



ISD Virtual Learning

Contemporary Issues : Current Events Update

April 24, 2020



Contemporary Issues

Lesson 4: April 24th: Current Events

Objective/Learning Target: Students will be able to interpret and analyze the news.

Warm Up

In today's lesson we'll be talking about music.

Most musicians and bands aim to make money off of their music in some way. But how do they do that? When they get a Top 40 song do they just immediately become millionaires?

For your warm-up, think about your favorite band or musical artist. Answer the following questions about your choice:

1. Do you think this artist/band is rich? How rich do you think they are?
2. How do you think they made their money, specifically?



Lesson Activity

Read the following short article: [How do musicians make money](#). Once you're finished answer the following prompt:

In a short paragraph (4-5 sentences) explain how artists make their money. Please explain how much each of the following has an effect on the amount of money an artist makes:

- How much their songs are streamed; the albums they sell
- Live performances and touring
- Selling the rights to their songs
- Getting signed to a music label
- Merchandise sales

Practice

Your paragraph from the last slide probably explained how artists don't necessarily make their money from streams or album sales. The bulk of an artists direct revenue comes from live performances and concerts. They can also make money through selling merchandise and selling the rights to their songs to be played on TV, movies, or video games.

However, just recently the coronavirus pandemic has limited or prevented live music concerts from occurring (as they draw large crowds together in close contact). Many artists have had to postpone/cancel their tours or shows. Here is a more complete list of postponed shows (just take a glance, no need to read the whole thing): <https://www.insider.com/music-events-festivals-tours-concerts-canceled-postponed-coronavirus-2020-3>.

After briefly looking at the link provided, please answer the following questions:

1. Knowing what you know now about how artists make their money, what effect does this pandemic have on musical artists directly?
2. Many artists were forced to cancel shows completely. Why do you think a lot of artist preferred to just move their tours back?

Reflection

To help you answer the questions from the previous slide, this pandemic has cut directly into how artists make money. If there are no tours or concerts allowed, then the artists can't make money off ticket sales. This is why many artists opted to postpone their shows instead of cancelling them (it's better to make money later than not at all).

Answer the following questions to reflect:

1. For artists like Madonna, cancelling a few dates in a tour is not a huge deal. She's already rich. So why might this pandemic be a worse thing for artists who are just starting?
2. Were any of your favorite artists directly affected? If so, which ones?