

# Welcome to 131st Grammy Awards!



Hello everybody and welcome to the 131st Annual Grammy Awards! This is my first time hosting Grammy Awards and I am thrilled to stand here with you tonight!

Last year of music industry was **AMAZING!** Many artists, such as Ed Sheeran and Taylor Swift, released their new albums and both of them tried something very breakthrough on their music. Their music videos, especially 'BloodStream' by Ed are outstanding too. I literally was speechless when I watched Ray Liotta threw the guitar into the fire with Ed singing 'Tell me when to kick in' in the music video. Also, we have many great movies with amazing soundtrack albums. How many of you have watched 'The greatest showman' or 'Call Me By Your Name'? I bet after you finished the movie, the melody was still in your head all the time. Apart from all the breakthroughs and success, there was some serious issues we talked about last year. Was the industry dying when people stopped buying albums? I saw Chris Martin and Taylor Swift are nodding. Of course, they both publicly showed their aversion to streaming. Some artists, on the contrary, advocates streaming... Tonight, it's all about **music!** We have four main categories to present tonight!

- Best Song Of The Year (Outcome 1)
  - Best Song of the Year must synthesize careful rhetorical and compositional decisions into a single piece that serves a diverse range of audiences.
- Best Music Video (Outcome 2)
  - The winner must have the ability to analyze multiple texts and generate a strong argument from them. It can identify patterns and raise questions from complicated texts. Also, it has to use appropriate citation styles.

- Best Album of the Year (Outcome 3)
  - To build an argument, it is crucial to consider different perspectives, analyze deeply, account for diverse audiences, and consider context.
- Best SoundTrack (Outcome 4)
  - To write well, one must revise, take feedback into account, and refine composition choices based on context. Best SoundTrack should do a great job revising to serve for different purposes.

There is so much to expect from this year's Grammys. I, personally, learned a lot through organizing events: choosing the best music for the categories, writing an opening monologue and combining different texts in it throughout the process. I'd like to talk about my learning by comparing it to my English Class 131. It is my first English writing class in US, so I basically started from the beginning. The structure of Chinese paper is so different from English paper. At first, I would stare at my screen for hours and didn't figure out anything good to write. As the course going, I feel it's easier and easier for me to understand what an effective thesis statement is like and what a good paper is like. After the class, I am able to incorporate different research paper into my own paper to make effective argument, to revise my paper through peer review and rubric. It's no longer painful to write a paper, instead, I am able to share my idea with my paper, as an effective medium.

Okay, that's enough about me! Let's jump to the show!

## Outcome One: Best Song of the Year



### Best Song of the Year (Outcome 1)

The winner of Best Song of the Year must be outstanding on synthesizing different genres and conveying information to a diverse range of audiences. Among all those excellent candidates, which one is the final winner?

Let's open the envelope!

### Short Assignment 5!

This paper does a great job executing outcome 1 because it consists of the summaries of three sources and the summaries tailor to different audiences from Taylor Swift to a little child. The language it uses for different audiences is so distinctive.

For example, when summarizing “*How Has Music Streaming Affected the Music Industry?*” to children, the paper is composed of short sentences and simple words such as “bad” and “don't get paid a lot” so that children can easily understand it. It also contains many questions so that children can better involve and relate since they will be curious and start thinking about the answer. On the contrary, when the target audience is Label Company CEO, the summary completely changes a tone. This summary tends to focus more on statistics and economic value in “*How streaming saved the music industry?*” The usage of the real number such as “100 million” and “60%” can be a very effective rhetoric choice. Furthermore, the word and language choices when talking to streaming music protesters add Mother are also special. In the summary of “*Are downloads really killing the music industry? Or is it something else?*”, the summary uses strong words, such as “stop” and “It's not!”, and many exclamations marks to strengthen the tone when facing the protesters. On the contrary, the summary is consist of much softer words like “don't worry” and “If I want to be a musician.” This summary specifically focused on my music

career because I know my mother will pay more attention to this topic if it is related to my future.

Before revising the paper, I received peer feedback which reminded me the problems I did not notice before: I did not include enough information directly from the source. In revision, I added topic sentences like " In the paper "How streaming saved the music industry" by Anna Nicolaou".

Among all the paper, the short assignment is the most successful one choosing a rhetorical strategy and specific tone when targeting to different audiences. Through this assignment, I know how to write my future paper in my academic study and target them to distinctive audiences. Short Assignment 5 surly deserves Best Song of the Year!

Thanks to all the hard work it did and **congratulations!**

## Short Assignment 5

Source One: How Has Music Streaming Affected the Music Industry?

Audience 1: Taylor Swift fan:

In the 1989 era, Taylor explicitly expressed her perspective about streaming by taking all her songs off from the streaming platforms. I bet you all know Taylor's letter about Apple Music's three month free-trial policy but you might not be familiar with the whole streaming debate. The paper ' How Has Music Streaming Affected the Music Industry ' explains both positive and negative effects of streaming pretty well. I know some of you are frustrated that you can't hear Taylor in Spotify again but, for Taylor, streaming has two main negative influences. First, more and more fans tend to listen to her songs on subscription-based streaming services instead of buying the album, which results in huge decrease in her CD sales. Second, her royalty agreements with her label is outdated because the expense on manufacturing albums is largely decreased due to streaming and the company don't need to maintain streaming platform, it still take a large part of the her earning. In Yahoo Music interview, Taylor once said " the landscape of the music industry itself is changing so quickly, that everything new, like Spotify, all feels to me a bit like a grand experiment " Taylor herself is not totally sure of her decision and, luckily, "How has music streaming affected the music industry? " also mentioned more professionals are studying the advantage and disadvantage of streaming. Soon, we'll find out whether she will go back to the streaming platform!

Audience 2: Children

Before you were born, buying albums was the only way to listen to music. Maybe it is a good thing to you but when thinking about those artists, they make a living through

singing but don't get paid a lot. Can you imagine how hard it is for them to survive? The streaming services pay less money than selling physical albums and their companies take much of their earnings. Some of them will just give up singing and it will cause damage to the whole music industry. In "How has music streaming affected the music industry?", the author not only talks about the bad side of streaming, but also suggested streaming can actually help new artists to start their own career. To put it in this way, you like Youtube, right? You can always find new singing videos on Youtube, which means the new artists can get enough exposure through streaming so that more and more people can know them! Even though the author analyzed the pros and cons of streaming, we still need more solid information. If you are interested, it will be nice to study music streaming in your future!

Source Two: Anna Nicolaou, How streaming saved the music industry?

