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## **MySpace launches free music site**

<http://www.breakingnewsenglish.com/0809/080927-music.html>

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## THE ARTICLE

The online music wars are heating up. Social networking site MySpace has launched a new music service that allows users to listen to millions of songs for free. The new site is called MySpaceMusic and aims to challenge Apple iTunes' stranglehold on the digital music market. The new product could also be the beginning of the end for illegally downloaded music. MySpaceMusic is in partnership with four of music's heavyweights, Sony, Universal, EMI and Warner. It will allow MySpace users to search for songs and add them to an online playlist for free. The songs will have ads attached. The free tracks cannot be downloaded onto any music players but they are linked to Amazon.com's music store if users want to buy them and keep them on their iPods.

The record industry sees the new service as an important strategy to reverse their loss of revenue from falling CD sales. Warner Music Group CEO Edgar Bronfman Jnr said: "This venture may provide a defining blueprint for this next important stage in the evolution of social media, benefiting consumers, artists and music companies alike." The record companies will get money from MySpace from each song that is streamed by users. MySpace gets its revenue from ads placed on the music pages. Music fans are very excited about the new service. Antonio Gomez from San Diego said: "That's it. I'm going to abandon Facebook and join MySpace. There's nothing better in life than being able to download music for free. Especially when it's all legal and above board."

# WARM-UPS

**1. MUSIC:** Walk around the class and talk to other students about music. Change partners often. After you finish, sit with your partner(s) and share your findings.

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*online music / free songs / challenge / digital music / heavyweights / playlists / ads / record industry / strategy / revenue / evolution / social media / streaming / legal*

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

**3. MUSIC PLAYERS:** Do you have a favorite way of listening to music? Complete this table. Talk about it with your partner(s). Change partners and share your ideas.

Music player	Good things	Bad things
The radio		
CD / MD player		
Record player		
Cassette player		
MP3 player		
Online streaming		

**4. FREE SONGS:** Students A strongly believe all music will be free one day; Students B strongly believe nothing in life is free and we'll always have to pay something for music. Change partners again and talk about your roles and conversations.

**5. GENRES:** Rank the following music genres from 10 (absolutely brilliant) to 1 (totally rubbish). Talk to your partner(s) about your scores.

_____ Classical	_____ Jazz
_____ Opera	_____ Folk
_____ Hip-hop / Rap	_____ Pop
_____ Folk	_____ Trance

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

# BEFORE READING / LISTENING

**1. TRUE / FALSE:** Look at the article's headline and guess whether these sentences are true (T) or false (F):

- a. People can listen to millions of songs for free on MySpace. T / F
- b. MySpace wants to take a share of the market from Apple iTunes. T / F
- c. Free lessons on MySpace will bring the end of illegal downloading. T / F
- d. Users can download the MySpace songs onto their music players. T / F
- e. The record industry doesn't like the free song service from MySpace. T / F
- f. MySpace will give record companies money for every song listened to. T / F
- g. MySpace's music service will be totally free from advertising. T / F
- h. A music lover said he'll switch from Facebook to use MySpace music. T / F

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

- |                 |                |
|-----------------|----------------|
| 1. heating up   | a. started     |
| 2. launched     | b. leave       |
| 3. stranglehold | c. plan        |
| 4. heavyweights | d. escalating  |
| 5. buy          | e. legitimate  |
| 6. reverse      | f. monopoly    |
| 7. venture      | g. big hitters |
| 8. blueprint    | h. turn around |
| 9. abandon      | i. purchase    |
| 10. above board | j. project     |

