Music Industry 101
Paper Guidelines

Your final project is a 10-page writing assignment in which you will propose a new business, technology, organization, employment opportunity, non-profit organization, or other initiative that offers solutions to what you see as a challenge, issue, or problem facing musicians and/or music industry workers. You must identify a key issue or problem that concerns you about the music industry, demonstrate a strong understanding of the current scholarly and industry conversations around that issue, and offer your opinions, critiques, and solutions. Your plan will offer concrete solutions to this problem. You must draw on ideas from our course readings and you must conduct original research in exploring your chosen issue.

You are free to choose any music industry-related issue that appeals to you. In the past, student projects have included:

- a new model for heavy metal bands to make money
- a non-profit organization that provides education about intellectual property law to musicians
- a website allowing bands to livestream concerts
- a legal aid service for musicians
- an artist representation agency specializing in operatic singers
- a proposal for a non-profit organization of music industry workers interested in advocating for music education funding

Your project is due in the following stages:

**Problem statement – 5 points (due August 12 by 9pm)**
A 250 word abstract that outlines what you plan to explore in your project

**Outline and bibliography – 10 points (due August 26 by 9pm)**
A detailed outline of your project, that includes quotations that you plan to use from outside sources. You must also include a bibliography of at least 10 sources that you will draw on in your paper. Your bibliography must comply with the formatting guidelines of the Chicago Manual of Style or the MLA Style Guide.

**Final project – 30 points (due September 9 by 9pm)**
~10 pages (12 point font, double-spaced, 1-inch margins) due via email.
All written portions of your project are to be e-mailed to the instructor. You are expected to do research for these projects, and you must take advantage of the resources available to you through the UCLA library. Using Google as your primary research tool will not be sufficient. The Library has many online resources available to you that are just as easy to use and provide much better information. In addition, the Music Library has many books that will be useful to you, and I encourage you to explore the library catalog and the book stacks. I have posted links on the class website to UCLA Library Resources that you can consult. We will also do a short workshop in class on conducting research on the music industry.

CITATIONS and ACADEMIC HONESTY: You must CITE ALL SOURCES that you consult using either the Chicago Manual of Style or the MLA Handbook. If you find yourself in a situation where you are afraid that you can't make a deadline or are unsure of what to write and are considering plagiarizing, stop what you are doing, and email me and let me know that you need help with your project. I am always happy to help you find ways to succeed in the class.

Stage 1: Problem Statement

Due August 12 by 9pm

Your Problem Statement will outline the issue that you plan to study—and propose solutions to—for your final project. In 250-500 words, you will outline the issue and demonstrate that it is a legitimate area of inquiry.

The statement should be one or two paragraphs long, and should include the following information:

1. **The problem or question**: What problem or question are you trying to address or resolve? What is the issue that you are interested in?
2. **Evidence of the problem**: Your problem has to be something that is real. Do a bit of research and demonstrate that the issue you're addressing is something that impacts the music industry. In a few sentences give examples that prove your problem exists. If you include references to outside sources (and you should!) be sure to cite them using MLA or Chicago style.
3. **Research strategy**: what kind of sources do you think that you will need to look at? Interviews? Academic articles? Magazine and newspaper articles? In 1 or 2 sentences, describe your research strategy.
4. **Initial Ideas for solutions**: At this early stage in your research, what do you think will make a difference? What do you think your proposal will be?
Stage 2: Outline and Bibliography

Due August 26 by 9pm

Your final paper must, at minimum, include the following information:

- A description of the problem/issue/question that you are addressing
- A thesis statement: In this case, this should be a brief, forceful statement about how you will address/solve this problem.
- Background information on your problem: what is the current state of affairs when it comes to your issue? What is history of this issue? Why is it an issue worthy of attention? Be as concrete as possible in this section, and draw on research as much as possible.
- Information about current attempts to resolve your issue: What are people trying now? What is or isn't working, and why?
- A description of your plan: What is the initiative that you are proposing? Be as precise as you can. For instance, if you're proposing a website or software, describe it. If you're proposing some kind of marketing initiative, describe your marketing materials and discuss how you plan to reach people.
- A discussion of the implications of your plan: what changes do you think your idea will bring to the music industry?

The second stage in your writing assignment is to produce an outline and preliminary bibliography.

- Your outline should be a minimum of 5 pages long. Use bullet points.
- For your outline, take each of the items above and sketch out what you plan to say.
- Include as much documentation or evidence from your research as possible. While I know that you will not have completed your research, you must include either a quotation, statistics, data, musical example, or fact from at least five different sources.
- In addition to your outline, you must provide a bibliography of a MINIMUM of ten sources that you plan to consult for your project.
  - These ten sources must include: 2 books, 2 scholarly articles, 2 articles from trade publications or popular press music publications (ie: Billboard, Variety, Rolling Stone, NME, etc.)
  - The other four sources can be any type of source.
- Your bibliography must be formatted according to the guidelines set out in either the Chicago Manual of Style or the MLA Style Guide
Stage 3: Final Paper

Due September 9 by 9pm

Grading Criteria

Identifying, Explaining, and Solving the Problem:
- The author has identified a compelling problem or unexplored issue facing the music industry
- The author has clearly explained the problem and offers a strong case for why it needs to be taken seriously
- All of the evidence presented in the body of the paper connects clearly to the identified problem. The author does not provide extraneous, unnecessary, or tangential material
- The author's arguments suggest possible solutions to the issue or problem
- The author presents creative and adventurous ideas

/30

Research:
- The author uses evidence from a range of sources, including, but not limited to: music industry research reports, scholarly articles and books, articles from the popular press, etc.
- The author's research demonstrates the extent of the problem that they have identified
- The author's research supports the potential solutions to the problem that they have identified

/30

Framing:
- The introduction to the paper effectively introduces the argument and engages the reader. It introduces what is at stake in the essay and how the author’s argument will be structured
- The thesis statement, argument, or problem is easily identifiable
- The conclusion effectively brings the argument to a close, and synthesizes the main points of the essay, without merely restating the thesis

/10

Organization:
- The paper is clearly organized, and the arguments follow logically from the thesis
- Each paragraph has a clear focus or idea, and helps support the author’s main argument

/15

Mechanics and style:
- The author uses clear, authoritative language that is free of grammatical errors.
- The author's writing is engaging
- All quotations or instances of paraphrasing are attributed to their original source
- Citations and footnotes follow Chicago or MLA Style formatting
- The paper is in 12-point font (Times, Garamond, etc.) and has 1-inch margins
- The paper is a minimum of 2500 words (ie: 10 250-word pages) not including bibliography

/15

TOTAL: /100