

Record Store Day helps sell records

29th April, 2014



Many younger people have never seen or played a real record – the 7-inch or 12-inch vinyl discs that people bought before CDs

and MP3s came along. Maybe many more people think companies no longer make or sell records. They are wrong. Vinyl records are making a comeback and business is booming. This has been helped by the annual Record Store Day – a special day to celebrate independent record stores around the world. This year's Record Store Day was on April 19. Gennaro Castaldo, a spokesperson for Britain's record industry, said: "LP sales doubled in volume last year...and with sales up again this year, we're close to seeing the greatest demand for vinyl recordings in nearly two decades."

Record Store Day was created in the US in 2007. Wikipedia says: "One day every year music fans celebrate the record. Record Store Day, the organization, provides promotions, marketing, and other opportunities for stores throughout the year." This year was the most successful ever. Stores report that sales increased by 133 per cent on the previous week. My Castalso said that although vinyl is still popular with baby boomers, many young people are taking to it. He said they are attracted by the shape and packaging of the record and feel it is an important part of the heritage of rock and pop culture. Many people might be surprised that the vinyl record has survived through the digital revolution.

Sources: BBC / HipHopDX.com / Wikipedia

Writing

What are the good and bad things about vinyl records? Compare then with MP3s.

Chat

Talk about these words from the article.

younger people / CDs and MP3s / making a comeback / celebrate / doubled / demand / promotions / marketing / sales / baby boomers / packaging / heritage / rock and pop

True / False

- The article says most young people have played a real record. T / F
- Vinyl records are becoming more popular. T / F
- Record Store Day celebrates the world's major record labels. T / F
- Sales of vinyl records are almost at levels they were at 20 years ago. T / F
- Record Store Day was started in the UK by fans of the Beatles. T / F
- This year's Record Store Day was the best ever. T / F
- Many young people like the shape and packaging of a vinyl record. T / F
- No one is surprised the vinyl record survived the digital revolution. T / F

Synonym Match

- | | |
|---------------|----------------|
| 1. real | a. yearly |
| 2. came along | b. enthusiasts |
| 3. booming | c. appeared |
| 4. annual | d. all over |
| 5. close | e. tradition |
| 6. fans | f. genuine |
| 7. throughout | g. remained |
| 8. part | h. growing |
| 9. heritage | i. aspect |
| 10. survived | j. near |

Discussion – Student A

- What events could people do on World Record Day?
- Is the cover of a record better than the cover of a CD?
- What will come next after the record, cassette tape, CD and MP3?
- Is it important to have lots of pictures and information when you buy music?
- How do you work a record player?
- What happened to mini-discs? Do you remember them?
- How long do you think records will survive?
- What questions would you like to ask a fan of vinyl?

Phrase Match

- | | |
|-----------------------------|-------------------------|
| 1. before CDs and MP3s | a. throughout the year |
| 2. Vinyl records are | b. two decades |
| 3. independent | c. celebrate the record |
| 4. LP sales | d. making a comeback |
| 5. in nearly | e. revolution |
| 6. music fans | f. record stores |
| 7. opportunities for stores | g. of the heritage |
| 8. popular | h. came along |
| 9. an important part | i. doubled in volume |
| 10. digital | j. with baby boomers |

Discussion – Student B

- What do you think of vinyl records?
- Are records only things that older people have?
- Why are records still popular?
- What would you like to do on World Record Day?
- Are there ways in which records are better than CDs or MP3s?
- Why do you think records are making a comeback?
- What are the disadvantages of records?
- How can companies make people buy more records?

Spelling

- 7-inch or 12-inch vinyl cdsis
- making a kcceomab
- issnuebs is booming
- helped by the nnaula Record Store Day
- LP sales doubled in mvuleo
- in nearly two saecced
- music fans eetacelbr the record
- the most uuessccfls ever
- increased by 133 per cent on the eovsrpiu week
- tartctdea by the shape and packaging
- part of the heritage of rock and pop teurcul
- the taigdli revolution

Answers – Synonym Match

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

Role Play

Role A – Vinyl records

You think vinyl records are the best way to listen to music. Tell the others three reasons why. Tell them things that aren't so good about their ways. Also, tell the others which is the worst of these (and why): YouTube, a live concert or MP3s.

Role B – YouTube

You think YouTube is the best way to listen to music. Tell the others three reasons why. Tell them things that aren't so good about their ways. Also, tell the others which is the worst of these (and why): vinyl records, a live concert or MP3s.

Role C – Live concert

You think a live concert is the best way to listen to music. Tell the others three reasons why. Tell them things that aren't so good about their ways. Also, tell the others which is the worst of these (and why): YouTube, vinyl records or MP3s.

Role D – MP3

You think MP3s are the best way to listen to music. Tell the others three reasons why. Tell them things that aren't so good about their ways. Also, tell the others which is the worst of these (and why): YouTube, a live concert or vinyl records.

Speaking – Music

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

- | | |
|-------------|--------------|
| • rap | • folk |
| • soul | • techno |
| • country | • heavy rock |
| • classical | • jazz |

Answers – True False

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