**3. PHRASE MATCH:** Match the following phrases from the article (sometimes more than one combination is possible):

- |   |                                 |
|---|---------------------------------|
| 1. The online music wars                  | a. of the end                   |
| 2. challenge Apple iTunes' stranglehold   | b. in life                      |
| 3. the beginning                          | c. are heating up               |
| 4. in partnership with                    | d. loss of revenue              |
| 5. The free tracks cannot be downloaded   | e. and music companies alike    |
| 6. an important strategy to reverse their | f. onto any music players       |
| 7. the evolution                          | g. on the digital music market  |
| 8. benefiting consumers, artists          | h. above board                  |
| 9. There's nothing better                 | i. four of music's heavyweights |
| 10. it's all legal and                    | j. of social media              |

# WHILE READING / LISTENING

**GAP FILL:** Put the words into the gaps in the text.

The online music wars are heating \_\_\_\_\_. Social networking site MySpace has launched a new music service that \_\_\_\_\_ users to listen to millions of songs for free. The new site is called MySpaceMusic and \_\_\_\_\_ to challenge Apple iTunes' stranglehold on the digital music market. The new product could also be the beginning of the \_\_\_\_\_ for illegally downloaded music. MySpaceMusic is in partnership with four of music's heavyweights, Sony, Universal, EMI and Warner. It will allow MySpace users to search for songs and add them to an \_\_\_\_\_ playlist for free. The songs will have \_\_\_\_\_ attached. The free tracks cannot be downloaded \_\_\_\_\_ any music players but they are linked to Amazon.com's music store if users want to buy them and \_\_\_\_\_ them on their iPods.

*ads*  
*end*  
*keep*  
*allows*  
*online*  
*up*  
*onto*  
*aims*

The record industry \_\_\_\_\_ the new service as an important strategy to reverse their \_\_\_\_\_ of revenue from falling CD sales. Warner Music Group CEO Edgar Bronfman Jr said: "This venture may provide a defining blueprint for this next important \_\_\_\_\_ in the evolution of social media, benefiting consumers, artists and music companies \_\_\_\_\_." The record companies will get money from MySpace from \_\_\_\_\_ song that is streamed by users. MySpace gets its revenue from ads \_\_\_\_\_ on the music pages. Music fans are very excited about the new service. Antonio Gomez from San Diego said: "That's it. I'm going to \_\_\_\_\_ Facebook and join MySpace. There's nothing better in \_\_\_\_\_ than being able to download music for free. Especially when it's all legal and above board."

*each*  
*alike*  
*loss*  
*life*  
*sees*  
*placed*  
*stage*  
*abandon*

## **LISTENING:** Listen and fill in the spaces.

The online music \_\_\_\_\_ up. Social networking site MySpace has launched a new music service that \_\_\_\_\_ listen to millions of songs for free. The new site is called MySpaceMusic and aims to challenge Apple iTunes' \_\_\_\_\_ the digital music market. The new product could also be the beginning \_\_\_\_\_ illegally downloaded music. MySpaceMusic is in partnership with four of music's heavyweights, Sony, Universal, EMI and Warner. It will allow MySpace \_\_\_\_\_ songs and add them to an online playlist for free. The songs \_\_\_\_\_ attached. The free tracks cannot be downloaded onto any music players but \_\_\_\_\_ to Amazon.com's music store if users want to buy them and keep them on their iPods.

The record industry sees the new \_\_\_\_\_ important strategy to reverse their loss of revenue from falling CD sales. Warner Music Group CEO Edgar Bronfman Jnr said: "This venture \_\_\_\_\_ defining blueprint for this next important \_\_\_\_\_ evolution of social media, benefiting consumers, artists and music companies alike." The record companies will get money from MySpace \_\_\_\_\_ that is streamed by users. MySpace gets its revenue \_\_\_\_\_ on the music pages. Music fans are very excited about the new service. Antonio Gomez from San Diego said: "That's it. I'm \_\_\_\_\_ Facebook and join MySpace. There's nothing better in life than being able to download music for free. Especially when it's all legal \_\_\_\_\_."

