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Level 6

Jay Z restarts music streaming brand

4th April, 2015

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

Contents

The Article	2	Discussion (Student-Created Qs)	14
Warm-Ups	3	Language Work (Cloze)	15
Before Reading / Listening	4	Spelling	16
While Reading / Listening	5	Put The Text Back Together	17
Match The Sentences And Listen	6	Put The Words In The Right Order	18
Listening Gap Fill	7	Circle The Correct Word	19
Comprehension Questions	8	Insert The Vowels (a, e, i, o, u)	20
Multiple Choice - Quiz	9	Punctuate The Text And Add Capitals	21
Role Play	10	Put A Slash (/) Where The Spaces Are	22
After Reading / Listening	11	Free Writing	23
Student Survey	12	Academic Writing	24
Discussion (20 Questions)	13	Homework	25
		Answers	26

Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

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

Rapper Jay Z has restarted a music subscription site to provide a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, which was initially launched last October. Many of the music industry's major stars have also added their weight to the project and have become co-owners in it. These include Beyonce, Kanye West and Madonna. They hope Tidal will rival more established streaming sites such as Spotify and Google Play. Tidal does not have as large a catalogue of songs as its rivals, but the owners hope people will use it because it is the first streaming platform owned by musicians. Tidal will offer its 25 million tracks for a standard subscription of \$9.99 a month.

The artists behind Tidal hope it will change the music industry and give singers and musicians more control over their music. Artists traditionally have little control over how their work is distributed and marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. 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 will encourage artists to persuade their record labels to give Tidal new music a week before other services get it. This will give Tidal a head start in making the music available. Singer and co-owner 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-surged-on-jay-z-tiday-announcement-2015-4#ixzz3W9JaajAo>
http://www.huffingtonpost.com/2015/03/30/tidal-jay-z_n_6972746.html

WARM-UPS

1. MUSIC STREAMING: Students walk around the class and talk to other students about music streaming. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

subscription / streaming / launched / industry / rivals / songs / platform / musicians / control / traditionally / marketed / direction / encourage / available / music history

Have a chat about the topics you liked. Change topics and partners frequently.

3. LISTENING TO MUSIC: How can these experiences be made better? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good things	Bad things	Improvements
CDs			
Radio			
Records			
Live concert			
On TV			
Streaming			

4. STREAMING: Students A **strongly** believe streaming is better than buying CDs or paying for downloads; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

5. MUSIC PLAYERS: Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- mobile phone
- radio
- stereo system
- TV
- iPod
- computer
- record player
- live music

6. SUBSCRIPTION: Spend one minute writing down all of the different words you associate with the word "subscription". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

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

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. The site Jay Z has launched is brand new. | T / F |
| b. Many music stars have become co-owners of the site. | T / F |
| c. The site has more songs available to stream than rival site Spotify. | T / F |
| d. The new service will be available for a monthly \$4.99 subscription. | T / F |
| e. Artists say the new service will give them less control. | T / F |
| f. Jay Z said he didn't like the way the music industry was heading. | T / F |
| g. Jay Z wants record labels to give his site music before other sites. | T / F |
| h. Alicia Keys said the site would change music history forever. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|----------------|----------------|
| 1. provide | a. greater |
| 2. initially | b. competitors |
| 3. established | c. advantage |
| 4. rivals | d. normal |
| 5. standard | e. circulated |
| 6. more | f. first |
| 7. distributed | g. direction |
| 8. encourage | h. offer |
| 9. head start | i. urge |
| 10. course | j. well known |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--------------------------------------|--------------------------|
| 1. provide a new kind | a. large a catalogue |
| 2. added their weight | b. their record labels |
| 3. Tidal does not have as | c. of \$9.99 a month |
| 4. Tidal will offer | d. of streaming service |
| 5. a standard subscription | e. start |
| 6. Artists traditionally have little | f. to the project |
| 7. We didn't like the direction | g. of music history |
| 8. encourage artists to persuade | h. control |
| 9. give Tidal a head | i. its 25 million tracks |
| 10. forever change the course | j. music was going in |

