

Pre-Reading

Think about the following questions.

1. Can you name any sites for downloading music?
2. Have you ever downloaded music?
3. What do you know about Madonna?

Vocabulary Preview

Write the letter of the word or phrase with the same meaning as the underlined word.

a. got revenge	d. trick; fake
b. prevent; oppose	e. trying to succeed in
c. parts	f. criticize strongly; reject

1. ____ Certain aspects of the entertainer's life have caused controversy.
2. ____ She began pursuing her career in music when she was in her twenties.
3. ____ Many people condemn countries that mistreat their citizens.
4. ____ Some hunters use decoy ducks to get closer to real ducks.
5. ____ The record companies want to discourage file sharing.
6. ____ He retaliated by hacking into the site.

Madonna's Downloads



Madonna Louise Veronica Ciccone left home at the age of twenty to pursue her dreams of fame. Her early days in the entertainment industry were tough. However, her determination eventually brought her mainstream pop success with the hit "Holiday" in 1984. Along with performing as a singer, Madonna has expanded her talents in different areas, such as acting and writing. Over her career, she has released eighteen albums, including three collections of greatest hits. Madonna has continued to work hard for her success, **redefining** herself and her music with every album. As Madonna says, "Every time I reach a new peak, I see a new one I want to climb."

Madonna is recognized as a strong businesswoman who likes to control all aspects of her career. Throughout her climb to the top, Madonna has not been afraid of controversy. She has strong opinions and is known as a woman who does not mince her words, no matter what the response. In recent years, Madonna has used her **outspoken** manner to try to curb online piracy. Albums by famous artists often show up on the Internet weeks before their official release date. Of course, both the record industry and artists condemn this piracy of their work. Madonna herself has not been immune to online piracy. **Mixes** of the title **track** of her 2000 album, *Music*, appeared on several file-sharing sites before the album was launched.

Then in 2003, Madonna was set to release her new album, *American Life*. However, in an effort to prevent further piracy, Madonna and her record company decided to try a new approach. Decoy MP3 tracks from *American Life* were **uploaded** on file-sharing sites. These decoys were meant to discourage illegal downloading. People downloading the files thought they were getting tracks from *American Life* for free. However, when the files were played, all that people could hear was Madonna **swearing**. Instead of a song, listeners heard the artist shouting, "What the **** do you think you are doing?"

This strong approach of Madonna's definitely made a statement. It also provoked an immediate response. Soon after the decoy tracks were discovered, hackers retaliated by **hijacking** the madonna.com website. They used the website to distribute free MP3 copies of her new album. Perhaps this artist's plan did not work quite as expected. However, as Madonna knows well, controversy draws attention to her material. Whether or not such controversy has had any impact over the years, one thing is for sure: Madonna continues to have something to say.



Reading Time _____ minutes _____ seconds

424 words

⁷ **redefine:** to change the idea of

¹² **outspoken:** open with strong opinions

¹⁶ **track:** a selection; a song
²¹ **upload:** to transfer to a website
²⁵ **mix:** an alternative version of a song with new material included in it

²⁹ **swear:** to use bad or offensive language

²⁹ **hijack:** to take control of illegally

Choose the best answer.

1. Which question does this passage focus on answering?
 - a. How does Madonna control the distribution of her music?
 - b. What are Madonna's most popular songs?
 - c. How did Madonna deal with the problem of music piracy?
 - d. Why does Madonna give away her music?
2. Why did Madonna put fake files on the Internet?
 - a. To advertise her new CD
 - b. To take action against piracy
 - c. To pursue her dreams of fame
 - d. To make a new album
3. What can be said about the files Madonna uploaded?
 - a. They had no effect.
 - b. They were mixes of her title track.
 - c. They were criticized by the press.
 - d. They were offensive to some people.
4. Which of the following is NOT true, according to the reading?
 - a. Madonna's material has been stolen through online piracy.
 - b. Madonna prevented *American Life* from being downloaded.
 - c. Hackers were able to change Madonna's official website.
 - d. Online file sharing is a controversial issue.
5. Which word is closest in meaning to the word "approach" in this reading?
 - a. Coming near a place
 - b. Coming near in time
 - c. Way to deal with a problem
 - d. First contact to make a business offer

Idiomatic Expressions

Find these idioms in the reading.

