

# Napster – a rival for i-Pod? (Fri 4 Feb)

## WARM UPS

**CHAT:** Talk in pairs or groups about music / music players / CDs / MDs / records / tapes / MP3 / iPod / Apple / downloading music...

To make things more dynamic, try telling your students they only have one minute (or 2) on each chat topic before changing topics / partners. Change topic / partner frequently to energize the class.

**MUSIC PLAYER BRAINSTORM:** Spend one minute writing down all of the different words you associate with portable music players. Share your words with your partner / group and talk about them.

**MY MUSIC HISTORY:** Talk to your partner about how your musical tastes have changed throughout your life / this year / since you heard the latest Beyonce single .... What was the first single / CD / record ... you bought and what do you think of it now etc.

**MUSICAL DAY:** Talk to your partner about the role music plays in your everyday life. Write a brief timeline of when you listen to music, where, how, why; and include the other places you get to hear music – in an elevator, in a store, the local Starbuck's etc.

**MP3 WARS:** MP3 is the latest way to store and listen to music. Look at the following opinions. Student A agrees with them. Student B disagrees with them. Discuss:

- (a) Apple's I-Pod is the greatest music player ever. It is unbeatable.
- (b) All music should be free.
- (c) *Napster-To-Go* is a rental service. Owning your music is better.
- (d) The radio is best – it's free and you don't have to worry about what to listen to.
- (e) Napster's rental service won't be that popular.
- (f) Nobody needs to carry 10,000 songs. Who knows 10,000 songs?
- (g) Video rental and CD rental works. *Napster-To-Go* will work
- (h) Why pay 99 cents a song or \$15 a month when you can file share for free?

## PRE READING EXERCISES

**WORD SEARCH:** Look in your dictionaries, or a search engine, to find collocates, other meanings, information, synonyms ... of the words 'music', and 'race'.

**TRUE / FALSE:** Predict from the headline whether these statements are true or false:

- (a) A new force has emerged in the portable music race. T / F
- (b) Apple's i-Pod and i-Tunes are the market leaders. T / F
- (c) Napster is an illegal music download site. T / F
- (d) Napster wants to charge \$14.95 a year for people to rent music. T / F
- (e) Your rented songs are deleted if you do not keep paying. T / F
- (f) Recording the songs you rent onto another CD, tape or your computer is legal. T / F
- (g) Apple's I-Tunes store charges 99 cents a song. T / F
- (h) You can play *Napster-To-Go* music on Apple's I-Pod. T / F

**DEFINITIONS:** Match the following words with the **most likely** definitions:

(a) **force** (n)

(i) the next in the sequence: first, second, third ...

(ii) a strong and powerful organization

(b) **emerged** (v)

(i) suddenly appeared on the scene

(ii) when a road forks and splits into two different roads

(c) **dominance** (n)

(i) having most of the power or market share

(ii) a game played on a table with lots of small black blocks with white spots

(d) **unveiled** (v)

(i) showed a new product to the public that was a secret

(ii) when your CD player suddenly runs out of batteries

(e) **subscribers** (n)

(i) graffiti artists who do their art in subway stations

(ii) people who pay a fixed fee to receive a 24-hour, weekly, monthly, yearly service

(f) **fee** (n)

(i) a payment of money for a service

(ii) something for which you don't need to pay money

(g) **keep up with** (v)

(i) continue doing something to make sure it is up to date

(ii) make sure your Walkman or I-Pod has enough battery power for a long journey

(h) **illegal** (adj)

(i) a really sick bird.

(ii) something that is against the law

(i) **refill** (v)

(i) to fill again

(ii) to empty again

(j) **portable** (adj)

(i) easy to carry anywhere or put in your pocket / bag / car

(ii) a special place where you can sit and listen to music in a CD store

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

- |     |              |                          |
|-----|--------------|--------------------------|
| (a) | force        | prohibited               |
| (b) | portable     | presently                |
| (c) | dominance    | highlighting             |
| (d) | illegal      | customers                |
| (e) | unveil       | movable                  |
| (f) | subscribers  | reveal                   |
| (g) | compatible   | until the cows come home |
| (h) | currently    | supremacy                |
| (i) | forever      | power                    |
| (j) | pointing out | appropriate              |