GAP FILL

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

Rapper Jay Z has restarted a music subscription site to (1) _____ a new kind of streaming service. Jay Z has (2) _____ and re-launched the service called Tidal, which was initially launched last October. Many of the music industry's (3) _____ stars have also added their weight to the project and have become co-owners in it. These (4) _____ Beyonce, Kanye West and Madonna. They hope Tidal will rival more (5) _____ streaming sites such as Spotify and Google Play. Tidal does not have as large a (6) _____ of songs as its rivals, but the owners hope people will use it because it is the first streaming (7) _____ owned by musicians. Tidal will offer its 25 million tracks for a (8) _____ subscription of \$9.99 a month.

The artists behind Tidal hope it will change the music (9) _____ and give singers and musicians more (10) _____ over their music. Artists traditionally have little control over how their work is distributed and (11) _____. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. He said: "We didn't like the (12) _____ music was going in and thought maybe we could get in and strike an honest (13) _____." Jay Z will encourage artists to (14) _____ their record labels to give Tidal new music a week before other services get it. This will give Tidal a (15) _____ start in making the music available. Singer and co-owner Alicia Keys said Tidal "will forever change the (16) _____ of music history".

include
provide
major
platform
established
standard
bought
catalogue

marketed
industry
control
head
blow
course
direction
persuade

LISTENING – Guess the answers. Listen to check.

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

- 1) a music subscription site to provide a new kind _____
 - a. of stream in service
 - b. of streaming services
 - c. of streaming service
 - d. of stream in services
- 2) re-launched the service called Tidal, which was initially _____
 - a. launched past October
 - b. launch last October
 - c. lunched last October
 - d. launched last October
- 3) Many of the music industry's major stars have also added their _____
 - a. wait to the project
 - b. weight too the project
 - c. weight to the project
 - d. weight two the project
- 4) They hope Tidal will rival more established streaming sites _____
 - a. such as Spotify
 - b. such was Spotify
 - c. such has Spotify
 - d. such is Spotify
- 5) Tidal will offer its 25 million tracks for a standard subscription _____
 - a. of \$9.99 a month
 - b. of \$9.99 the month
 - c. of \$9.99 per month
 - d. of \$9.99 for a month
- 6) it will change the music industry and give singers and musicians more _____ music
 - a. control over the
 - b. control over their
 - c. control over there
 - d. control over they're
- 7) Artists traditionally have little control over how their work is _____
 - a. distribute it and market it
 - b. distribute it and marketed
 - c. distributed and marketed
 - d. distributed and market it
- 8) maybe we could get in and strike _____
 - a. an honest blown
 - b. an honest blow
 - c. an honest blew
 - d. an honest blows
- 9) persuade their record labels to give Tidal new music a week before _____
 - a. other services gets it
 - b. other services get it
 - c. other services got it
 - d. other services getting it
- 10) co-owner Alicia Keys said Tidal "will forever change _____ music history
 - a. the coarse of
 - b. the case of
 - c. the course of
 - d. the curse of

LISTENING – Listen and fill in the gaps

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

Rapper Jay Z has restarted a music subscription (1) _____ a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, (2) _____ launched last October. Many of the music industry's major stars have also added their weight to the project and have become (3) _____. These include Beyonce, Kanye West and Madonna. They hope Tidal (4) _____ established streaming sites such as Spotify and Google Play. Tidal does not have as large a catalogue (5) _____ rivals, but the owners hope people will use it because it is the first streaming platform owned by musicians. Tidal will offer its 25 million tracks (6) _____ subscription of \$9.99 a month.