Audience 1: Taylor Swift

Tay, Tay, I really love you but, seriously, do you really think streaming is terrible for the whole music industry? You know it's how the future goes right? In "How streaming saved the music industry", streaming is actually saving the music industry by increasing overall revenues of music industry and exposing music to more people worldwide. Did you see the statistics of streaming revenues, such as your friend Drake's? His streaming revenues are enough to offset the fall in physical sales of CD. I know you don't want to put your hard work in "an experiment" but when really thinking about streaming, it has a lot of advantages. Users of streaming services are growing every year, which means an increasing number of people has access to music now. You definitely

want more people to listen to your music right? I hope you can bring your music back on streaming platforms and be really open-minded about the future!

Audience 2: Label Company CEO

In the paper “ How streaming saved the music industry ” by Anna Nicolaou, she discussed the reality of music industry and the economic growth of revenues due to streaming. Instead of resulting in a huge decrease of the overall music sales, streaming revenues can offset the fall of sales in physical albums. If you look at the data, more than 100 million people are using streaming services and when a song is streamed, 60% of the revenues goes to the the company. Facing this change of the music industry, Anna claims that the company no longer spends much money on manufacturing physical albums, instead, “they are selling access to a digital music fortress.” Streaming is also beneficial for promoting new artists too since it is easy to promote a new artist on youtube with a very low expense.

Source Three: Charles Arthur, “Are downloads really killing the music industry? Or is it something else?”

Audience 1: Streaming Music Protestor

You think online music will damage the music industry? It’s not! If the music is not online, people won’t even spend their money on buying albums. Instead, in Charles Arthur’s paper “ Are downloads really killing the music industry? ” he thinks people will spend the money on video games and DVD or something that worths more for them, by comparing the sales of video games and music records from 1999 to 2008. If streaming does not exist, people will still spend less and less money on music! Stop protesting

against music streaming industry, since it probably brings more positive effect on the industry than you imagined.

Audience 2: My Mother

Mom, don't worry that the streaming music will damage the music industry. Actually, the music sale from 1999 to 2009 hasn't changed a little. Charles Arthur says in his paper "Are downloads really killing the music industry?" , if the Streaming music doesn't exist, people will still spend their money on other things instead of buying albums. If I want to be a musician one day, the social media will help me expose myself so that more people will know about me. It is easier to get into a career with streaming services. It is not killing the music so don't worry about my career!



## Outcome Two: Best Music Video



Music Video is an artistic medium which integrates music with imagination. It is originally produced for boosting the sales of music records. As the development of music industry, it becomes maturer and more independent. A good music video, like outcome 2 in English 131, must have the ability to support the main idea with complicated texts and sources. The winner is...

### Short Assignment 1: Bloodstream!

“BloodStream” accomplishes outcome 2 perfectly by analyzing both the lyric and the visual impact of the music video to demonstrate the purpose of the artists. For example, in the third paragraph, it focused on the rhetorical techniques that director uses. It includes analysis of “color scheme of the video”, "zoom-in technique on his facial expression" and rhetorical strategies to support the main claim.

The main idea Outcome 2 pursues is that it can use different kinds of evidence such as quotes. In SA# 1, I properly used the lyrics of Bloodstream and Ed's own tweets to support the argument. For example, the sentence "he states ‘no’ and ‘don’t leave me now’ repeatedly to..." is effectively using quotes from the lyrics illustrating the feeling that the artist wants to express. Even though I didn't use other sources besides the video, I still correctly uses citation correctly at the end of the paper.

During the revision process, I received feedback from CLUE Writing center and peer revising that I need to expand my analysis of the technique and ideas the director wants to express. I believe after revision, I am able to demonstrate outcome 2 in my SA#1.

Congratulations!

Christie Zhao  
Short Assignment #1

## Bloodstream



If you haven't seen Ed Sheeran's music video Bloodstream, you'd better check it out! The hotly anticipated video came out nearly a month after the release of the song in February. The video was directed by Ed's longtime collaborator Emil Nava, who also directed his other creative and classic music videos 'Thinking Out Loud,' 'Give Me Love,' 'Don't' and 'Sing.' The song is about the pain and despair of losing someone important. Unlike the original song, the remixed version of Bloodstream by Ed and

Rudimental used in the music video strongly intensifies depressed feelings. In the video, Actor Ray Liotta plays the main character who lives in a huge mansion and is



surrounded by awards and women but he is never happy because he lost the one he loves. Ed tweeted "Thanks to Ray Liotta for an amazing performance, what a champ"(Ed Sheeran) and I am sure you will not be disappointed!

Bloodstream tells the story of Ed's personal experience as he turns to drugs and alcohol to cope with the pain of losing someone he loves. To start, he depicts the feeling of hallucination, like everything is spinning out of control, through the lyrics, "I've been spinning out for time.

Couple women by my side. I got sinnin' on my mind.”(Ed Sheeran) During the pre-chorus, he states ‘no’ and ‘don’t leave me now’ repeatedly to beg the girl he loves to stay with him; “If you loved me how’d you never learn” seems like a vicious cycle . Ed wants her to know that her leaving will cause him to drink even more. He wants to bury his pain with alcohol and narcotics so that he can’t feel his physical self anymore. In the second verse, ‘find her in a bottle’ was a metaphor for him seeking consolation from alcohol. Then after the main



part of this song, there is repetition of “all the voices in my head, calling out across the line”(Ed Sheeran)to emphasize that he is painfully trapped in his mind and dying to get out because he thinks about his past love constantly and feels as though he can't move on; his thoughts of her overwhelm him. Unlike Ed’s other songs, the genre of Bloodstream is indie rock and R&B. The tone of the lyrics is fiercer and stronger than most of the songs in the “X” album such as track 8 ‘Tenerife Sea’ or track 11 ‘Thinking Out Loud’, which depict love in a completely different light.

Now, let’s shift our attention to the music video, which is all about contrast. First, the storyline of the video is not chronological and you can feel the distortion of time. For example, the first scene in the video appears again at the end of the video and a horse appears several times in the video, which will definitely confuse any audience and make you wonder what happens next. Audiences can attempt to empathize with Ray and feel his emotions. Second, the color scheme of the video, which focuses on yellow and blue, portrays dissonance since the

colors clash. The wall, decorations of his mansion, and his pajama are mainly yellow, which



often represents money or honor. The light of the room and the singing scene with all the women are dark blue, which sets the main tone of this video and reveals that this song is not about a happy story. The strong contrast also reveals that even though Ray has everything,

such as money, fame, and popularity, these things don't sustain him. He has lost the love of his life and finds no value in anything else without her company. The video shows how wealthy and successful he is by portraying many scenes of his fancy estate, shelf of awards, a horse, and even a room of women. However, Ray constantly stares at the air and his eyes look dull and lifeless. From his sad facial expression, we know that he doesn't gain joy from these objects. Instead, he looks miserable and broken. Even though at the first part of the video, he didn't display much on his face, as the music continues, you can feel dramatic conflicts through the zoom-in technique on his facial expression and actions, such as throwing his awards and guitars into a fire and violently smashing everything in his house.

