. give artists more | a. little control |
| 2. Artists traditionally have | b. honest blow |
| 3. how their work | c. labels |
| 4. he wanted artists to | d. control |
| 5. We didn't like the direction | e. get more money |
| 6. strike an | f. of music history |
| 7. record | g. is sold |
| 8. forever change the course | h. music was going in |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1504/150404-jay-z-5.html>

Rapper Jay Z (1) _____ music subscription streaming site. He bought the service called Tidal, which (2) _____ last October. Many of the music industry's major stars (3) _____ the project and have (4) _____. These include Beyonce, Kanye West and Madonna. They hope Tidal will rival more established streaming sites like Spotify. Tidal does not have (5) _____ its rivals. The owners hope people will use it because it is the first streaming (6) _____ musicians. Tidal will offer its 25 million tracks for a subscription of \$9.99 a month.

Tidal hopes it will change the music industry (7) _____ more control over their music. Artists traditionally have little control over (8) _____ sold. Jay Z told the magazine Billboard that he wanted (9) _____ money. He said: "We didn't like the direction music was going in and thought maybe we (10) _____ strike an honest blow." Jay Z wants artists to get their record labels to give Tidal new music (11) _____ services. This will give Tidal a head start in selling the music. Singer Alicia Keys said Tidal "will forever change (12) _____ history".

MUSIC STREAMING SURVEY

From <http://www.breakingnewsenglish.com/1504/150404-jay-z-5.html>

Write five GOOD questions about music streaming in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

