

Taylor Swift pulls album from Apple Music*

24th June, 2015



The U.S. pop star Taylor Swift has removed her best-selling album '1989' from Apple Music. The 25-year-old singer-songwriter said she disagrees with the way Apple is giving her music away for free. Apple Music is Apple's new music streaming service that starts on June 30th. Anyone can sign up for a free

trial and get the first three months without paying. Swift says this is wrong and that Apple should pay artists for these three months. After the initial trial period, subscribers will pay a monthly fee of \$9.99. She wrote an open letter suggesting that Apple was being greedy. She said: "We don't ask [Apple] for free iPhones. Please don't ask us to provide you with our music for no compensation."

Swift further outlined her criticism of Apple Music in her letter. She wrote: "I'm not sure you know that Apple Music will not be paying writers, producers, or artists for those three months." She added that it was very unlike Apple to be so "unfair," saying: "I find it to be shocking, disappointing, and completely unlike this historically progressive and generous company." She told people that Apple had the money to pay artists for the three months. She said: "We know how astronomically successful Apple has been and we know that this incredible company has the money to pay artists...Three months is a long time to go unpaid, and it is unfair to ask anyone to work for nothing."

Sources: BBC / TechCrunch / Wall Street Journal

Writing

Streaming music is better than buying songs or albums. Discuss.

Chat

Talk about these words from the article.

pop star / 1989 / disagree / streaming / free / trial / artists / three months / greedy / criticism / writers / unfair / generous / successful / incredible / unpaid / nothing

* Apple has now decided to pay artists during the free trial and Taylor Swift has agreed to include her album on Apple Music.

True / False

- The new Taylor Swift album is called '1998'. T / F
- Taylor Swift is not happy at Apple Music giving away music for free. T / F
- There is a three-month free trial with Apple Music. T / F
- Taylor Swift asked Apple to give her a free iPhone. T / F
- Taylor Swift wrote a letter to Apple. T / F
- Taylor Swift said it was very like Apple to put money first. T / F
- Taylor Swift called Apple a progressive and generous company. T / F
- Taylor Swift said she was happy to work for three months without pay. T / F

Synonym Match

- | | |
|-----------------|-------------------|
| 1. removed | a. time |
| 2. initial | b. disapproval |
| 3. period | c. payment |
| 4. provide | d. additionally |
| 5. compensation | e. advanced |
| 6. further | f. took away |
| 7. criticism | g. amazing |
| 8. added | h. supply |
| 9. progressive | i. went on to say |
| 10. incredible | j. beginning |

Discussion – Student A

- How unfair do you think Apple is being?
- How is it best to listen to music?
- Why is Apple such a successful company?
- Is Taylor Swift really going three months unpaid?
- How successful do you think Apple Music will be?
- Would you ever work for nothing?
- What advice do you have for Taylor Swift?
- What questions would you like to ask Apple's boss?

Phrase Match

- | | |
|-----------------------------------|------------------------|
| 1. The 25-year-old singer- | a. away for free |
| 2. giving her music | b. so "unfair" |
| 3. Anyone can sign | c. no compensation |
| 4. After the initial trial | d. go unpaid |
| 5. provide you with our music for | e. to work for nothing |
| 6. I'm not sure you | f. period |
| 7. it was very unlike Apple to be | g. songwriter |
| 8. astronomically | h. know that |
| 9. Three months is a long time to | i. up for a free trial |
| 10. unfair to ask anyone | j. successful |

Discussion – Student B

- How important is music to you?
- What do you think of downloading or streaming music?
- Is streaming music better than buying songs or albums?
- What do you know about Taylor Swift?
- What do you know about Apple Music?
- What do you think of the monthly \$9.99 price for Apple Music?
- Do you think Apple is being greedy?
- Should Apple pay artists for the trial period?

Spelling

- odveemr her best-selling album
- she gaidress
- Apple's new music streaming evcsrie
- Anyone can sign up for a free tilra
- srbcbiresus will pay a monthly fee
- being eeygdr
- her csirictmi of Apple Music
- paying writers, orsupdrec, or artists
- tmlypleoce unlike this
- uonegser company
- how astronomically csesslufcu Apple has been
- this nlecribedi company

Answers – Synonym Match

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

Role Play

Role A – Pop

You think pop is the best kind of music. Tell the others three reasons why. Tell them why their genres aren't so good. Also, tell the others which is the worst of these (and why): classical, jazz or hip-hop.

Role B – Classical

You think classical is the best kind of music. Tell the others three reasons why. Tell them why their genres aren't so good. Also, tell the others which is the worst of these (and why): pop, jazz or hip-hop.

Role C – Jazz

You think jazz is the best kind of music. Tell the others three reasons why. Tell them why their genres aren't so good. Also, tell the others which is the worst of these (and why): classical, pop or hip-hop.

Role D – Hip-hop

You think hip-hop is the best kind of music. Tell the others three reasons why. Tell them why their genres aren't so good. Also, tell the others which is the worst of these (and why): classical, jazz or pop.

Speaking – Music genres

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

- | | |
|-----------------|-----------|
| • pop | • soul |
| • classical | • country |
| • rock 'n' roll | • folk |
| • jazz | • hip-hop |

Answers – True False

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