

Lady Gaga's Impact on the Modern Music Industry

Music Industry Analysis · Answer Key · 18 Questions

1. What is the primary focus of this article regarding Lady Gaga?

- A) Her personal life and relationships
- B) Her impact on the music industry and business model**
- C) Her fashion sense and wardrobe changes
- D) Her vocal abilities and singing technique

2. According to the article, how did Lady Gaga top the digital sales chart for 2009?

- A) By selling 15.3 million albums
- B) By selling 15.3 million tracks**
- C) By having 15.3 million streams on YouTube
- D) By selling 15.3 million singles

3. What term describes the new kind of recording contract that encompasses more than just selling records, including touring and merchandise?

- A) The 'All-Inclusive Deal'
- B) The 'Comprehensive Contract'
- C) The '360 Deal'**
- D) The 'Artist Empowerment Agreement'

4. What is mentioned as a key element of Lady Gaga's appeal that allows her to cut across disparate subcultures?

- A) Her traditional music style
- B) Her perceived role as a misfit**
- C) Her focus on political commentary
- D) Her mainstream pop image

5. Which artist is mentioned as a point of comparison for Lady Gaga's shape-shifting image and theatricality?

- A) Beyoncé
- B) Taylor Swift
- C) Madonna**
- D) Alice Cooper

6. What is a significant reason cited for the major record companies cutting their workforces by 60%?

- A) Decreased demand for physical CDs
- B) The rise of independent music production
- C) The upheaval of the last decade in the industry**
- D) Increased competition from streaming services

7. According to the article, what percentage of Susan Boyle's albums were sold on compact disc?

- A) Approximately 50%
- B) Approximately 75%
- C) Approximately 97%**
- D) Approximately 30%

8. What does the article suggest is a crucial factor for Lady Gaga's longevity in the music industry?

- A) Maintaining her outlandish antics
- B) Focusing solely on digital sales
- C) Evolving her sound and persona before trends expire**
- D) Avoiding corporate partnerships

9. What is Lady Gaga's birth name?

- A) Stefani Germanotta**
- B) Alice Cooper
- C) Beyoncé Knowles
- D) Taylor Swift

10. What is the "spacey Euro vibe" mentioned in relation to Lady Gaga's music?

- A) A sound that influenced rock and rap artists**
- B) A style that only appealed to European audiences
- C) A genre that was quickly abandoned
- D) A sound that was unique to her debut album

11. Who is identified as Lady Gaga's primary producer?

- A) Manny Marroquin
- B) Troy Carter
- C) RedOne**
- D) Danny Goldberg

12. What does the article suggest about the effectiveness of shock value for pop artists today?

- A) It is more effective than ever
- B) It is a tool that is no longer easily available**
- C) It is the primary driver of success
- D) It is only effective for niche artists

13. What does the article say about Lady Gaga's relationship with her label, Universal's Interscope Records?

- A) She has a traditional record deal with no label involvement in other revenue streams.
- B) The label has a stake in her merchandise sales and touring revenue through a 360 deal.**
- C) The label primarily focuses on selling her music and has minimal marketing support.
- D) She is completely independent of the label and funds all her projects herself.

14. What is mentioned as a reason why Lady Gaga's music is accessible globally, even to those who don't speak English?

- A) Her lyrics are always translated into multiple languages.
- B) Her songs are lyrically simple and easy to sing along to.**
- C) She uses a universal musical language with no lyrics.
- D) She focuses on instrumental music only.

15. What does the article suggest about the potential future direction of Lady Gaga's music, citing Alice Cooper?

- A) She should embrace more experimental sounds.
- B) She should stick to her current edgy style.
- C) She might soften her approach and sing ballads, like a Karen Carpenter song.**
- D) She should focus on collaborations with rock artists.

16. What is the main reason cited for the generational divide highlighted by the comparison between Lady Gaga and Susan Boyle?

- A) Susan Boyle's music was traditional and sold primarily on CD.**
- B) Lady Gaga's audience prefers physical media.
- C) Susan Boyle's fans are younger.
- D) Lady Gaga's music is less accessible.

17. What is a key takeaway from the article regarding the current state of the music industry?

- A) Major labels are more powerful than ever.
- B) The industry is in a state of upheaval, forcing labels to adapt.**
- C) Digital streaming has become obsolete.
- D) Independent artists have completely replaced major labels.

18. What is mentioned as a characteristic of Lady Gaga's stage theatrics, drawing a comparison to Alice Cooper?

- A) Simulated decapitations
- B) Full facial masks and planetary rings**
- C) Traditional ballet performances
- D) A focus on acoustic performances