

## Music and social media

Listen to Jordan talking about music and how social media has changed the way we discover new bands.

### Before listening

Do the preparation task first. Then listen to the audio and do the exercises.

### Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

#### Vocabulary

1. .... instant gratification
2. .... to open doors
3. .... distribution
4. .... Top of the Pops
5. .... detrimental
6. .... a studio
7. .... a cover
8. .... to go viral

#### Definition

- a. the process of sending products to where they are sold
- b. a British music show that was on TV between 1964 and 2006
- c. to become very popular very quickly on the internet
- d. to provide opportunities
- e. a room with special equipment where music recordings are made
- f. immediate satisfaction
- g. harmful or damaging
- h. a new version of an old song

### Tasks

#### Task 1

Write a number (1–6) to put the items in the order that Jordan talks about them.

- \_\_\_\_\_ How music is shared online nowadays
- \_\_\_\_\_ How he listened to music when he was young
- \_\_\_\_\_ The advantages of social media for musicians
- \_\_\_\_\_ His favourite way to share his music with fans and subscribers
- \_\_\_\_\_ The disadvantages of social media for musicians
- \_\_\_\_\_ The name of his YouTube channel

**Task 2**

Complete the sentences with words from the box.

instant gratification	distribution	platform	studio
goes viral	audience's	shared	covers

1. Jordan is talking about music and its ..... and influence on social media.
2. Nowadays, music gets ..... around all the time on YouTube and Twitter and Instagram.
3. Some artists have one song that goes online, a DJ plays it in a club and it ..... overnight.
4. Social media opens lots of doors to many people who wouldn't be able to afford ..... time.
5. People's hopes for ..... are having a detrimental effect on new music.
6. Jordan says you don't have the ..... attention long enough for them to really listen.
7. His favourite ..... is YouTube because that's where most of his subscribers are.
8. You can find ..... and some original material on his YouTube channel.

**Discussion**

What do you think? What are the positive and negative effects of social media on music?

## Transcript

**Interviewer:** Hi, Jordan.

**Jordan:** Hi.

**Interviewer:** Thanks for talking to me today. Erm. What would you like to talk about?

**Jordan:** Today I was going to talk about music and, erm, how it's changed in terms of distribution and influence on social media in today's generation.

**Interviewer:** Great.

**Jordan:** Erm, so, I'm a big fan of music. I grew up listening to it on the radio and my mum's old CDs in the car. And, erm, it's funny how growing up you see how in today's digital age and generation, how music is distributed and shared. Erm, when I was young and my parents were young, you'd only ever hear music on the radio or on television on *Top of the Pops*. But nowadays, music gets shared around all the time on YouTube and Twitter and Instagram. As an artist myself, I found it really interesting how, erm, songs are going viral and acts are breaking not from a prime slot on a television show but just by, erm, music gaining heat online, getting shared around and numbers exponentially growing. Er, it's also made things very difficult because the pool's so much bigger now – everybody's doing it. Er, but, equally, you could have a hit in your bedroom as some, many people, many artists are. They have one song that goes online, a DJ ends up playing it in a club and, er, it goes viral overnight. And it's a great, and a lot of people are making a career that way, erm, which I just find really interesting. As a musician myself, I'm making a lot more of my music from a home studio because it's more accessible for a lot more people now.

**Interviewer:** Do you think the changes are for the better or for the worse?

**Jordan:** Er, I'm interested to see how it goes. I think in many ways it's a good thing because it opens lots of doors to many people that otherwise wouldn't be able to afford studio time and being able to get their creativity in the best possible format it can be. But, equally, I think there are negatives to it because the opportunities are getting less and less, and people's interests and hopes for instant gratification are having a detrimental effect on the ability of making new music. Erm, there's not much time given to be able to really make your craft and sonically engage in an audience 'cause you don't have long enough, you don't have their attention long enough, for them to really listen and invest in your development.

**Interviewer:** Right. And what, which is your favourite platform for putting your music out?

**Jordan:** My favourite platform is YouTube because, erm, that's where most of my subscribers are, and what I do is every week on my channel I put out covers of my most favourite songs and the most famous artists of the songs that are doing really well. So that's how I'm able to garner more fans and subscribers over to my channel, so they can hear more of my music and through that they are able to hear my original music as well.

**Interviewer:** Uh huh. Do you want to mention the name of your channel in case our listeners want to subscribe?

**Jordan:** Sure. My channel's called JordanClarke500 [note from the LearnEnglish Team: Jordan's channel has changed to [JJ Clarke](#)], erm ...

**Interviewer:** Clarke with an 'e'?

**Jordan:** Yes, it's JordanClarke (with an e) 500.

**Interviewer:** Ha ha.

**Jordan:** You'll find covers and some original material on there. And you can find out more about me. So, yeah, please check it out!

**Interviewer:** Great. Thanks so much, Jordan.

**Jordan:** Thank you.

## Answers

### Preparation task

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

### Task 1

- 2 How music is shared online nowadays
- 1 How he listened to music when he was young
- 3 The advantages of social media for musicians
- 5 His favourite way to share his music with fans and subscribers
- 4 The disadvantages of social media for musicians
- 6 The name of his YouTube channel

### Task 2

1. distribution
2. shared
3. goes viral
4. studio
5. instant gratification
6. audience's
7. platform
8. covers