Except for the video, the remixed version of the song is beneficial to building the contrast between the chorus and the verse as well. At the beginning of the remixed version, there is a simple drum beat in the background and Ed's voice is very soft and gentle. After the piano transition to the verse, a lot of houses beat and electronic sound effects are added to the remixed version. The director builds tension in order to prompt audiences to feel Ed's pain.

The emotion of the music video is so intense that it exactly fits the lyrics and Ed's feeling of losing someone he loves. The contrast between his miserable life and all of his accomplishments and awards matches the lyrics in a creative way. The visual impact of the video and the rhetoric technique the director uses will definitely remind you of the painful feeling of losing the love of your life. The actor clearly portrayed what loneliness is and the remixed version is more impressive. I look forward to more music videos like this in the future. Keep up with the good work, Eddie!

## Outcome Three: Best Album of Year



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An excellent album is like a strong and persuasive argument, which also illustrates why it matters. Normally, an album is not only an individual art piece from the artist herself, but also includes a production team and different voices. The winner of Best Album of the Year (Outcome 3) should integrate different sources and effectively form a persuasive argument. I can't wait to see who can be the winner!!

### Major Paper 2: "Has Streaming jeopardized the music industry? "

It deserves Best Album of the Year (Outcome 3) because the argument is interesting enough to attract audiences. With a strong counter-argument, I analyzed the argument in different perspectives and provides why the disadvantages of counter-argument even outweigh advantages. For example, I stand in the artists' perspective who oppose streaming and writes "they are optimistic that fans will buy their physical albums". Later, I use examples and statistics such as "100m" and "40 years" to disprove their theories. I also discuss the advantages of streaming from a new artist's perspective. I believe through different perspectives, my own argument will be more persuasive and stronger.

It also points out an important part of outcome 3, the stakes. Many people are familiar with the debate of "whether streaming has jeopardized the music industry" but they don't understand clearly the pros and cons. In the multimodal project and creator's memo, I am sure my work can demonstrate why the argument is important.

The other important part of outcome 3 is the logical transition between ideas. Before the revision, the powerpoint clearly lacked transition and I did not include enough information because I assumed my readers are familiar with the topic. For example, I put a video of John Legend at the end of my powerpoint but did not include any information and introduction. The deficiency of my project causes confusion of my peers and instructor. In order to improve it, I spent an afternoon sorting out the logic and writing an outline for my project. Understanding Outcome 3 more thoroughly, I am sure my revised Major Paper achieves outcome 3 with complex claims, different research sources, counter-arguments, and smooth transitions.

## Creator's Memo

“Has streaming jeopardized the music industry?”

Recently, Taylor Swift returned to streaming services by putting all her music back. As a Swiftie, I am quite familiar with the long-time debate “Has streaming jeopardized the music industry?” because she not only publicly opposed streaming, but also sent a letter to Apple Music about their three-month free trial. In my perspective, instead of supporting Taylor, I think streaming definitely changes the music industry but it is not necessarily a bad thing since music industry has to develop with technology. I will present my project not only as a student or a fan but also as a young artist who tries to get into music industry. I dreamt to be a musician when I was younger since I love singing and composing. By doing research in this area, I can learn more about the current music industry while exploring the ways to prepare myself for the changing world.

In Taylor Swift's interview with Yahoo Music, she called streaming an “experiment” and said, “I'm not willing to contribute my life's work to an experiment.” (Yahoo Music) She thinks users are enjoying free music once it is in streaming services and the value of music creation deserves more. At first, I couldn't agree more. As a young artist, I know how time-consuming and difficult it is to come up with an idea and produce it to a finalized product. When I did the cover for a song called ‘Dress’, I spent almost three days looking for ways to combine harmonic and rhythmic structures, doing the sound effects and recording the drum beats and my voice. There are millions of young artists who cannot earn enough money for a living because nobody pays for their music. Young artists will lose their motivation trying to survive in the industry

which will result in the loss of music. Taylor, in the interview, said “But I think it's really still up for debate whether this is actual progress, or whether this is taking the word "music" out of the music industry.” (Chris Willman).

Nonetheless, as I started to research my perspective started to change gradually. Looking at the data of streaming and the revenues of music sales holistically, it showed an increasing number of people worldwide listen to music thanks to streaming and the earnings of artists through streaming services can make up for the fall in sales of physical albums. According to “How streaming saved the music industry”, “Thanks to growth in Spotify and Apple Music, music streaming has passed the milestone of 100m paying subscribers worldwide, a feat few imagined possible a few years ago.” (Anna Nicolaous). I also discovered that over the past 40 years, the millions of units of music sold actually increased because of streaming.(Andrea Swensson) and the revenues through streaming are totally enough to support the artist. For the label companies,, “[they] no longer sold a large number of physical albums to Target. Instead, they are selling music to digital music platforms.” When a song is streamed, only “about 30 percent of revenues go to the platform”(Anna Nicolaous) and the rest will go to the company and the artist. The revenues can support the label companies as well.

Some artists, led by Taylor Swift, have publicly boycotted streaming taking their music off streaming service because they are optimistic that fans will buy their physical albums and the music industry deserves more. The reason why Taylor Swift put her music down from streaming services is that she is optimistic that her fans will still buy her albums. However, Swift’s optimism is not for every artist, especially new artists who are struggling to get into the industry.



Most artists who willingly take their music off streaming services are already best-selling album producers. Without a big and strong fan base, they have fairly small possibilities exposing themselves to survive in the industry without streaming.

On the contrary, streaming brings a lot of advantages to the new artists. The platforms give artists so many opportunities to expose themselves as much as possible. For example, young artists can upload their singing videos on Youtube, which greatly increases the chance of being discovered by fans and label companies. Some famous artists, such as Justin Bieber and Troye Sivan, started their career from streaming platforms. Moreover, it is cheaper for both the audiences and the label companies too. For the audiences, they don't have to spend 15 dollars buying an album, which may include one or two songs they will never listen to. Instead, they can pay a monthly subscription fee and choose whatever song they want. For the companies, the expense of manufacturing physical albums is largely decreased because they only need to sell the music to streaming platforms.

A couple years later, most of the artists who opposed streaming, including Taylor Swift, have gone back to the streaming platform which mainly based on the fact that it is just how the music industry's future will be and they have to cope with the change. When researching on which actions artists should take to get used to the changing world, I found out the inspiring opinion by John Legend on Youtube. He suggested that artists have to be more creative with their marketing strategies. I used an example of the marketing strategy of Taylor Swift. She developed her own App 'Swift's App' so that she can easily market her new albums and manage her fans.

