

# Music and Digital Media



1) Listen to the character and write TRUE or FALSE for each statement.

- a. Marcus talks about the effect of digital media on music.
- b. Marcus talks about the effect of digital media on his life.
- c. He says it is cheaper to listen to music because of two well-known sites.
- e. The way you control music has changed from 10 years ago.

2) Read and listen to the text. Then drag the ideas under the paragraph where they correspond.

## Technology and Culture

Technology has changed culture for many years. When the gramophone was invented, we could listen to albums in our own homes. After the camera was invented, we could take photographs and hang them on our walls. Now we have the Internet, smart phones and tablets, we can carry hundreds of albums and photographs with us at any time. And things are changing faster than ever. We invited three industry experts to talk about the future of culture.

**1. 'We listen to books nowadays, we don't read them.' – Eduardo Pirlo, Head of Now Books.**

We are reading fewer books than ever before. The Pew Research Centre says that fewer books are read by older teenagers. Other research says books aren't read for fun anymore, and it's the same for adults. So why is this? When we read a book, we are not online so we feel disconnected from the world. We feel we are missing something. We don't have the latest news. We are not on social media, so we don't know what our friends are doing. We are also reading fewer books on our screens. Sales of e-books fell 3% in 2016 in the UK. We look at our screens all the time, so perhaps people are tired of them. We are listening to books more than we are reading them. Downloads of audiobooks increased by 38.1% in 2015. Perhaps that is because it's easier to listen than to read. And you can listen while you're doing other things, like driving.

**3. 'We listen to songs nowadays, not albums.' – Bob Nichols, Head of DWR Music.**

The Internet has changed the music industry since the 1990s. We are buying fewer albums, but we are streaming more music. The Internet is killing the album. 209 billion songs were streamed in the USA in the first half of 2016. But only 100 million albums were bought during the same period. Perhaps people don't want to listen to a whole album by one artist any more. Maybe they only want to listen to the best songs. And we don't only want to listen to music nowadays, we also want to watch something at the same time. In 2016, 46% of streamed songs were videos. We all love this new technology, but we also miss the nostalgia of the past. 6.2 million vinyl records were sold in the first half of 2016 in the USA. That's an increase of 11.4%!

**2. 'People say the cinema is dying, but it isn't. It's changing.' – Jess Adams, ADF Films**

In the past, we watched TV series in our living rooms and watched films at the cinema. But now we have smart phones and tablets. We can watch them at any time and any place. 4.4 billion people went to the cinema in the USA and Canada in 2006, but only 3.8 billion did the same in 2015. But cinemas aren't dying – they're changing to win audiences back. There are now more, smaller cinemas, and they offer more comfort and luxury. You can watch a film on a sofa or in an armchair. Waiters bring you food and drink! They're more expensive though!

- People are listening to more songs.
- People are downloading more audiobooks.
- People are going to the cinema less.
- People are listening to more vinyl records.
- People are reading fewer e-books.
- People are listening to fewer albums.