# AFTER READING / LISTENING

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

<b>digital</b>	<b>music</b>
----------------	--------------

- 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"><li>• heating</li><li>• millions</li><li>• challenge</li><li>• beginning</li><li>• heavyweights</li><li>• linked</li></ul>	<ul style="list-style-type: none"><li>• strategy</li><li>• venture</li><li>• benefiting</li><li>• ads</li><li>• fans</li><li>• abandon</li></ul>
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# STUDENT MUSIC SURVEY

Write five GOOD questions about music 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.



# MYSPACE MUSIC DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'music'?
- c) What would life be like without music?
- d) What do you think of the new MySpaceMusic service?
- e) Do you think MySpaceMusic will put Apple iTunes out of business?
- f) Do you think MySpaceMusic is the beginning of the end for illegally downloading music?
- g) Do you think music costs too much at the moment?
- h) How long do you think it will take someone to put software online that lets you illegally download MySpaceMusic songs?
- i) Do you buy or download and share most of your music?
- j) What's your favourite music player?

*MySpace launches free music site - 27th September, 2008*  
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# MYSPACE MUSIC DISCUSSION

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

- a) Did you like reading this article?
- b) Do you think there should be two spaces in "MySpaceMusic"?
- c) How have your musical tastes changed over the years?
- d) Are you surprised at how technology is changing how we listen to music?
- e) What was listening to music like in your parents' days?
- f) Do you think MySpaceMusic will keep record companies happy?
- g) What will the connection be in the future between music and social networking / social media sites?
- h) What do you think of having ads on the music pages?
- i) Will you abandon Facebook for MySpaceMusic?
- j) What questions would you like to ask Edgar Bronfman Jr?

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# LANGUAGE

The online music wars are (1) \_\_\_\_ up. Social networking site MySpace has launched a new music service that (2) \_\_\_\_ users to listen to millions of songs for free. The new site is called MySpaceMusic and aims (3) \_\_\_\_ challenge Apple iTunes' stranglehold on the digital music market. The new product could also be the beginning of the (4) \_\_\_\_ for illegally downloaded music. MySpaceMusic is in partnership with four of music's heavyweights, Sony, Universal, EMI and Warner. It will allow MySpace users to search (5) \_\_\_\_ songs and add them to an online playlist for free. The songs will have ads attached. The free tracks cannot be downloaded onto any music players but (6) \_\_\_\_ are linked to Amazon.com's music store if users want to buy them and keep them on their iPods.

The record industry sees the new service (7) \_\_\_\_ an important strategy to reverse their (8) \_\_\_\_ of revenue from falling CD sales. Warner Music Group CEO Edgar Bronfman Jr said: "This venture may provide a defining blueprint for this next important (9) \_\_\_\_ in the evolution of social media, benefiting consumers, artists and music companies alike." The record companies will get money from MySpace from each song that is streamed (10) \_\_\_\_ users. MySpace gets its revenue from ads placed on the music pages. Music fans are very excited about the new service. Antonio Gomez from San Diego said: "That's it. I'm going to abandon Facebook and join MySpace. There's nothing better (11) \_\_\_\_ life than being able to download music for free. Especially when it's all legal and (12) \_\_\_\_ board."

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

- |     |              |            |              |             |
|-----|--------------|------------|--------------|-------------|
| 1.  | (a) heating  | (b) heated | (c) hottest  | (d) heats   |
| 2.  | (a) allow    | (b) allows | (c) allowing | (d) allowed |
| 3.  | (a) about to | (b) onto   | (c) to       | (d) into    |
| 4.  | (a) lend     | (b) bend   | (c) send     | (d) end     |
| 5.  | (a) on       | (b) so     | (c) at       | (d) for     |
| 6.  | (a) them     | (b) those  | (c) they     | (d) these   |
| 7.  | (a) as       | (b) was    | (c) is       | (d) us      |
| 8.  | (a) lost     | (b) loss   | (c) loser    | (d) losing  |
| 9.  | (a) stale    | (b) stake  | (c) stage    | (d) state   |
| 10. | (a) by       | (b) in     | (c) up       | (d) with    |
| 11. | (a) of       | (b) at     | (c) on       | (d) in      |
| 12. | (a) under    | (b) above  | (c) beside   | (d) inside  |



# 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 MySpaceMusic. Share what you discover with your partner(s) in the next lesson.

