

MBU 3990: ENTERTAINING CHINA

Musical Artist Review

Due Date: September 16th (at beginning of class)

General Instructions: Do some online research and find a Chinese recording artist that you like or find interesting for some reason. The point is to find something new so don't pick an artist you're already familiar with or an artist we've discussed in class. You must use at least 3 different sources of information. List and provide links to all web sites or other sources of information used at the end of your report using MLA Citation Style (see this link for examples - <http://www.liu.edu/cwis/cwp/Library/workshop/citmla.htm>).

Important: Do Not Plagiarize! Although you are to find information online, you are to summarize any such information in your own words, not merely cut and paste from online sources. To avoid plagiarism, I suggest that you take notes from the sources of information you find and later sort through your notes to find the most relevant information and summarize it in your own words. Anything that is not your own words should be enclosed in quotation marks and include a citation to its source. Plagiarism will result in an automatic grade of zero and possible disciplinary action.

Specific Instructions: Write up a 2-3 page report about the artist you've chosen. Your report should be divided into two parts, Part 1 listing specific information about the artist and Part 2 consisting of your written summary and analysis of the artist. Use the format below and include as much of the following information about the artist as possible. (Note: I have provided a sample review online which you can use as a guideline).

PART 1: GENERAL INFORMATION

Artist's Full Name (and any aliases used):

Country:

Date of Birth:

Artist's Musical Genre(s):

Language(s) (of Recordings):

Instruments:

Current/Most Recent Album:

Any Significant Album Sales Figures (Current or Past):

Current/Most Recent Single(s):

Any Significant Singles Sale Figures (Current or Past):

Record Label(s):

Publisher(s):

Booking Agent(s):

Management:

Artist Website(s):

Artist's MySpace: (or other promotional sites - Facebook, etc.)

YouTube Videos: Provide links to 1-3 videos if available (include most current single if possible). If nothing on YouTube, try to find another source (artist's website, etc.).

Streaming Sites Where Artist's Music Available: Pandora, Imeem, LastFM, etc.

PART 2: SUMMARY - Write a summary and analysis of the artist's career (1-2 pages; single-spaced), including as much of the following as possible:

- Artist's background - where from, when and how did their career start
- Describe the artist's musical style - compare to other similar artists
- How has artist's career developed (significant achievements, etc.)?
- Degree of commercial success (record sales, etc.) and popularity
- Recent marketing and promotional efforts by artist and/or artist's management and/or record label (radio, videos, touring, etc.)
- Your opinion as to the artist's potential in the artist's domestic market as well as any foreign markets you think the artist might have success in. Explain your reasoning and give evidence supporting your opinion.
- Suggestions on what could be done to further the artist's career (be specific).
- Anything else you think is important about the artist and the artist's career.

Don't just write an artist bio. Instead, gather as much information you can find about the artist, analyze that information carefully and form your opinions based on your information and analysis. Pay specific attention to what the artist and the artist's team (management, record label, etc.) has done effectively or ineffectively. Explain and justify your opinions clearly (i.e., what, if anything, supports your opinion).

Some Final Notes & Tips:

- You may not find information for all of the categories in Part 1. That's ok as long as you've made a reasonable attempt. If I can easily find the information, your attempt won't qualify as reasonable.
- **Proofread carefully!!!** In addition to content, spelling, punctuation, grammar and clarity of writing count. Credit will be deducted for mistakes.
- Make sure you put your name at the top of each page and **staple** all pages of your report together. Failure to follow instructions will result in a reduction in your grade.