I chose to present my project through powerpoint because it is more convenient to incorporate pictures and statistics into the text. Powerpoint is an easy program to organize my thoughts and give the readers a strong visual impact to strengthen the argument. Also, it is more interesting to combine visual and text to present based on the topic of pop culture so that people will pay more attention to it.

After reading my project, I hope people can get a better understanding of streaming and the current music industry. Even though streaming is the topic everyone is familiar with because people basically use Spotify every day and they are right under the influence of streaming, not many people understand how streaming actually works and can stand on the artists' perspectives, in which case, I hope users can stand in artists' shoes and appreciate the hard work that artists devote to.

For new singers who want to get in the industry, like me, I also hope they can decide which pathways to choose through the statistics of the record sales and the situation of new artists in my project. John Legend suggested in the video that the key to finding own place in the changing industry is to be creative.(John Legend) I hope artists can learn how to take advantage of streaming and find social media opportunities to develop and market for themselves. As the last page of my project says, if artists can get used to the development of the world, streaming and the rising of social media is actually helping them let more people hear their voices, which is beneficial for the whole music industry.

## Citation

Chris Willman, “Exclusive: Taylor Swift on Being Pop's Instantly Platinum Wonder...And Why She's Paddling Against the Streams”, *Yahoo Music*, November 6, 2014.

Anna Nicolaous, “How streaming saved the music industry?”, *Financial Times*, January 16, 2017.

Andrea Swensson, “40 years of album sales data in two handy charts”, *The Current*, February 20, 2014.

John Legend, “How is the music industry changing?”, *Big Think*, April 20, 2012.

## MP #2

### Has Streaming Jeopardized the Music Industry?

Crystor Zhao



"All I can say is that music is changing so quickly, and the landscape of the music industry itself is changing so quickly, that everything new, like Spotify, all feels to me a bit like a grand experiment. I'm not willing to contribute my life's work to an experiment that I don't feel fairly compensates the writers, producers, artists, and creators of this music." (Taylor Swift)

## What Taylor thinks

In November, 2014, after Taylor Swift released her new album 1989, She talked about streaming with Yahoo Music and said "But I think it's really still up for debate whether this is actual progress, or whether this is taking the word "music" out of the music industry."(Taylor Swift)

During Swift's album 1989 era, She took all her songs off down from Spotify, Pandora and other music streaming platform because she thinks music streaming has strong **NEGATIVE** effect on artists' career and she was optimistic that fans will still buy albums.

## However...

I personally believe that streaming is definitely **CHANGING** the music industry but it is **not necessarily a bad thing** since music industry has to develop with the technology and the world. Actually, streaming gives both music and artists more perspectives and opportunities.

## Outline

- [Why some artists think streaming is bad?](#)
- [Reality of Music industry](#)
- [How does streaming work?](#)
- [The advantage of streaming](#)
- [What can artists do to cope with the change?](#)

## Why some artists think streaming is bad?

The contract with record label companies is not up-to-date.

- Traditionally, the music company will take a big part of the money the artist earned because they took charge of producing the physical albums and spend money on marketing for the album in the REAL life. However, after streaming came to the stage, their cost on marketing and producing decreased but they still take the same proportion from the artists' income.

Artists believe that fans will keep buying the albums.

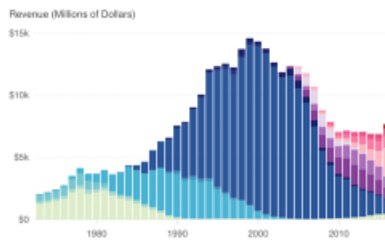
- Famous artists, such as Taylor Swift, are optimistic about their fans. They are not willing to put their music on a free platform and think music deserves more. "I'm so proud of my fans for going out there, over a million strong, and proving that albums still matter to them and that art is still viable to them."(Taylor Swift)

## Reality of Music Industry

The truth is...

"Thanks to growth in Spotify and Apple Music, music streaming has passed the milestone of 100m paying subscribers worldwide, a feat few imagined possible a few years ago. The US music industry is on track to record a second consecutive year of growth." (Anna Nicolaou)

## Reality of Music Industry



Source: RIAA

Record sales have been decreasing dramatically since the emergence of the internet.

According to Andrea Swensson's paper "40 years of album sales data in two handy charts", Simply from 2005 to 2007, CD sales decreased more than 25 percent and downloadable music has increased 20 percent. Fewer and fewer people will go to music record shop to find a record. Instead, they just use Apple music or spotify to get the newest album.

Youtube also provides people another way to listen to music for free. According to Digital Music News, Youtube occupies almost 40 percent of all music listening.

## Reality of Music Industry

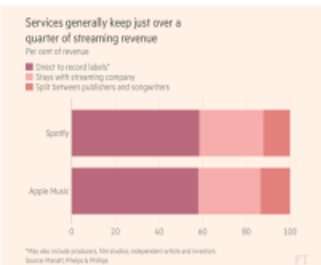
More people are using streaming and streaming can make a lot of money for both the artists and the companies. For example, Drake's music has streamed "more than 4.7bn times on Spotify alone last year," and he earned "\$1.1bn in streaming revenues in the first nine months" for his record label company, which is "enough to offset the fall in sales of digital downloads and CDs."(ANNA NICOLAOU)

The label companies no longer sold a large amount of physical albums to Target. Instead, they are selling music to digital music platforms.

Service	Paid users (millions)
Spotify	43m
Apple Music	20.9m
Deezer	6.9m
Rhapsody/Napster	4.5m
Google Play Music	2.7m
Tidal	1m
Others	21.4m

Source:Media Research

## How does Streaming work?



The major way that streaming platform, such as spotify, pays the artists is depending on how many times the song has been listened to. Users can pay a monthly fee on spotify so that they can listen to whatever songs they want. Every piece has the exactly same price to make it fair. Other platform, such as Youtube, earns money from advertisement. Said in "How does Streaming saved the music industry", Youtube paid the music industry \$1bn by advertisement alone.

## The advantage of Streaming

- More exposure
  - Nearly everybody currently uses Youtube for entertainment. A single channel can get 27,652,088 Subscribers and 14,347,047,686 views.[Social Blade] There are no boundaries and limits on the social media and everyone will be able to have an access to it.
- More independent
  - For artists, they don't have to follow every rule and schema the company made. You and your team can set up your own schedule and it is flexible and personal.
- Cheaper and more convenient
  - For the audiences, it is definitely cheaper to listen to music online. They don't have to pay for an 15 dollar album in which they probably have one or two songs they don't like. They can just pay the monthly fee and listen to any songs they like. It is more convenient too because fans can get access to the newest albums or singles right away instead of waiting in target or walmart for the release of the album.
- Better for new artists
  - According to the interview of Taylor Swift and Yahoo music, her fifth album 1989 sold 1,287 millions copies at the first week. However, not every artist has the reputation and the strong fan base like Taylor. It would be better for new artist to develop by streaming their music.



