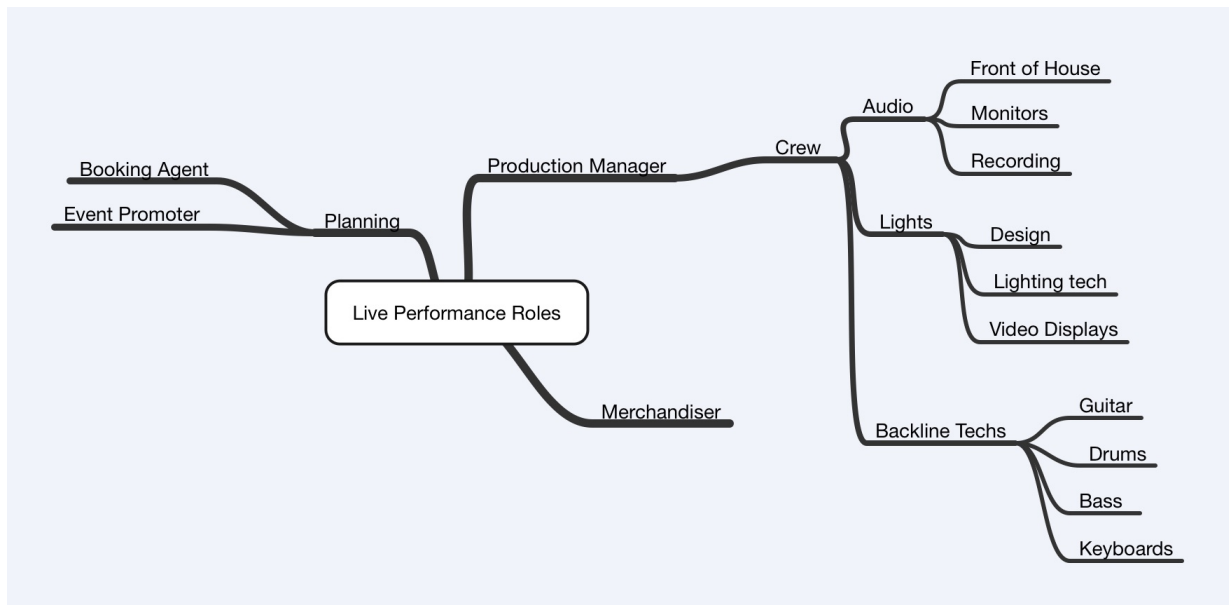




Week 9: Oct 15–21

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Start Here



- [R-9] Reading assignment #9, due before class on Tuesday, Oct. 23. Click on the red "[R-9]" link below and fill in your answers in the text box that opens after you click on the "Write Submission" button. Do not upload your work in a file or put it in the Comments section at the bottom of the window. See the instructions in previous weeks if you do not know how to do this, and contact your teacher if you don't understand. Separate your answers with a blank line between each one.
 1. Describe two changes mentioned in Chapter 9 that digitization has brought to the music industry.
 2. Watch the video below in which Steve Jobs introduced the iPhone as the combination of three breakthrough products: a music player, a mobile phone, and an Internet communications device. Which of those features got the least applause from the audience? Which of those do people use the most today?
 3. How can musicians apply the principles of the "Economy of Free" to earn money? How was the Wu-Tang Clan able to sell a single copy of the *Once Upon A Time in Shaolin* CD for 5 million dollars?
 4. What does Seth Godin mean by a "purple cow"? What do you think is the most remarkable thing about your favorite artist or band?
 5. What do the experience economy and transformational economy models have in common? What does the transformational economy model have that the experience economy doesn't?
 6. Pick a band or artist. What are some commodities, goods, and/or services that they offer? What can they do to provide experiences and transformation for their fans?
 7. What is a "10% Entrepreneur"? What type of side business could you do with your skills? Whom would you serve?
- [A-8] Activity Assignment #9 on venues, due before class on Tuesday, Oct. 23. Pick a band or artist to make a mini tour for. Find three venues that would be appropriate for the size of their fanbase. Look for venues in

the [Indie on the Move music venues directory](#) in three different cities that are within a day's drive of each other.

Enter your answers in the text box that opens after you click on the "Write Submission" button below. See the "Model for Activity assignment" that follows for a tutorial on how to do the assignment and what a finished assignment might look like. *Time estimate: 30 minutes.*

- Separate your work into three paragraphs, each labeled with a heading with the name of the venue. Arrange the cities in an order that minimizes the driving distance between them.

1. Name of venue # 1

What city and state is it in? What is the estimated seating capacity? What genre(s) of music do they feature? Why do you think it is an appropriate venue for your band or artist? How many miles is it from your artist or band's hometown to venue #1.

2. Name of venue # 2

What city and state is it in? What is the estimated seating capacity? What genre(s) of music do they feature? Why do you think it is an appropriate venue for your band or artist? How many miles is it located from venue #1?

3. Name of venue # 3

What city and state is it in? What is the estimated seating capacity? What genre(s) of music do they feature? Why do you think it is an appropriate venue for your band or artist? How many miles is it located from venue #2? How many miles is it to return to their hometown or wherever you think they would have started the tour from.

- [A-9] Activity Assignment #10, due before class on Tuesday, October 30. Reflect on what you saw in the *Copyright Criminals* documentary, what we covered in class, what you wrote for [A-6], and your role-playing experience in [D-3]. Write 5 paragraphs of 100 words or more (500+ words total) answering the following questions:
 1. Who do you know that is earning or considering making their living off the creative works of the mind, like writing text or composing/recording songs or videos? Are you yourself involved in activities like that? If nobody pays for copies of their work, how would they support themselves?
 2. Now that you know it's illegal to make or distribute copies without the copyright holder's permission, how do you feel about making copies of songs or movies without paying for them? Would you say anything to a friend who wanted to entertain you with material they have copied off the Internet without paying for it? Will you avoid watching things on YouTube that were posted without the copyright holder's permission? Why (not)?
 3. In what ways do you think copyright law is or is not doing a good job to balance the rights of the owners of intellectual property with society's interest in reusing material that has been previously recorded to create something new? What changes, if any, would you think could make the situation better for the creators and/or public?
 4. Evaluate the strengths and weaknesses of the arguments made by composers, producers, performers, and record labels in the documentary about whether people should have to pay royalties to sample other people's music.
 5. How have your opinions about copying copyrighted material changed as a result of watching the documentary and doing the written and discussion assignments?



Steve Jobs announcing the first iPhone in 2007

The iPhone changed the world. See how Steve Jobs broke the news.

Steve Jobs announcing the first iPhone in 2007



[R-9]

Reading Assignment #9. Post your answers in the box that opens when you click on the "Write Submission" button.
Put a blank line between each of your answers.



[A-8]



Activity Assignment #9 on venues. Click on the "Write Submission" button and then enter your answers in the text book that opens underneath it.
Put a blank line in between each answer.



[A-9]

Activity Assignment #9: This ethics reflection is to be done after you have done your [D-3] discussion.
Answer the questions above on Activity assignment [A-9]. Click on the "Write Submission" button and then put your work in the text box that opens underneath it. Do NOT attach a file or put your work in the Comments section at the bottom. Make it easy to see where each paragraph begins by indenting the beginning of each one and/or putting a blank line in between them.

Active Goals

Actions	ID	Goal	Goal Set Name	Category
 	UCC - UCC - UCC- Program - 03 - Tier 2 - Knowledge to Judgment	03 Students will transform their thinking processes from knowledge into judgment and become critical and creative thinkers.	UCC - UCC	UCC - UCC - UCC- Program