The artists behind Tidal hope (7) _____ music industry and give singers and musicians more control over their music. Artists traditionally have little control (8) _____ is distributed and marketed. Jay Z told the music magazine Billboard that he hoped artists (9) _____ money because of Tidal. He said: "We didn't like the direction (10) _____ and thought maybe we could get in and strike an honest blow." Jay Z will encourage artists to persuade their record labels to give Tidal new music a week before (11) _____. This will give Tidal a head start in making the music available. Singer and co-owner Alicia Keys said Tidal "will forever (12) _____ of music history".

COMPREHENSION QUESTIONS

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

1. When was the streaming site Tidal first launched?

2. Who have become co-owners of Tidal?

3. Which sites does Tidal hope to rival?

4. What does Tidal have that is smaller than what its rivals have?

5. What will be \$9.99 a month?

6. What have artists traditionally had little of?

7. What magazine did Jay Z talk to?

8. What did Jay Z say he didn't like about music?

9. Who does Jay Z want artists to persuade?

10. What did Alicia Keys say Tidal would change the course of?

MULTIPLE CHOICE - QUIZ

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

1. When was the streaming site Tidal first launched?
 - a) September 22
 - b) last October
 - c) New Year's Day
 - d) three weeks ago
2. Who have become co-owners of Tidal?
 - a) Tidal's rivals
 - b) three banks
 - c) Bill Gates and Barack Obama
 - d) music stars
3. Which sites does Tidal hope to rival?
 - a) Spotify and Google Play
 - b) Yahoo! and Microsoft
 - c) iTunes and Napster
 - d) Sony and EMI
4. What does Tidal have that is smaller than what its rivals have?
 - a) a head office
 - b) a budget
 - c) a music catalogue
 - d) a list of artists
5. What will be \$9.99 a month?
 - a) insurance
 - b) a subscription
 - c) wi-fi charges
 - d) a CD
6. What have artists traditionally had little of?
 - a) control
 - b) money
 - c) power
 - d) talent
7. What magazine did Jay Z talk to?
 - a) Streaming Today
 - b) Rolling Stone
 - c) Billboard
 - d) New Musical Express
8. What did Jay Z say he didn't like about music?
 - a) its future direction
 - b) drums
 - c) modern soul
 - d) its loudness
9. Who does Jay Z want artists to persuade?
 - a) record labels
 - b) fans
 - c) music stores
 - d) music stars
10. What did Alicia Keys say Tidal would change the course of?
 - a) beats
 - b) technology
 - c) research and development
 - d) music history

ROLE PLAY

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

Role A – Mobile phone

You think a mobile phone is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, a stereo system or TV.

Role B – Radio

You think a radio is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): mobile phone, a stereo system or TV.

Role C – Stereo system

You think a stereo system is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, mobile phone or TV.

Role D – TV

You think TV is the best way to listen to music. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the worst of these (and why): radio, a stereo system or mobile phone.

AFTER READING / LISTENING

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

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'music' and 'service'.

music	service
--------------	----------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• provide• initially• major• hope• large• standard	<ul style="list-style-type: none">• behind• magazine• direction• blow• labels• course
---	--

MUSIC STREAMING SURVEY

From <http://www.BreakingNewsEnglish.com/1504/150404-jay-z.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.

MUSIC STREAMING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) What did you think when you read the headline?
- 2) What springs to mind when you hear the word 'music'?
- 3) How important is music to you?
- 4) Do you prefer to buy, download or stream music? Why?
- 5) What do you think of music subscription services?
- 6) Do you prefer to buy and own music or stream it?
- 7) What do you think of Jay Z launching his streaming site?
- 8) What would life be like without music?
- 9) Do you think Tidal will become a major player?
- 10) How has the Internet changed the music industry?

