*Understanding Media*

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Artifact*

Telling harsh truths about the modern music business, this riveting and award-winning documentary gives intimate access to singer/actor Jared Leto (*Requiem for a Dream*, *Dallas Buyers Club*) and his band Thirty Seconds to Mars as they fight a relentless lawsuit with record label Virgin/EMI and write songs for their album *This Is War*. Opening up his life for the camera during months of excruciating pressures, Leto reveals the struggles his band must face over questions of art, money and integrity.[[1]](#endnote-1)

Pre-Viewing: Find the definitions of the following terms and phrases.

1. Record Label
2. Explain the role of a [musical]   
   agent  
   manager  
   producer
3. Breach of Contract
4. David and Goliath (allusion)
5. Royalty
6. 360 Deal
7. Recording Industry
8. RIAA (Recording Industry Association of America). What do they do?
9. Where does the revenue of the music industry come from now? What is a prediction for the near future?
10. Streaming Service

1. <http://www.imdb.com/title/tt2370718/?ref_=fn_al_tt_1> [↑](#endnote-ref-1)