

WRITING SYNTHESIS: Lesson 24 - Death of the Single

Music Industry Trends, Slumping Single Sales, & 'Some/Any' Grammar Rules

Objective: Analyze the decline of music singles, industry market shifts, and rules for 'some' and 'any'

Track: Secondary Level

1. Core Content: The Decline of the Single

This lesson explores the dramatic slump in music single sales across the UK and USA due to digital shifts [cite: 1]:

A. Key Industry Factors & Statistics

- **Causes of Decline:** Killed off by the internet, MTV, mobile phones, compilation albums, and early radio airplay prior to release [cite: 1].
- **UK Market Statistics:** In January 2002, only 400,000 singles were bought across the UK, marking the worst performance in 35 years [cite: 1].
- **US Market Statistics:** Total music sales fell 8.7 percent in 2002 to nearly 650 million units, with rapper Eminem being the sole artist to surpass the 5 million mark [cite: 1].
- **Alternative Access:** Fans download tracks from the internet, buy mobile ringtones, or record from MTV instead of purchasing traditional singles [cite: 1].

2. Grammar Focus: Usage of 'Some' and 'Any'

- **Use of 'Some':** Positive statements, offers/invitations/requests in questions, and with expressions of quantity [cite: 1].
- **Use of 'Any':** Negative sentences, general interrogative questions, after negative/limiting adverbs (e.g., hardly), and after *if* or clauses expressing doubt [cite: 1].