

[THOUGHTS★★★] FOR TAYLOR SWIFT, THE FUTURE OF MUSIC IS A LOVE STORY

Where will the music industry be in 20 years, 30 years, 50 years?

(P1) Before I tell you my thoughts on the matter, you should know that you're reading the opinion of an enthusiastic **optimist**: one of the few living souls in the music industry who still believes that the music industry is not dying...it's just coming alive.

(P2) There are many (many) people who predict the **downfall** of music sales and the **irrelevancy** of the album as an economic **entity**. I am not one of them. In my opinion, the value of an album is, and will continue to be, based on the amount of heart and soul an artist has **bled into** a body of work, and the financial value that artists (and their **labels**) place on their music when it goes out into the **marketplace**. **Piracy**, file sharing and **streaming** have shrunk the numbers of paid album sales **drastically**, and every artist has handled this **blow** differently.

(P3) In recent years, you've probably read the articles about major recording artists who have decided to practically give their music away, for this promotion or that **exclusive** deal. My hope for the future, not just in the music industry, but in every young girl I meet...is that they all realize their worth and ask for it.

(P4) Music is art, and art is important and rare. Important, rare things are valuable. Valuable things should be paid for. It's my opinion that music should not be free, and my prediction is that individual artists and their labels will someday decide what an album's price point is. I hope they don't **underestimate** themselves or **undervalue** their art.

Arrows Through the Heart

(P5) In mentioning album sales, I'd like to point out that people are still buying albums, but now they're buying just a few of them. They are buying only the ones that hit them like an arrow through the heart or have made them feel strong or allowed them to feel like they really aren't alone in feeling so alone. It isn't as easy today as it was 20 years ago to have a multiplatinum-selling album, and as artists, that should challenge and **motivate** us.

(P6) There are always going to be those artists who **break through** on an emotional level and end up in people's lives forever. The way I see it, fans view music the way they view their relationships. Some music is just for fun, a passing **fling** (the ones they dance to at clubs and parties for a month while the song is a huge radio hit, that they will soon forget they ever danced to). Some songs and albums represent seasons of our lives, like relationships that we hold dear in our memories but had their time and place in the past.

(P7) However, some artists will be like finding "the one." We will **cherish** every album they put out until they retire and we will play their music for our children and grandchildren. As an artist, this is the dream bond we hope to establish with our fans. I think the future still holds the possibility for this kind of bond, the one my father has with the **Beach Boys** and the one my mother has with **Carly Simon**.

(P8) I think forming a bond with fans in the future will come in the form of constantly providing them with the element of surprise. No, I did not say "shock"; I said "surprise." I believe couples can stay in love for decades if they just continue to surprise each other, so why can't this love affair exist between an artist and their fans?

(P9) In the YouTube generation we live in, I walked out **onstage** every night of my stadium tour last year knowing almost every fan had already seen the show online. To continue to show them something they had never seen before, I brought out dozens of special guest performers to sing their hits with me. My generation was raised being able to **flip channels** if we got bored, and we read the last page of the book when we got **impatient**. We want to be **caught off guard**, **delighted**, left **in awe**. I hope the next generation's

artists will continue to think of inventive ways of **keeping their audiences on their toes**, as challenging as that might be.

(P10) There are a few things I have witnessed becoming **obsolete** in the past few years, the first being autographs. I haven't been asked for an autograph since the invention of the iPhone with a front-facing camera. The only **memento** "kids these days" want is a selfie. It's part of the new currency, which seems to be "how many followers you have on Instagram."

Fan Power

(P11) A friend of mine, who is an actress, told me that when the casting for her recent movie came down to two actresses, the casting director chose the actress with more Twitter followers. I see this becoming a trend in the music industry. For me, this dates back to 2005 when I walked into my first record-label meetings, explaining to them that I had been communicating directly with my fans on this new site called **Myspace**. In the future, artists will get record deals because they have fans—not the other way around.

(P12) Another theme I see **fading into the gray** is genre **distinction**. These days, nothing great you hear on the radio seems to come from just one musical influence. The wild, unpredictable fun in making music today is that anything goes. Pop sounds like hip hop; country sounds like rock; rock sounds like soul; and folk sounds like country—and to me, that's incredible progress. I want to make music that reflects all of my influences, and I think that in the coming decades the idea of genres will become less of a career-defining path and more of an organizational tool.

(P13) This moment in music is so exciting because the creative **avenues** an artist can explore are limitless. In this moment in music, **stepping out of your comfort zone** is rewarded, and **sonic** evolution is not only accepted...it is celebrated. The only real risk is being too afraid to take a risk at all.

Celebrity Spotlight

(P14) I predict that some things will never change. There will always be an increasing **fixation** on the private lives of musicians, especially the younger ones. Artists who were at their commercial **peak** in the '70s, '80s and '90s tell me, "It was never this crazy for us back then!" And I suspect I'll be saying that same thing to younger artists someday (**God help them**). There continues to be a bad girl vs. good girl/**clean-cut** vs. sexy debate, and for as long as those labels exist, I just hope there will be **contenders** on both sides. Everyone needs someone to relate to.

