

## SECOND PAPER ASSIGNMENT

Your second paper assignment will deal with the marketing of world music artists. Choose ONE of the following topics:

- 1) Write an ethnographic description of a record store that has a dedicated world music section. What is the layout of the store? You will need to draw a diagram. How are the bins organized? What types of music and artists are represented in the world music section, and how? What are the proportions of representation? Are “popular” music artists separated from others? If there are listening stations, what music is being played? Are there any posters or advertisements? Describe the physical setting as well as the sounds played in the store.
- 2) Compare and contrast the websites of three different world music artists. What is included on their websites, how are the sites organized, and what can one gain from visiting the sites? Does the site seem to be marketed towards a specific type of audience? You may choose any three artists, whether artists we have studied in class, or others, but you must send me an email with the web addresses by March 10 for prior approval. Be sure to include the web addresses and the dates visited in your paper.
- 3) Compare and contrast the CD jackets of three different world music artists. What is included on the jackets? How are the artists and their music represented visually? What information is given on the jackets? If lyrics are printed, are they transliterated and or translated from a language other than English? Do the artists seem to be marketed towards a specific type of audience? How much can you learn about the artist from the CD cover itself? You may choose any three artists, but must submit the CD jackets along with your paper. (They will of course be returned to you.) You may use CDs from your own collection, purchase new ones, or borrow them from the music library. (If you borrow them from the library, please include the call numbers when you hand in your paper.)

Your paper should be 5-6 pages long, typed, 12 font, single-sided, and double-spaced. It should also have a title and page numbers. As with all good papers, your paper should have a clear and interesting THESIS.

The paper is due at the beginning of class on THURSDAY, March 17. You must hand in a hard copy of your paper. Electronic versions of the paper will only be accepted after consultation with the professor. Extensions will only be approved if requested well before the due date. Late papers will be downgraded accordingly.