

Music Stars Give Advice to Kids at Grammy Camp

Difficulty:



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Discussion activities to be done after completing this EA lesson

Today's report is about an event organized to help young musicians in America. Who helped them? What did they learn? What do they need to be successful nowadays?

Extension discussion topics

A. Talking about and going over the specific topic / idea / issue in listening text

Introduction = Who attended Grammy Camp? Who organized it? Which famous artists gave their advice? What did the kids learn? What do they need to be successful nowadays?

1. What do we learn in the report about the organization of Grammy Camp?

- It took place in Los Angeles.
- It was this past summer.
- It lasted one week.
- It was organized by the "Grammy in the Schools" project.
- Over 100 teenagers attended it.

Have you ever attended a summer camp? Where? When? What did you do there? Did you enjoy it?

2. What changes in recent years in the music industry do we hear about in the report?

- Social media are now very important for musicians.
- This allows young musicians to make themselves famous. (What does this mean?)
- Hip-hop music takes bits of other music genres and re-uses them in a new song.
- Korean and Asian pop music is being fused with American influences.

Have you heard any hip-hop or Chinese / American pop music? Which songs have you heard? What did you think of them?

3. Which professionals were mentioned and what was the conclusion of the musicians?
- Nick Jonas of the Jonas Brothers.
 - Brian London, who plays keyboard for Lady Gaga.
 - Musicians need to be more than just great players to be noticed and booked for gigs.
 - The most important thing for success is a love of music.

Do you think it is harder or easier now for musicians to become famous than 20 years ago? Why?

B. Expanding on (one of) the topics / ideas / issues in listening text

Topic = Your tastes in music.

1. Who is your favorite artist or group? Why do you like them? What kind of music do they produce? What is your favorite song / tune by them? Do you have all of their music?
2. How did you discover them? Radio? Online? Via friends? How much do you know about them? What is their background? Are they genuinely talented or are they "engineered" performers?
3. In what form do you own most of their music? (LPs, CDs, MP3s, ...) Why? Do you know about the different qualities of music downloads? (see: <http://www.linnrecords.com/linn-download-quality-and-file-type.aspx>) Would you be able to hear the difference, do you think? Would you pay for higher quality, if you could afford it? What is your opinion on piracy (*downloading / copying from others for free*) ?

C. Extending discussion of (one of) the topics / ideas / issues in listening text

Topic = You and making music.

1. Do you play a musical instrument? Which one? At what age did you start to play? Did you want to do it yourself or did your parents make you? If it was due to your parents, are you glad now that you were "forced" to learn to play, or not? Why?
If you can't play a musical instrument, which one would you like to be able to play? Why?
Who is your favorite player of this instrument?
Do you sing? Which type of songs do you like to sing? Why? Do you think you are a good singer?
2. What satisfaction or other feelings do you get / do you think you would get from being able to play your instrument / sing? (*relaxation, giving enjoyment to others, showing off...*)

3. Have you ever performed in public? Have you ever played in an orchestra? How did you feel? If you could play or sing, what would you enjoy or not enjoy about performing for other people?

Do you enjoy Karaoke? Why? What is your favorite song? Do your friends enjoy Karaoke? How do feel when you watch them perform? What do they think about you when you perform? If you don't like Karaoke, why not?

Audioscript

Getting a job in the music business is not easy. But getting advice from people who have already succeeded could help. That is the hope of more than one hundred young musicians who attended a camp in Los Angeles this past summer. Nick Jonas of the Jonas Brothers told the wannabe stars about the importance of social media.

"Social media was incredibly important for my brothers and I* in the beginning of our career and still is today, and is a big part of everything we do. And, I feel like with Twitter and YouTube and Facebook, there are so many instant ways to connect with your fans."

Other music professionals also shared their knowledge at the week-long camp. The event is part of "Grammy in the Schools," a project from the organizers of the music industry's Grammy Awards.

The summer camp gives students a chance to improve their music industry skills. Ben LoPiccolo worked on his skills as a music reporter.

"I found that I really enjoyed writing and telling people about music that I like to kind of expand their taste."

These teenagers hope to be part of an industry that is going through big changes. Kristen Madsen at the Grammy Foundation points to the influence of social networking on sites like Facebook and Twitter.

"I would say that that's probably the biggest theme that you can see, is watching the artists and the professionals come through and talk about, there are new ways and new roadmaps for kids to succeed in the music industry, and they have a lot more access to doing it themselves."

Thirteen-year-old Greyson Chance was preparing to release his first album. He says his career began with a music video on YouTube.

Camper Giovanni Quattrocchi was hoping for a career as a music producer. He likes the way music is changing.

"Especially in hip-hop, there's a lot of, you know, sampling of different genres of music. And I think I'm excited to see where music is gonna go."

Young songwriter Elise Go says music is also becoming more international.

"I'm also pretty excited. I think it's very cool, like I'm really interested in Korean and Asian-genre music. So it's like Korean and Chinese pop music, and they're like fusing American influences into their music, and I feel that's very cool to hear, like a pop song you think you'd hear on the radio in America, in like another language."

Brian London plays keyboard for Lady Gaga and other artists. He told the students that succeeding in music takes more than just having skills.

"Being a great player -- everybody's a great player. So a lot of artists and management labels and music directors look at more than just being a great player in order to be hired for a gig."

The musicians say most of all it takes a love of music to succeed in this exciting and ever-changing business.

I'm Barbara Klein.

* The speaker should say: *"my brothers and me"*.