(P15) And as for me? I'll just be sitting back and growing old, watching all of this happen or not happen, all the while trying to maintain a life rooted in this same optimism.

And I'd also like a nice garden.

Words: 1,192

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DISCUSSION QUESTIONS

If you found the passage difficult to read or had problems understanding specific words or idiomatic expressions, please discuss them with your tutor. The following discussion questions should be answered in your own words and with your own arguments.

1. Briefly summarize the content of the article in your own words.
 2. How did the music industry change over the last few decades (P2-3)?
 3. How does Swift describe the meaning of artists to their fans (P6-7)? Do you have any that end up in your life or remain as “the one” to you?
 4. What aspect of today’s music industry is Swift excited about (P12-13)? Do you agree?
 5. Explain your own opinion on the economic and creative trends in the music industry (globally or in your own country). What do you observe and what do you hope to observe in the future?
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WHAT / WHO / WHERE ARE THEY?

Taylor Swift

(Person) Taylor Alison Swift is an American singer-songwriter. Raised in Wyomissing, Pennsylvania, Swift moved to Nashville, Tennessee, at the age of 14 to pursue a career in country music.

Myspace

(Company) Myspace is a social networking service with a strong music emphasis owned by Specific Media LLC and pop music singer and actor Justin Timberlake. Myspace was launched in July 2003 and is headquartered in Beverly Hills, California.

Beach Boys

(Group) The Beach Boys are an American rock band, formed in Hawthorne, California in 1961. The group's original lineup consisted of brothers Brian, Dennis and Carl Wilson, their cousin Mike Love, and friend Al Jardine.]

Carly Simon

(Person) Carly Elisabeth Simon (born June 25, 1945) is an American singer-songwriter, musician and children's author. She first rose to fame in the 1970s with a string of hit records; her 13 Top 40 U.S. hits include "Anticipation" (No. 13), "You Belong To Me" (No. 6), "Coming Around Again" (No. 18), and her four Gold certified singles "Jesse" (No. 11), "Mockingbird" (No. 5), a duet with James Taylor, the iconic "You're So Vain" (No. 1), and "Nobody Does It Better" (No. 2) from The Spy Who Loved Me.

VOCABULARY

Optimist	(n) 낙천주의자, 낙관론자
Downfall	(n) 몰락; 몰락의 원인
Irrelevancy	(n) 무관한, 상관없는
Entity	(n) 독립체
Bleed into	(expression) 스며들다
Label	(n) 음반사, 레이블
Marketplace	(n) (상품·서비스 등의 경쟁이 벌어지는) 시장
Piracy	(n) (비디오테이프·컴퓨터 프로그램·책 등에 대한) 저작권 침해
Streaming	(expression) Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider.
Drastically	(adv) 과감하게, 철저하게
Blow	(n) (정신적인) 타격, 쇼크, 불행
Exclusive	(adj) 독점적인, 전용의
Underestimate	(v) (사람, 규모, 비용등을) 과소평가하다
Undervalue	(v) 과소평가하다, 경시하다; 시세보다 싸게 평가하다
Motivate	(v) (특히 열심히 노력하도록) 동기를 부여하다
Break through	(expression) 돌파구를 찾다
Fling	(n) (아무 생각 않고 한바탕) 실컷 즐기기; 한 순간의 감정
Cherish	(v) 소중히 여기다, 아끼다
Onstage	(adj) 무대 위에서의, 관객 앞에서의
Flip channels	(expression) 리모콘으로 채널을 이리저리 돌리다
Impatient	(adj) (특히 오래 기다려야 하는 것 때문에) 짜증난
Caught off guard	(expression) 허를 찔리다
Delighted	(adj) 아주 기뻐하는
In awe	(expression) admiring someone or something very much I was a kid during World War II, and I was in awe of the guys who flew these planes.
Keep [someone] on toes	(expression) to force someone to continue giving all their attention and energy to what they are doing He gave me a couple of extra things to do just to keep me on my toes.
Obsolete	(adj) 더 이상 쓸모가 없는, 한물간, 구식의
Memento	(n) (사람·장소를 기억하기 위한) 기념품
Fade into the gray	(expression) 희미해지다
Distinction	(n) (특히 비슷하거나 관련이 있는 것들 사이의 뚜렷한) 차이
Avenue	(n) (나아갈) 길, 방안
Step out of comfort zone	(expression) Comfort zone: (Psychology) a situation or position in which a person feels secure, comfortable, or in control: encouraging people to work outside their comfort zone. 익숙한 것에서 벗어나서 도전을 하다
Sonic	(dj) 소리의, 음(파)의; 음속의
Fixation	(n) (~에 대한) 집착
Peak	(n) 절정, 정점, 최고조
God help them	(expression) 신의 가호가 있기를.. 정도로 해석

Clean-cut
Contender

(expression) 욕설이나 야한 장면이 없는
(n) (어떤 것을 두고 겨루는) 도전자