Even though streaming makes music more universal and accessible, it is still difficult for artists to cope with the change. In the video, John Legend talks about the influence of streaming cast on artists and what artists can do to cope with the changes.

(Note for norming: the image of John Legend above is a video)

## What artists can do to embrace streaming?

- **Be Creative**
  - Try different music styles
  - Using new elements into music, for example, the new movie Black Panther combines African music with American Rappers to create new elements of pop music and achieve big success not only in music, but also in the movie industry.
- **Use Marketing Strategy**
  - Before the release of the new album 'Reputation', Swift quietly deleted all the information on her social media, such as Instagram and Twitter. She smartly temporarily left the spotlight to attract more attention from the public and shift the focus to the future.
- **Take control of the team**
  - Don't just follow record companies' marketing strategy but to use own mind



It is the BEST time for music industry.

Those social media and streaming platforms help people know different music.

It is also the WORST time for music industry.

Artists and record label companies have to change the strategy to cope with the change.

It is the way the future goes.

All we can do is to prepare and embrace it.

## Citation

- Chris Willman, "[Lorde Swift as Bitch From Instantly Platinum Wonder... And Why She's Fading Before the 20s](#)", *Yahoo Music*, November 6 2014
- Anna Nicolaou, "[How streaming saved the music industry](#)", *Financial Times*, January 16 2017
- Andrea Swenson, "[10 years of album sales data is too hard to chart](#)", *The Current*, February 20, 2014

## Outcome Four: Best Soundtrack



The soundtrack is produced to accompany the motion pictures, books or television show. Elements in the soundtrack are always changed or improved to cooperate better with another form. The purpose of Outcome 4 is to improve one's writing with revising, proofreading and editing, which always requires a lot of effort after the first draft. Among all the candidates, Best Soundtrack goes to...

### Short Assignment 3: Compassion of Generations

Outcome 4 emphasizes the importance of revision. When I wrote the first draft of Short Assignment 3, I did not decide my thesis statement and the emphasis. Due to lack of thesis, I did not make successful decisions on choosing a scene and analyzing the rhetorical strategies. From the feedback from peer review and the first conference with my instructor, I gradually developed a sense to revise my paper.

In my first draft, I discussed two completely distinctive scenes, which is redundant with the goal of this assignment. During my revision, I focused on only one scene and added more rhetorical analysis about the lighting, background music, the actions of actors and monologues of the lines. What's more, in order to successfully reveal how effective the scene I chose can serve my thesis statement, I also included the influences of this scene to people at the end of the paper.

Another part of outcome 4 is correcting sentences level of my work. I went to CLUE and asked my peers to do proofreading for me. At the same time, I am also developing my own skills on detecting the sentence-level errors of my own work.

Through repeated revision, my short assignment 3 can be achieved the goal of outcome 4 and what I learned in outcome 4 can be used in my future academic study.

Christie Zhao  
1/24/2018

## Compassion of Generations



Certain books that develop such clear visions will make readers wonder what the scene will be like if it's on a big screen; *Call Me By Your Name*, by American writer Andre Aciman, is definitely one of them. Directed by Luca Guadagnino, starring Oscar-nominated Timothee Chalamet and Armie Hammer, the movie recently received four Oscar nominations, including Best Male Actors, Best Picture, and Best Original Music. The sensual and transcendent tale of first love is fully portrayed in the movie and prompts the recollection of the audiences' first love regarding time, place, and sexual orientation. Despite the essentially romantic love between a seventeen-year-old and a twenty-four-year-old, the movie stands out due to the fact that their parents embraced them regardless of their sexuality. It is a lesson for us all, suggesting that we should be open to take risks and embrace our true selves.

Instead of showing the process of falling in love for the first time from the perspective of Elio in the book, the movie deleted all of Elio's narration so that audiences can interpret the scenes and the actors' performances subjectively. Luca believed this change can make the

audiences remember their own experiences of falling in love. The movie is shot in chronological order, which gives the actors' performance enough space to grow and to get connected to the movie. Luca once said he hoped *Call Me By Your Name* can have its own energy instead of simply being an adaptation of the book. As evidenced by the vast amount of positive public reviews and awards nominations, I believe it is truly worthy of being considered a masterpiece.

Both the director and the author categorized *Call Me By Your Name* as a family movie because it conveys the message of acceptance and illustrates the capacity of compassion between generations. One scene that conveys this idea is a scene where Elio's father, acted by Michael Stuhlbarg, delivers an emotional monologue about unconditional love and acceptance; without judging or making any assumptions, he encourages Elio to embrace the intensity and the pain of love.



The lighting of this scene is dark, which effectively conveys the insecurities of Elio. By contrast, the spotlight on Michael's face and his soft facial expression give audiences a sense that he will accept his son no matter what. At the beginning of this scene, Timothee, the young actor

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who plays Elio in the movie, sits on the opposite side of the couch. His unnatural facial expression and the action of frequently and deliberately looking at the window reveal Elio's reluctance of expressing his inner world to his father. When the conversation goes deeper, Timothee moves closer to Michael and begins to openly express himself, which shows that Elio has accepted his father mentally. Then the camera angle turns to an over-the-shoulder-shot, which helps the audiences feel their close relationship.



The scene doesn't have any background music, but their dialogues along with the subtle sound of rain show the importance of the moment. After Michael grabs the drink from the table and talks about his own experience, the non-diegetic background music starts to fade in. The gentle piano music and his father's words regarding embracing oneself, such as "Our hearts and our bodies are given us only once", blend and strongly trigger the emotions of the audience.

The actor's lines are also well designed for building the effect. As an audience, it is easy to tell that Michael is careful with his words by the actor's performance. He always pauses for a few seconds to think about whether he will make Elio uncomfortable. He constantly asks "Have I spoken out of turn?" to confirm that he did not upset his son or judge their delicate relationship.

*Call Me By Your Name* strengthens the compassion of generations through this scene and it really influences people's life. Timothee Chalamet once talked about this scene at a movie

festival during the Sag-Afra foundation interview: “Michael’s monologue at the end of the film to gay men, that was the father they never had and they really need it”. In that same interview, Hammer also talked about a homosexual man who came out to his parents after watching the film. This scene is so effective that it really challenged people’s perspective and gave them the strength to embrace themselves. Luca has achieved his goal: “make the individual experience a collective experience with the brutality of images”.

# Final Reflection: Ending is the New Beginning



I hate to admit it, but 131st Annual Grammy Award came to an end. Looking back, It is the best year of my life. It's a platform where we can discuss what we care about and improve ourselves to make our argument more effective. English 131 is just like the this year's Grammys.

