

Quick-Step English

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Unit 1: The Music Industry



Warm-up

1. Where do you think this photo was taken?
2. In your opinion, is it easy or difficult to make a living as a musician?
3. According to the article, how do musicians make most of their money?

Step 1: Reading Read this essay. Record your reading time below.



It is often **assumed** that singers and musicians in popular bands are affluent. Whether or not that's true, an artist's most important source of income may not be what people expect. When we think of a singer's income, the first thing that usually **comes to mind** are CD sales. Nevertheless, for recording artists, other types of revenue tend to be far more **lucrative**.

Artists receive a percentage of the earnings for each CD sold, with royalties totaling 10-25% of the retail price. At first glance, that looks generous, particularly if the CD retails for \$15 and sells more than 100,000 copies. However, recording contracts allow for **substantial** deductions. The artist is responsible for costs associated with packaging, recording, marketing, music-video expenses, producer's fees, and more. As those charges come out of the royalties, the artist can wind up earning very little.

Other income streams, such as T-shirts and posters, deliver a higher percentage of total earnings to artists. Tours are also incredibly lucrative. All of the top 20 earners of 2008 went on tour that year, with Madonna topping the list with total revenues of \$242 million. And as more people buy songs on sites like iTunes, the Net is becoming another important income source. Some artists like Prince are even recording music independently and selling it directly to fans online.



Your Reading Time: _____ minutes _____ seconds

Notes **affluent** - wealthy **revenue** - income **associated with** - related to
wind up - eventually happen **stream** - source **boost** - increase

Step 2: Comprehension Decide if each sentence is true (T) or false (F).

1. T F Artists' royalties may be one-fourth of a CD's retail price.
2. T F Costs for a CD's packaging are deducted from a singer's royalties.
3. T F All but a few of the top recording artists of 2008 went on tour that year.
4. T F Illegal downloads have forced singers to give up trying to earn money online.

Step 3: Vocabulary Choose the correct synonym/definition for the word or phrase in italics.

1. I *assumed* the shop would be open on Saturday, but it seems I was wrong.
(A) pretended (B) insisted (C) believed
2. What's the first thing that *comes to mind* when you hear this song?
(A) think of (B) worry about (C) hope for
3. In addition to snacks like cookies and ice cream, hot drinks are our most *lucrative* items.
(A) profitable (B) demanded (C) delicious
4. The company invests a *substantial* amount on research and development.
(A) long-term (B) very large (C) well-intended

Step 4: Structure Write the correct form of the word in parentheses.

1. The students spent one week _____ (explore) the nature preserve.
2. Kayla made a strong _____ (impress) during the job interview.
3. Though the concert was _____ (incredible) loud, we had a great time.
4. As _____ (expect), the top-ranked team won the championship.

Step 5: Listening Listen to the conversation and choose the best answer to each question.



1. Who has seen the band live in concert?
(A) The man (B) The woman (C) Both of them
2. Where do the band members currently live?
(A) Boston (B) Chicago (C) San Francisco

Listen again and write a brief answer to each question.

3. What does the band's lead singer dislike?	
4. How does the band get around?	