**PHRASE MATCH:** Match the following phrases based on the article (sometimes more than one combination is possible):

- |     |                                |                              |
|-----|--------------------------------|------------------------------|
| (a) | A new force                    | a set fee                    |
| (b) | to challenge the               | campaign                     |
| (c) | a brand new                    | math(s) *                    |
| (d) | will be as popular,            | surprise!                    |
| (e) | consists of subscribers paying | has emerged                  |
| (f) | unless you keep                | forever                      |
| (g) | you can keep it                | if not more                  |
| (h) | \$30 million advertising       | dominance of                 |
| (i) | Do the                         | up with the monthly payments |
| (j) | Surprise                       | method of downloading music  |

\* American English – math; British English - maths

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**BNE:** A new \_\_\_\_\_ has emerged in the portable music race to challenge the dominance of Apple's i-Pod and i-Tunes. The once \_\_\_\_\_ music download service Napster has unveiled a brand new method of downloading music, which they believe will be as \_\_\_\_\_, if not more, than Apple's MP3 products. It is called *Napster To Go* and consists of subscribers paying a set fee of \$14.95 a month to rent an unlimited number of songs for four weeks. After a month, the secret code \_\_\_\_\_ in the download for each song automatically deletes the song from your music player, unless you keep up with the monthly payments. If you stop paying, your music \_\_\_\_\_, unless you have recorded them elsewhere, like a CD-R or your desktop! But that's illegal. Napster's homepage says, "Now with *Napster To Go*, you can fill and \_\_\_\_\_ your compatible MP3 player with your choice of over a million tracks without paying 99 cents a track". Apple's I-Tunes store currently charges 99 cents a track, but you are buying the song, which means you can keep it \_\_\_\_\_. In a \$30 million advertising campaign to start Sunday, Napster ask the public to "Do the Math", pointing out that it would cost \$10,000 to fill an i-Pod (if you bought the songs and not file-shared them). Subscribers will be able to play their music on a \_\_\_\_\_ of portable music players, but not on Apple's I-Pod. Surprise, surprise!

*illegal forever number disappears force refill popular contained*

### DISCUSSION:

- (a) Who's your fave pop star / rock group?
- (b) What's your favorite kind of music?
- (c) What kind of music player do you have?
- (d) What kind of music player do you want?
- (e) When and where do you take your music player?
- (f) Have you ever downloaded music?
- (g) Do you pay to download or file-share (illegally)?
- (h) What do you think of Napster's rental system?
- (i) What do you think of Apple's I-Pod?
- (j) Do you prefer to rent or own music / songs?
- (k) Will you visit the Napster site for more info?
- (l) Would you like to carry 10,000 songs in your pocket (you can with I-Pod)?
- (m) Do you have a favorite music player company? Are you loyal to them?
- (n) How many different music players have you had?
- (o) Which is better – vinyl, cassettes, CDs, MDs or MP3?
- (p) If MP3 means we can carry 10,000 songs in a player the size of a cassette, what will MP4 do??
- (q) Teacher / Student additional questions

## INTERNET / WEB LINKS:

Check out *Napster-To-Go* at:

<http://www.napster.com/>

Check out I-pod mini

<http://www.apple.com/ipodmini/>

Check out I-Tunes:

<http://www.apple.com/itunes/store/>

read what I-Pod fanatics have to say:

[http://www.ipodlounge.com/ipodnews\\_comments.php?id=6294\\_0\\_7\\_0\\_C](http://www.ipodlounge.com/ipodnews_comments.php?id=6294_0_7_0_C)

The history of the Walkman:

[http://tingilinde.typepad.com/starstuff/2003/10/sony\\_walkman\\_hi.html](http://tingilinde.typepad.com/starstuff/2003/10/sony_walkman_hi.html)

An important site about downloading and your rights – Electronic Frontier Foundation:

<http://www.eff.org/>

## HOMEWORK

**MUSIC POSTER:** Create a poster of your favorite musical artist.

**PROS AND CONS:** Write a short article for a music consumer magazine comparing the pros and cons of i-Tunes and *Napster-To-Go*.

## FULL TEXT

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