Even though the process is sometimes painful, but the influence it gave me is incredible. Now, I learn how to tailor my writing to different audiences by choosing different words and tones. For example, I learned when talking to fans in a blog, I need to be more casual and I should include interesting detail about the artists to attract fans' attention. On the contrary, when talking to children, I need to use simple words and short sentences so they can better understand. What I learned in outcome 1 is so benefits for my future study since I need to write my major application and research papers in the near future.

Before coming to the class and in my first essay where I wrote about my worries, I claimed I didn't know how to analyze a source and choose the right rhetorical strategies. I can still recall when I wrote short assignment 1, I watched the music video over and over again but still had no clue what to write. Through all the exercises and group discussion in class, I think I improved a lot on analyzing different sources to find a thesis statement and make an effective argument. The first draft of "Bloodstream"(SA #1) did not include a thesis statement in the first paragraph but the argument is put at the very front "The song is about the pain and despair because of losing someone important" so that audiences can understand what this paper is about.

I have sharpened my skills of proofreading. I was really good at detecting the sentence-level errors of my own work , but through a series of reading and rewriting in this course, I have become much more sensitive to word choice and sentence structures; this skill is particularly meaning fun for me because I am able to revise complicated paper in my future academic endeavor. Secondly, I am more aware of the fact that argumentative writing needs cohesive logics within every paragraph. It is important to apply the principles of critical thinking into my writing. The primary job of academic writing is to explain the subject clearly, and demonstrating all the possible confusing points is my job as the author. In the future, I will constantly check with my readers to make sure that I don't make any assumptions that the readers don't know.

As a non-native English writer, I have more confidence in my writing after English 131 and I believe the skills I gained through discussion and workshop: finding thesis statement, asking

rhetoric questions and analyzing different sources can be used throughout my academic future. Alycia's enthusiasm in teaching also inspires me and encourages me to participate in class and keep improving and challenging myself. When I was very disappointed to my writing, she also helps me boost my confidence and support me to work better. I can see my growth in writing and I really appreciate my instructor and English 131.

## Compendium

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## Release Form

I hereby give my consent to Instructor Alycia Gilbert to use my electronic portfolio submitted for English 131 S during the Winter Quarter of 2018 for purposes of instructional training and modeling, programmatic considerations, and academic publications and presentations.

I understand that granting or not granting this release will not affect my grade in this course.

Yuanyuan Zhao

# Rough Drafts of Showcase Pieces

## Rough Draft Outcome One

Source One: Amy Adkins, “[How Has Music Streaming Affected the Music Industry?](#)”

Audience 1: Taylor Swift fan:

In 1989 era, Tay-tay bravely sent a letter to apple music about their three month free-trial policy. She said that the generous apple company should still pay artist money even if the audiences are in the three month free-trial. She took all her songs off down from spotify, pandora and other music streaming platform because music streaming has strong negative effect on artists' career. Their lease, in which the company will earn part of the money because they manufacturing the album and promoting the artist, is mostly outdated. Even if their albums sell well on the internet, a large part of their income will be gained from the music company although they don't do anything to help.

Audience 2: Children:

In the past, you have to buy albums so that you can listen to music. However, you can listen to all the music online with very small amount of money now. Maybe it is a good thing to you but when thinking about those artists, you can imagine how hard it is for those artists. They make a living through singing but they can't get a decent amount of payment. What will life be for them? Some of them will give up keeping working on the music industry and it will cause damage to the whole music industry. On the other hand, some new individual artists can

benefit from the social media because they can start their business independently since those platform can give them enough space to let people know.

**Source Two: Jason Siddall, The Effects Of Illegal Downloading On The Music Industry**

Audience 1: Senior music producer

The illegal downloading of music is a serious issue and will definitely discourage the development of music industry. According to the Recording Industry Association of America, illegal downloading of music has caused more than 71,000 people lost their jobs. With less songwriters, producers, and artists in the industry, we are going to experience a period of low-quality and unoriginal music. This phenomenon will particularly affect new artists who just start their careers. Without enough funding due to the firms' difficulties of allocating resources, new artists will have to work individually and seek alternative method to share their music.

Audience 2: Professional singer

As a professional singer, I believe all of you understand how critical illegal downloading music is. Many of you have forced to promote your music in new tactics such as Pandora and selling ringtone. Although it is great to development new method to advertise your profusion, we have to face to plight of the decreasing sales of album. It may be hard to eliminate this incident; however, we have to find a way to convince our fans to support our career. Or, as our previous speakers, Eminem, said, "I work hard and anybody can just throw a computer up and download my music for free. It could kill the whole purpose of making music."

Source Three: **Charles Arthur**, Are downloads really killing the music industry? Or is it something else?

Audience 1: Free music protestor:

You think online music will damage the music industry? Actually it's not. If the music is not online, people won't even spend their money on buying albums. Instead, they will use those money on video games and DVD because people nowadays think they are more worth it. The truth is the money spent on music didn't change from 1999, when streaming music is not popular. Stop protesting the streaming music, it probably brings more positive effect on the industry than you imagined.

Audience 2: My Mother

Don't worry that the streaming music will damage the music industry. Actually, the music sale from 1999 to 2009 hasn't changed a little. If the Streaming music doesn't exist, people will still spend their money on more things like games. If I want to be a musician one day, the social media will help me expose myself so that more people will know about me. Downloads are not killing the music so don't worry about my career!

## Rough Draft Outcome Two

### BLOODSTREAM

If you haven't seen Ed Sheeran's new music video BLOODSTREAM, you'd better check it out as soon as you can. The song was released on February 11, 2015 and the video came out nearly a month later. This video was directed by Ed's longtime collaborator 'Emil Nava', who also directed his other creative and classic music videos 'Thinking Out Loud', 'Give Me Love', 'Don't' and 'Sing'. Unlike the original song, the mixed song that the music video used strongly intensified the emotion Ed wanted to express. What's more surprising, actor Ray Liotta starring in the video just makes it perfect.

BLOODSTREAM tells the story about Ed Sheeran's personal experience about being high and painful when he loses someone he truly loves. At the beginning, he depicted the feeling of hallucinating as if everything is spinning around for the whole time. During the pre-chorus, he was begging the girl he loves to stay. 'If you loved me how'd you never learn' seems like a vicious circle. She'll know that her leaving will cause Ed to drink more. He wants to relieve his pain with drinks and drugs so that he can't feel his physical self any more. In the second verse, 'find her in a bottle' was a metaphor for finding a lover which emphasize that he lost himself and depended on drinks. Then after the main part of this song, there is a great repetition to emphasize his pain and suffering. Unlike Ed other song, the genre of BLOODSTREAM is indie rock and R&B. The tone of the lyrics is fiercer and stronger than most of the songs in the album. I think this exactly emphasizes the feeling he tried to express.