- **climb to the top** [the path to success; one's increasing success]
His **climb to the top** was slow. It took him years to become a manager.
- **(not) mince (one's) words** [to say what you mean clearly and directly]
She does not **mince words**. She always says exactly what she thinks.
- **make a statement** [to do something strongly or in a slightly shocking way]
The bold, new ads really **make a statement**.

Fill in the blank with one of the above idioms. Change its form if necessary.

1. Do _____. Just tell me your opinion.
2. She had to work hard during her _____.
Her bright orange pants really _____.

Summary

Fill in the blanks with the correct words or phrases.

decoy
retaliate

definitely
sharing

discourage
swearing

piracy
to the top

Over her career, Madonna has 1 _____ done things to catch people's attention. She has worked hard and climbed 2 _____ of the music industry. But since people began 3 _____ music files online, Madonna and many other artists have been robbed through the 4 _____ of their songs. Madonna tried to 5 _____ by uploading fake music files. People who downloaded these 6 _____ tracks didn't hear music. They heard Madonna 7 _____! This didn't seem to 8 _____ hackers. They found other ways to steal and share her music.



Listening

The Latest Album



Listen to the dialog and choose the best answer.

1. What is the man thinking of doing?
 - a. Downloading music
 - b. Buying the new Madonna CD
 - c. Becoming a musician
 - d. Stopping singers from getting paid

2. Why does the woman download music?
 - a. Because it is free
 - b. Because she doesn't have a CD player
 - c. Because she doesn't like CDs
 - d. Because the new album is good

3. What can be said about the man and woman?
 - a. Neither liked the album.
 - b. Both will download the album.
 - c. They agree.
 - d. They disagree.

Discuss the following questions.

1. Do you think that downloading songs from the Internet is wrong? Why or why not?
2. Do you know any sites that charge a fee to download music? How much is the fee?
3. Who is an artist with strong opinions? What did this artist say?

Grammar

Present Perfect

We can use present perfect tense to express several different actions that have occurred in the past. It is usually combined with relevant time expressions.

Over her career, she (has released / was released) eighteen albums, including three collections of greatest hits.

Throughout her climb to the top, Madonna (was not been / has not been) afraid of controversy.

Writing

Write your own short paragraph by answering the questions below.

An Artist with Strong Opinions

Example

(1) Who is an artist with strong opinions? (2) What did this artist say? (3) Why did the artist say this? (4) Do you agree or disagree? (5) Why?

The director Michael Moore is an artist with strong opinions. When George Bush was the president of the US, Moore often said the president was wrong about things. The president sent soldiers to fight in the Middle East, but Moore thought this was a bad idea. I agree with Moore. I think the problems in the Middle East should be solved without more fighting.

Vocabulary and Idiom Review

A. Choose the best word or phrase to fill in the blank.

1. Although the robot was not very ____ it was remarkably reliable.
a. expanding b. illegal c. outspoken d. sophisticated
2. He always agrees with his wife. He tries to avoid ____.
a. attitude b. controversy c. manners d. vitamins
3. Let's not ____ about the movie. Both the acting and directing were terrible.
a. back up b. take in c. mince words d. make a statement
4. The government passed a new law against software ____.
a. aspects b. decoys c. piracy d. swearing
5. The test results ____ that you are in perfect health.
a. condemn b. discourage c. indicate d. retaliate
6. This is not the star's ____ website. This is a fan's homepage.
a. internal b. mental c. natural d. official
7. We should ____ see the pyramids when we go to Egypt.
a. definitely b. eventually c. freely d. tentatively

B. Choose the correct form of the word to fill in the blank.

8. Both the bully and the ____ student were sent to the principal's office.
a. retaliation b. retaliate c. retaliating
9. Edison tried to cheer up his ____ assistant after the experiment failed.
a. discouragement b. discourage c. discouraged
10. The ____ prisoner did not look at the judge.
a. condemnation b. condemn c. condemned