

## 14.01 - Discussion - Chance the Rapper/The Current Music Industry - Chance the Rapper 1

**INSTRUCTIONS:** Read the two articles and video clip of Chance the Rapper. Formulate ideas and connections regarding the music business from the 1940s through current times. Make an initial discussion post no later than Friday, December 4 (by 11:59 pm). Your initial post should be a paragraph and **SHOULD** be in your own words.

- **Post** your **initial reaction** by **Friday, December 4 (11:59 pm)** (*points will be deducted for late initial posts*)
- **Reply** to two (2) other comment threads by **Sunday, December 6 (11:59 pm)** (*points will be deducted for less than 2-reply posts*)



**ASSIGNMENT:** Read the two articles and view the video clip linked below. Consider Chance the Rapper's career and how it demonstrates what is now possible for an artist without major label backing. How has streaming changed the music business? What is the relationship between recordings, selling recordings, live concerts, music videos (YouTube or other)?

*Billboard* - [the Evolution of Chance the Rapper](#)

[\(Links to an external site.\)](#)

AllMusic - Chance the Rapper [Biography](#)

[\(Links to an external site.\)](#)

[\(Links to an external site.\)](#)

*The Late Show with Stephen Colbert* - [C](#)

[\(Links to an external site.\)](#)

[Chance the Rapper debuts a new song \(2017\)](#)

[\(Links to an external site.\)](#)

[Chance the Rapper: Homepage](#)

[\(Links to an external site.\)](#)

- (YouTube Videos on homepage)

**Discussion may include (but is not limited to) ...**

- ... demonstrating changes in the music business/recording industry.
  - & general changes in the music business.
- ... changes in the relationships of artists to major labels.
- ... self promotion, publicity, etc.
- ... how the progress of technology and the viability of 'home recording' have changed the industry.
- ... what is the relationship between recordings, selling recordings, live concerts, music videos (Once MTV, now YouTube or other)?
- ... how has the pandemic (stay-at-home) affected the music industry? What about new releases during the pandemic?
- ... [paradigm shifts](#)
- [\(Links to an external site.\)](#)
- ?
- ... constants in the music industry?
- ... streaming vs physical recordings

(Opinion comments are welcome in the discussion, but your posts should make viable connections to the above or other relevant topics.)

**(Objective**

[\(Links to an external site.\)](#)

**(adj.) and Subjective**

[\(Links to an external site.\)](#)

**(adj.)** grading will occur for this assignment. Plagiarism will not be tolerated.)