Now let's shift our attention to the music video. The video adopted the strategy of crossover narration. The first scene actually happened at nearly the end of the video. The color of the video is dark blue and yellow. Yellow often stands for money or honor and the dark color in

the video set the main tone of this video that this song is not about a happy love story. The strong contrast also means that even though the character Ray's playing has everything, money, fame, women, he still can't find himself when he lost the love of his life. There are a lot of other contrasts in the video. The video shows how wealthy and successful he is by shooting a lot of scene about his fancy estate, a shelf of awards, a horse and even a room of women. However, from his facial expression, he did not enjoy those shallow happiness. Instead, he looked miserable and broken. At the first part of the video, he was calm. As the music going, he showed more dramatic conflicts on his face and action. He began to throw his awards and guitars into fire and break everything he can to let off some steam. The way of shooting also meets the main idea of the song. There was a lot of zoom in to show his facial expression and the awards he has clearly. There was one scene when he is singing with a lot of women in the room, director used low angle shot and created fairly dark atmosphere.

The emotion of the music video is absolutely incredible and it exactly fit the original song. The actor clearly portrayed what loneliness looked like and the music video will leave you speechless.

#### Writer's Memo

I have been a fan of Ed Sheeran for two years. I like the way he uses midi-board to add multiple layers to his songs and how he combines his voice and guitar music perfectly. What I like is not only his song and voice, but also his life story of finding his place in the whole music industry. He documentaries can always give me strength to chase my dreams. Before I chose this music video, I planned to write about 'I'm gonna be(500 hundred miles)' because I am familiar with this song but have never seen the music video. However, the video seems related to another movie which I never thought so I was confused of the content of the video. Then when I browsed

my music list, I found out that I have never watched music video of BLOODSTREAM. I think people, especially fans, can relate to the music video of this song emotionally. Everybody has somebody to love and knows the feeling of losing that special person. The music video just exaggerated the feeling. What's more, the video is educational because it taught people that depending on alcohol or drugs can't not only solve the problem but also make it worse.

About one year ago, I started an online blog with my friends about sharing foreign culture and our interests with other people. I am most familiar with writing travel stories and guides. After almost a year of practice, the blog genre is not difficult for me to write. However, it is still tough to analyze a song or a video. I don't really understand the analyzing process for text. The sentence I felt really fit the genre is 'Now let's shift our attention to the music video.'

The most difficult part of my assignment is to analyze the video, especially to relate it to rhetorical technique. I think the content of the song I chose is rather straightforward so that I have difficulty expanding the writing. I think I should discuss more shooting angles and their usage in my essay but I can barely understand them. Moreover, I think I need to organize my essay better and add more transitions.

## Rough Draft Outcome Three

### Creator's Memo

When I was brainstorming for a interesting topic for Major Paper two, I couldn't think of any. At first, I want to write about the development of LGBT films over the decade, but when I started to research, I had no idea how to organize my essay and what my argument will be. I decided that I need to change my topic to something I am more interested in. In order to find a topic, I googled 'the controversy in music, pop culture'. That's when I discovered this topic and determined to write about 'Whether Streaming will jeopardize music industry.' My idea partly came from Taylor Swift, who just went back to the streaming platform for her sixth album 'Reputation'. I think this is the topic everyone is familiar to because they all listen to music every day and is under the influence of streaming. However, not many people understand how streaming actually works and what the reality of the album sales really is. Another motivation is that I wanted to be a musician when I was younger because I love composing and singing. The reason I chose this topic is I wanted to learn more about the industry and prepared myself for the changing world.

The controversy part of my project is that whether Streaming has bad influence to music industry. My argument is that Streaming is definitely changing the music industry but it is not necessarily a bad thing since music industry has to develop with the technology and the world. Streaming is actually beneficial to the industry since only a few people nowadays will spend 15 dollars for an album when they can use this 15 dollars to buy something they think is more important.



At first, I believed streaming is a completely bad idea because artists will be discouraged when they can not earn enough money for a living. They will lose their motivation to make music and music is an art form that deserves more than streaming. However, as I started to research, I changed my mind. After reading the article “Are downloads really killing the music industry? Or is it something else?” by the guardian, I understood if the music is not online, people won’t even spend their money on buying albums. Instead, they will use those money on video games and DVD because people nowadays think they are more worth it. The truth is the money spent on music didn’t change from 1999, when streaming music is not popular. Actually, streaming music is saving the music industry. When researching, I discovered most of the artists who want to get off the streaming platform are best-selling albums makers. They are confident enough to believe that people will still listen to their music and buy their albums without streaming. However, most of them, such as Taylor Swift, have gone back to the streaming platform. I believe the reason they made the decision is mainly based on the fact that they have to get accustomed to the changing world.

The genre I chose to present my paper is powerpoint. I decided to present my paper as a powerpoint because there are so many pictures and statistics I need to use to prove my argument. Powerpoint is an easy program to organize my thoughts and give the readers a strong visual impact. Also, it is more interesting to combine visual and text to present based on the topic of pop culture so that people will pay more attention to it.

After reading my paper, I hope users can get a better understanding of music industry and the hard work that artists devote to so that they can understand artists’ position and cherish music more and stop listening to music illegally. For the artists, I hope they can be more creative and look at the change of the industry positively. As the last page of my paper says, if

artists can develop themselves and get used to the development of the world, they can still achieve success and make a career.

My perspective of this paper is from a new singer who wants to get in the industry. Therefore, I tend to focus my work on the statistics of the record sales and the situation of new artists so that I can decide which pathways I want to choose. During my research, I found streaming and social media is advantageous for new artists because they will have more opportunities to expose themselves and let people know them even if they don't have a record company or a team. Currently, nearly everyone uses youtube and a lot of singers were discovered on Youtube such as Justin Bieber. By marketing themselves, their voice can be heard by the people and the company.

For artists, it is important to be aware of their current situation and make creative moves as soon as possible. They have to get used to the fastly developing time and grow with it or they will be left behind by the world. What they should do is to think of more approaches to market themselves and to make better music. They should not be limited in a single music genre. Instead, exploring more options is a better choice. It is also important to let people know their situation so that people can pay more respect on the artists and the music. Hopefully, they will stop listening to music illegally online. What's more, the discussion on this topic can help artists to make choices too. Through the statistics and official opinions, they can decide wisely whether to be on the streaming platform or let people pay for their albums individually.