Jay Z restarts music streaming brand – 4th April, 2015
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MUSIC STREAMING DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- 11) Did you like reading this article? Why/not?
- 12) How much control should artists have over their music?
- 13) Why have artists traditionally had little control?
- 14) What would life be like to be a famous singer?
- 15) In what ways does the big business side of the music industry affect the music?
- 16) Is today's music all the same?
- 17) What do you think of boy bands and girl bands?
- 18) How will we be listening to music in 20 years from now?
- 19) How do you think Tidal will change the course of music history?
- 20) What questions would you like to ask Jay Z?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

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

Rapper Jay Z has restarted a music subscription site to (1) ____ a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, which was (2) ____ launched last October. Many of the music industry's major stars have also added their (3) ____ to the project and have become co-owners in it. These include Beyonce, Kanye West and Madonna. They hope Tidal will (4) ____ more established streaming sites such as Spotify and Google Play. Tidal does not have as large a (5) ____ of songs as its rivals, but the owners hope people will use it because it is the first streaming platform owned by musicians. Tidal will offer its 25 million tracks for a (6) ____ subscription of \$9.99 a month.

The artists behind Tidal hope it will change the music industry and give singers and musicians more control (7) ____ their music. Artists traditionally have (8) ____ control over how their work is distributed and marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. He said: "We didn't like the (9) ____ music was going in and thought maybe we could get in and (10) ____ an honest blow." Jay Z will encourage artists to persuade their record labels to give Tidal new music a week before other services get it. This will give Tidal a (11) ____ start in making the music available. Singer and co-owner Alicia Keys said Tidal "will forever change the (12) ____ of music history".

Put the correct words from the table below in the above article.

- | | | | | |
|-----|---------------|----------------|--------------|---------------|
| 1. | (a) divide | (b) produce | (c) provide | (d) proactive |
| 2. | (a) initially | (b) initialize | (c) initials | (d) initial |
| 3. | (a) weight | (b) load | (c) heavy | (d) bulk |
| 4. | (a) rival | (b) rivalry | (c) libel | (d) rivals |
| 5. | (a) brochure | (b) magazine | (c) paper | (d) catalogue |
| 6. | (a) astounded | (b) stunted | (c) stranded | (d) standard |
| 7. | (a) over | (b) about | (c) by | (d) under |
| 8. | (a) few | (b) tiny | (c) small | (d) little |
| 9. | (a) direction | (b) arrow | (c) flight | (d) detour |
| 10. | (a) slate | (b) strike | (c) smoke | (d) smell |
| 11. | (a) nose | (b) head | (c) arm | (d) body |
| 12. | (a) course | (b) curse | (c) coarse | (d) cures |

SPELLING

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

Paragraph 1

1. a music biotrnsupcsi site
2. anityilli launched last October
3. more aisebhtdsel streaming sites
4. a uelcaaotg (UK) / ataoglc (USA) of songs
5. the first streaming aotrlfmp
6. owned by nmacsisui

Paragraph 2

7. Artists odtalyltiinar have little control
8. eddubtitisr and marketed
9. cegruenoa artists
10. sudearpe their record labels
11. making the music eaballaiv
12. change the ocesur of music history

PUT THE TEXT BACK TOGETHER

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

Number these lines in the correct order.

()	by musicians. Tidal will offer its 25 million tracks for a standard subscription of \$9.99 a month.
()	as Spotify and Google Play. Tidal does not have as large a catalogue of songs as its
()	control over their music. Artists traditionally have little control over how their work is distributed and
()	stars have also added their weight to the project and have become co-owners in it. These include
()	music a week before other services get it. This will give Tidal a head start in making the music
()	of Tidal. He said: "We didn't like the direction music was going in and thought maybe we could get in and strike
()	marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because
()	an honest blow." Jay Z will encourage artists to persuade their record labels to give Tidal new
()	re-launched the service called Tidal, which was initially launched last October. Many of the music industry's major
(1)	Rapper Jay Z has restarted a music subscription site to provide a new kind of streaming service. Jay Z has bought and
()	Beyonce, Kanye West and Madonna. They hope Tidal will rival more established streaming sites such
()	available. Singer and co-owner Alicia Keys said Tidal "will forever change the course of music history".
()	The artists behind Tidal hope it will change the music industry and give singers and musicians more
()	rivals, but the owners hope people will use it because it is the first streaming platform owned

PUT THE WORDS IN THE RIGHT ORDER

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

1. streaming of kind new a Provide service .