**3. MUSIC PLAYERS:** Make a poster about the different kinds of music players used in the past fifty years. What are the merits of each? Show your work to your classmates in the next lesson. Did you all have similar things?

**4. MUSICAL LIFE:** Write a magazine article about life without music. It has been banned. Include imaginary interviews with a music lover whose life has been destroyed because music has been banned, and the government leader who banned music.

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. DIARY / JOURNAL:** Write about one normal musical day in your life. What do you listen to in the morning over breakfast? Do you plug in your iPod on the bus to school? Do you jazz, rock or rap yourself to sleep? Read your entry to your classmates in the next lesson.

**6. LETTER:** Write a letter to Warner Music Group CEO Edgar Bronfman Jr. Ask him three questions about his record company. Make three suggestions on what his record company should do for music consumers in the future. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE:

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

## SYNONYM MATCH:

- |     |              |    |             |
|-----|--------------|----|-------------|
| 1.  | heating up   | a. | escalating  |
| 2.  | launched     | b. | started     |
| 3.  | stranglehold | c. | monopoly    |
| 4.  | heavyweights | d. | big hitters |
| 5.  | buy          | e. | purchase    |
| 6.  | reverse      | f. | turn around |
| 7.  | venture      | g. | project     |
| 8.  | blueprint    | h. | plan        |
| 9.  | abandon      | i. | leave       |
| 10. | above board  | j. | legitimate  |

## PHRASE MATCH:

- |     |  |    |                              |
|-----|--|----|------------------------------|
| 1.  | The online music wars                  | a. | are heating up               |
| 2.  | challenge Apple iTunes' stranglehold   | b. | on the digital music market  |
| 3.  | the beginning                          | c. | of the end                   |
| 4.  | in partnership with                    | d. | four of music's heavyweights |
| 5.  | The free tracks cannot be downloaded   | e. | onto any music players       |
| 6.  | an important strategy to reverse their | f. | loss of revenue              |
| 7.  | the evolution                          | g. | of social media              |
| 8.  | benefiting consumers, artists          | h. | and music companies alike    |
| 9.  | There's nothing better                 | i. | in life                      |
| 10. | it's all legal and                     | j. | above board                  |

## GAP FILL:

### MySpace launches free music site

The online music wars are heating **up**. Social networking site MySpace has launched a new music service that **allows** users to listen to millions of songs for free. The new site is called MySpaceMusic and **aims** to challenge Apple iTunes' stranglehold on the digital music market. The new product could also be the beginning of the **end** for illegally downloaded music. MySpaceMusic is in partnership with four of music's heavyweights, Sony, Universal, EMI and Warner. It will allow MySpace users to search for songs and add them to an **online** playlist for free. The songs will have **ads** attached. The free tracks cannot be downloaded **onto** any music players but they are linked to Amazon.com's music store if users want to buy them and **keep** them on their iPods.

The record industry **sees** the new service as an important strategy to reverse their **loss** of revenue from falling CD sales. Warner Music Group CEO Edgar Bronfman Jr said: "This venture may provide a defining blueprint for this next important **stage** in the evolution of social media, benefiting consumers, artists and music companies **alike**." The record companies will get money from MySpace from **each** song that is streamed by users. MySpace gets its revenue from ads **placed** on the music pages. Music fans are very excited about the new service. Antonio Gomez from San Diego said: "That's it. I'm going to **abandon** Facebook and join MySpace. There's nothing better in **life** than being able to download music for free. Especially when it's all legal and above board."

## LANGUAGE WORK

- 1 - a    2 - b    3 - c    4 - d    5 - d    6 - c    7 - a    8 - b    9 - c    10 - a    11 - d    12 - b