# Whether Streaming has Jeopardizing the Music Industry?

Crystor Zhao

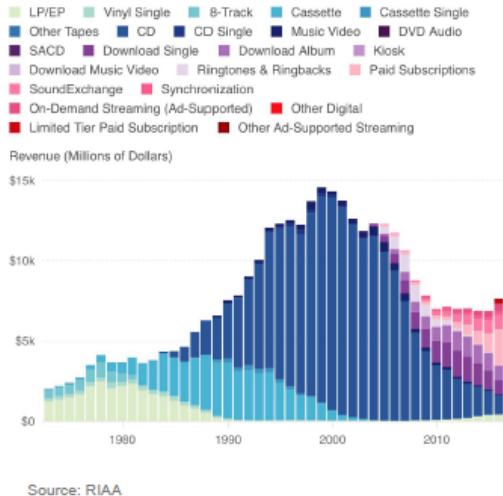


"All I can say is that music is changing so quickly, and the landscape of the music industry itself is changing so quickly, that everything new, like Spotify, all feels to me a bit like a grand experiment. I'm not willing to contribute my life's work to an experiment that I don't feel fairly compensates the writers, producers, artists, and creators of this music."

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In 1989 era, Taylor Swift bravely sent a letter to Apple Music about their three month free-trial policy, in which she said that the generous Apple company should still pay artist money even if the audiences are in the three month free-trial. She took all her songs off down from Spotify, Pandora and other music streaming platform because music streaming has strong negative effect on artists' career. Their lease, in which the company will earn part of the money because they manufacturing the album and promoting the artist, is mostly outdated. Even if their albums sell well on the internet, a large part of their income will be gained from the music company although they don't do anything to help. After that, she took all her music off the streaming platform.

## Reality of Music Industry



Record sales have been decreasing dramatically since the emergence of the internet. Simply from 2005 to 2007, CD sales decreased more than 25 percent and downloadable music has increased 20 percent. Fewer and fewer people will go to music record shop to find a record. Instead, they just use Apple Music or Spotify to get the newest album. YouTube also provides people another way to listen to music for free. According to Digital Music News, YouTube occupies almost 40 percent of all music listening.

Traditionally, the music company will take a part of the money the artist earned because they took charge of producing the physical albums and help marketing for it offline. However, after streaming came to the stage, they are not that helpful any more and they still take the same part of money from the artists' income. The contract is not up-to date and it is not beneficial for the artists.

## How does Streaming work

For example, users can pay a monthly fee on spotify so that they can listen to whatever songs they want. The system will keep track of the times each song has been listened to and pay the artists corresponding money according to their popularity. Every piece has the exactly same price to make it fair.

## The advantage of Streaming

- More exposure
  - Nearly everybody currently uses Youtube for entertainment. A single channel can get 27,652,088 Subscribers and 14,347,047,686 views.[Sources from Social Blade]. There are no boundaries and limits on the social media and everyone will be able to have an access to it.
- More independent
  - As an artist, you don't have to follow every rule and schema the company made. You and your team can set up your own schedule and it is flexible and personal.
- Cheaper and more convenient
  - For the audiences, it is definitely cheaper to listen to music online. They don't have to pay for an 15 dollar album in which they probably have one or two songs they don't like. They can just pay the monthly fee and listen to any songs they like. "But the reality is that nowadays, one can choose between a game costing £40 that will last weeks, or a £10 CD with two great tracks and eight dud ones. I think a lot of people are choosing the game - and downloading the two tracks." [Source from Guardian]



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## What artists can do?

- Be Creative
  - Try different music styles
  - Using new elements into music, for example, the new movie Black Panther combines African music with American Rappers to create new elements of pop music and achieve big success not only in music, but also in the movie industry.
- Use Marketing Strategy
  - Before the release of the new album 'Reputation', Swift quietly deleted all the information on her social media, such as Instagram and Twitter. She smartly temporarily left the spotlight to attract more attention from the public and shift the focus to the future.
- Have a strong and concise team
  - Don't just follow record companies' marketing strategy but to use own mind

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It is the best time for music industry.

It is also the worst time for music industry.

It is the way the future goes.

All we can do is to prepare and embrace it.

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## Rough Draft Outcome Four

### Boundless Love

Summer, swimming pool, Northern Italy, countryside, music, sweat, dancing.....all the most wonderful elements you could ever think of in the 80s are all in this movie, Call Me By My Name, which just received four Oscar nominations for best picture, best actor, best adapted screenplay and best original song. The movie tells a simple story about a brief summer romance between 17-year-old Elio and his father's American grad student Oliver. However, the first love story is going to be like a virus, spinning around audiences' heads for days.

From the moment that Elio and Oliver fall in love at the first sight to they finally know each other's mind and get together at the end of the movie, the romantic story in Call Me By Your Name is not limited by sexuality, time and space. The story happens in 1983, when homosexuality is normally not understood or respected. However, in this movie, the environment setting is extremely casual. The northern Italian country Elio lives in is like a utopian world. It is a summer without pressure from the outside world. Elio can drop his bike and go swimming in the pool any time. He can spend all the summer playing music and reading books. What's more, Elio's parents are very enlightened. What Elio's father said at the end of the movie just raises the movie to a whole new level. There were not any words about LGBT and he didn't teach nor encourage Elio to characterize himself by tagging him any label. On the contrary, he said "You have beautiful friends, maybe more than a friendship and I envy you" and "How you live your life is your business". His comfort is the conclusion of the movie and the emphasis of the pure love. Who you have met and what you have been through is all extraordinary. They can't be simply categorized by right and wrong. They will eventually be parts of your life and these parts make you unique. You don't have to subjectively choose your sexual orientation or get labeled by anything. Instead, you can just go for the obsessive love. Even though in the end, it will probably be hurt but you are still living your life.

The movie does not pay much attention on their gender, but on the love itself by depicting all the emotions from Elio's perspective carefully. As an audience, we've been through everything with Elio, which makes the distance even closer. Elio once said something about waiting the winter in the summer. After Oliver left, the scene immediately shifts to winter. The summer is long gone and the snow covers all the beautiful memories in the summer. At that time, Oliver called. That's where the movie left me a deep impression. Oliver told Elio he is going to get married. With a five-minute full-length shot and a big zoom in on Elio staring at the camera, the peaceful but sorrow facial expressions presented in his face, together with the sound of wind and snow, produce a very profound visual and auditory effect on the audiences.

The struggles of the personalities and life-changing relationship, the eagerness of love and the agitation of the being through adolescence as well as the heartbroken losing, were all revealed through the scene. Elio was crouching in front of the fireplace, with tears in his eyes. The extraordinary acting by Timothée Chalamet makes audience immerse themselves into Elio's heart and come to feel what it is like to experience all of this. In the background, his family is making the table and preparing for dinner, which cause a strong contrast and emphasize his loneliness and sadness. The complicated but healing feeling was especially highlighted by the background music, a new Sufjan Stevens song, 'Visions of love', which gently asks, "I have loved you for the last time, is it a video?" repeatedly.

The movie leads the audiences into an unreal happiness and pure love by emphasizing the days when Oliver and Elio are together traveling in Rome but it makes their farewell fairly flat, which leaves the audiences a huge space for imagination. The boundless and obsessive love that *Call Me By Your Name* depicts is so pure and valuable. They fell in love, and they also left each other in love.