2. also added their weight to the project Major stars have .

3. streaming established more rival will Tidal sites .

4. large a catalogue of songs as its rivals Have as .

5. a 25 for subscription its tracks standard Offer million .

6. the change will it hope Tidal behind artists The industry music .

7. little have traditionally Artists control .

8. like music in didn't direction going We the was .

9. a music new Tidal Give it get services other before week .

10. course Tidal history change will of the forever music .

CIRCLE THE CORRECT WORD (20 PAIRS)

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

Rapper Jay Z has restarted a music subscription site to *produce* / *provide* a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, which was *initially* / *initialled* launched last October. Many of the music industry's *major* / *majority* stars have also added their *weight* / *bulk* to the project and have become co-owners *on* / *in* it. These include Beyonce, Kanye West and Madonna. They hope Tidal will *rival* / *libel* more established streaming sites such as Spotify and Google Play. Tidal does not have as *large* / *largely* a catalogue of songs as its rivals, but the owners *hoping* / *hope* people will use it because it is the first streaming *stage* / *platform* owned by musicians. Tidal will offer its 25 million tracks for a *stranded* / *standard* subscription of \$9.99 a month.

The artists *behind* / *before* Tidal hope it will change the music industry and give singers and musicians more control *above* / *over* their music. Artists traditionally have little control over how their work is *distributing* / *distributed* and marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. He said: "We didn't like the *direction* / *detour* music was going in and thought maybe we could get in and strike an honest *bow* / *blow*." Jay Z will encourage artists to *pervade* / *persuade* their record labels to give Tidal new music a week before other services get *them* / *it*. This will give Tidal a *head* / *face* start in making the music *availability* / *available*. Singer and co-owner Alicia Keys said Tidal "will forever change the *course* / *coarse* of music history".

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

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

R_pp_r J_y Z h_s r_st_rt_d _ m_s_c s_bscr_pt__n s_t_ t_ pr_v_d _ _ n_w k_nd _f str__m_ng s_rv_c_. J_y Z h_s b__ght _nd r_-l__nch_d th_ s_rv_c_ c_ll_d T_d_l, wh_ch w_s _n_t__lly l__nch_d l_st _ct_b_r. M_ny _f th_ m_s_c _nd_stry's m_j_r st_rs h_v_ _ls_ _dd_d th__r w__ght t_ th_ pr_j_ct _nd h_v_ b_c_m_ c_-_wn_rs _n_t. Th_s _ncl_d B_y_nc_, K_ny_ W_st_nd M_d_nn_. Th_y h_p_ T_d_l w_ll r_v_l m_r_ _st_b_l_sh_d str__m_ng s_t_s s_ch _s Sp_t_fy _nd G__gl_ Pl_y. T_d_l d__s n_t h_v_ _s l_rg_ _c_t_l_g__ _f s_ngs _s _ts r_v_ls, b_t th_ _wn_rs h_p_ p__pl_ w_ll _s_ _t b_c__s_ _t _s th_ f_rst str__m_ng pl_tf_rm _wn_d by m_s_c__ns. T_d_l w_ll _ff_r_ts 25 m_ll__n tr_cks f_r _st_nd_rd s_bscr_pt__n _f \$9.99 _m_nth.

