

## Beyonce releases a secret album

16th December, 2013



American pop singer Beyonce surprised her fans on Friday. She released her fifth album without telling anyone. The album was one of the biggest secrets in music history. Beyonce wanted to try a new way of releasing her music.

She did not want to advertise it weeks or months before it came out. She wanted to tell her fans about the album herself. She did not want to let record company executives or newspapers tell them. The release was even a surprise for other celebrities and singers. She said: "There's so much that gets between the music, the artist and the fans. I felt like I didn't want anybody to give the message when my record is coming out."

Beyonce released her new album exclusively on iTunes, which means people can only download it from that site. It contains 14 new songs and 17 videos. She filmed the videos in different parts of the world. She said she wanted to do something people would remember. She remembers being very excited when Michael Jackson released his Thriller video and wanted to do something similar. She said: "I feel like right now people experience music differently." The album sold 80,000 copies in the first three hours of its release. Sales were helped by millions of people tweeting about the album. There were more than 1.2 million tweets in the first 12 hours. That's around 5,300 tweets a minute.

Sources: *Gulf News / LA Times / Sydney Morning Herald*

### Writing

*Digital music (mp3s, etc.) is better than music on CD or record. Discuss.*

### Chat

Talk about these words from the article.

*pop singer / surprised / album / secrets / music history / advertise / executives / exclusively / iTunes / remember / excited / something similar / experience / tweets*

### True / False

- a) Beyonce said her fans surprised her on Friday. T / F
- b) Beyonce released five albums before this new one. T / F
- c) The singer wanted to tell her fans about the new record herself. T / F
- d) Many other singers knew about the album before it came out. T / F
- e) People can only buy the record on iTunes. T / F
- f) There are more videos than songs on the album. T / F
- g) The album sold 80,000 copies in the first three days. T / F
- h) The article says people's comments on Facebook helped album sales. T / F

### Synonym Match

- |                |              |
|----------------|--------------|
| 1. fans        | a. album     |
| 2. telling     | b. method    |
| 3. way         | c. shot      |
| 4. surprise    | d. aided     |
| 5. record      | e. close     |
| 6. exclusively | f. followers |
| 7. filmed      | g. about     |
| 8. similar     | h. informing |
| 9. helped      | i. shock     |
| 10. around     | j. only      |

### Discussion – Student A

- a) How important is it for an album to come with videos?
- b) Do you think more artists will now release song/video albums?
- c) What do you think of Michael Jackson's Thriller video?
- d) How have your musical tastes changed since you were younger?
- e) What's your favourite album (and why)?
- f) How does music make you feel?
- g) What would life be like without music?
- h) What questions would you like to ask Beyonce?

## Phrase Match

- |   |                             |
|---|-----------------------------|
| 1. American pop singer Beyonce surprised      | a. on iTunes                |
| 2. She released her fifth album               | b. about the album herself  |
| 3. one of the biggest secrets                 | c. coming out               |
| 4. She wanted to tell her fans                | d. without telling anyone   |
| 5. when my record is                          | e. in the first three hours |
| 6. Beyonce released her new album exclusively | f. of people tweeting       |
| 7. wanted to do something                     | g. her fans on Friday       |
| 8. The album sold 80,000 copies               | h. 5,300 tweets a minute    |
| 9. Sales were helped by millions              | i. in music history         |
| 10. That's around                             | j. similar                  |

## Discussion – Student B

- What do you know about Beyonce?
- Why do you think Beyonce is so popular?
- Is keeping an album a secret a good idea?
- Do you think other singers will keep their album releases a secret?
- Who is your favourite singer (and why)?
- What feelings do you have for your favourite singer?
- What music are you listening to these days?
- Is pop music good?

## Spelling

- Beyonce idrpsseru her fans
- one of the biggest stresec
- a new way of silergean her music
- record company ectevuesxi
- ecrtlibsei and singers
- give the esemgas
- eyvselculxi on iTunes
- It nasincto 14 new songs
- She remembers being very cdeixet
- do something rslimai
- people reexpeeinc music differently
- inllsoim of people

### Answers – Synonym Match

1. f	2. h	3. b	4. i	5. a
6. j	7. c	8. e	9. d	10. g

## Role Play

### Role A – Lyrics

You think the lyrics are the most important thing about a song. Tell the others three reasons why. Tell them things that are wrong with their things. Also, tell the others which is the least important of these (and why): danceability, a catchy tune or the singer's voice.

### Role B – Danceability

You think danceability is the most important thing about a song. Tell the others three reasons why. Tell them things that are wrong with their things. Also, tell the others which is the least important of these (and why): the lyrics, a catchy tune or the singer's voice.

### Role C – A catchy tune

You think a catchy tune is the most important thing about a song. Tell the others three reasons why. Tell them things that are wrong with their things. Also, tell the others which is the least important of these (and why): danceability, the lyrics or the singer's voice.

### Role D – Singer's voice

You think the singer's voice is the most important thing about a song. Tell the others three reasons why. Tell them things that are wrong with their things. Also, tell the others which is the least important of these (and why): danceability, a catchy tune or the lyrics.

## Speaking - Songs

Rank these and share your rankings with your partner. Put the most important things at the top. Change partners often and share your rankings.

- lyrics (words)
- video
- guitar solos
- danceability
- catchy tune
- singer's voice
- length
- song/album artwork

### Answers – True False

a	F	b	T	c	T	d	F	e	T	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.