Th_ _rt_sts b_h_nd T_d_l h_p_ _t w_ll ch_ng_ th_ m_s_c _nd_stry _nd g_v_ s_ng_rs _nd m_s_c__ns m_r_c_ntr_l _v_r th__r m_s_c. _rt_sts tr_d_t__n_lly h_v_ l_ttl_ c_ntr_l _v_r h_w th__r w_rk _s d_str_b_t_d _nd m_rk_t_d. J_y Z t_ld th_ m_s_c m_g_z_n_ B_llb__rd th_t h_ h_p_d _rt_sts w__ld g_t m_r_ m_n_y b_c__s_ _f T_d_l. H_ s__d: "W_ d_dn't l_k_ th_ d_r_ct__n m_s_c w_s g__ng _n _nd th__ght m_yb_ w_ c__ld g_t _n _nd str_k_ _n h_n_st_b_l_w." J_y Z w_ll _nc__r_g_ _rt_sts t_p_rs__d_ th__r r_c_rd l_b_ls t_g_v_ T_d_l n_w m_s_c _w__k b_f_r_ _th_r s_rv_c_s g_t_t. Th_s w_ll g_v_ T_d_l _h__d st_rt _n m_k_ng th_ m_s_c _v__l_b_l_. S_ng_r _nd c_-_wn_r _l_c__ K_ys s__d T_d_l "w_ll f_r_v_r ch_ng_ th_ c__rs_ _f m_s_c h_st_ry".

PUNCTUATE THE TEXT AND ADD CAPITALS

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

rapper jay z has restarted a music subscription site to provide a new kind of streaming service jay z has bought and re-launched the service called tidal which was initially launched last october many of the music industry's major stars have also added their weight to the project and have become co-owners in it these include beyonce kanye west and madonna they hope tidal will rival more established streaming sites such as spotify and google play tidal does not have as large a catalogue of songs as its rivals but the owners hope people will use it because it is the first streaming platform owned by musicians tidal will offer its 25 million tracks for a standard subscription of \$999 a month

the artists behind tidal hope it will change the music industry and give singers and musicians more control over their music artists traditionally have little control over how their work is distributed and marketed jay z told the music magazine billboard that he hoped artists would get more money because of tidal 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 will encourage artists to persuade their record labels to give tidal new music a week before other services get it this will give tidal a head start in making the music available singer and co-owner alicia keys said tidal "will forever change the course of music history"

PUT A SLASH (/) WHERE THE SPACES ARE

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

Rapper Jay Z has restarted a music subscription site to provide a new kind of streaming service. Jay Z has bought and re-launched the service called Tidal, which was initially launched last October. Many of the music industry's major stars have also added their weight to the project and have become co-owners in it. These include Beyoncé, Kanye West and Madonna. They hope Tidal will rival more established streaming sites such as Spotify and Google Play. Tidal does not have as large a catalogue of songs as its rivals, but the owners hope people will use it because it is the first streaming platform owned by musicians. Tidal will offer its 25 million tracks for a standard subscription of \$9.99 a month. The artists behind Tidal hope it will change the music industry and give singers and musicians more control over their music. Artists traditionally have little control over how their work is distributed and marketed. Jay Z told the music magazine Billboard that he hoped artists would get more money because of Tidal. 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 will encourage artists to persuade their record labels to give Tidal new music a week before other services get it. This will give Tidal a head start in making the music available. Singer and co-owner Alicia Keys said Tidal "will forever change the course of music history".

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about music streaming. Share what you discover with your partner(s) in the next lesson.

3. GETTING MUSIC: Make a poster about music streaming and other ways to get music. Show your work to your classmates in the next lesson. Did you all have similar things?

4. STREAMING: Write a magazine article about music streaming. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on music. Ask him/her three questions about music streaming. Give him/her three ideas on how to make it better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b T c F d F e F f T g T h T

SYNONYM MATCH (p.4)

- | | |
|----------------|----------------|
| 1. provide | a. offer |
| 2. initially | b. first |
| 3. established | c. well known |
| 4. rivals | d. competitors |
| 5. standard | e. normal |
| 6. more | f. greater |
| 7. distributed | g. circulated |
| 8. encourage | h. urge |
| 9. head start | i. advantage |
| 10. course | j. direction |

COMPREHENSION QUESTIONS (p.8)

1. Last October
2. Major music stars
3. Spotify and Google Play
4. A music catalogue
5. A monthly subscription
6. Control
7. Billboard
8. The direction it was going in
9. Record labels
10. Music history

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. a 4. c 5. b 6. a 7. c 8. a 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)