

UNIT **12** *Read and Write*



En esta unidad vas a:

- leer un artículo sobre grupos que reaparecen en la escena musical
- aprender a escribir en inglés utilizando *so*, *as a result* y *therefore*.



LONG LIVE ROCK & ROLL

A few decades ago rock stars and pop stars were young men and women in their twenties and thirties. They made a few albums and a lot of money, and then they retired. But not all of them retired; they just took a long break.

Van Halen, Genesis and The Police are just a few of the bands that are playing concerts and that are in the studio again. Their fans are happy so the bands are selling lots of albums and playing in full stadiums. But why do they do it? Perhaps the singer Johnny Rotten of the punk rock band the Sex Pistols was right. He said on the Sex Pistols' comeback tour that they only wanted their fans' money!

But not all comebacks are a success. Look at the pop bands All Saints and East 17. These bands were very popular with teenagers in the nineties. As a result, they thought a comeback was a good idea and the bands made new records. However, they didn't sell many CDs and therefore they are now making plans for a second comeback!

But not all the old bands want to make new CDs and play concerts again. A record company offered the Swedish group ABBA \$1 billion to play and sing together again and they said no! Perhaps Johnny Rotten wasn't right after all! ■

1 Responde a las preguntas.


- 1 According to the article, how old were rock and pop stars a few decades ago?

- 2 What are Van Halen, Genesis and The Police doing again?

- 3 What did Johnny Rotten say?

- 4 Which bands didn't have a successful comeback?

- 5 What are All Saints and East 17 planning to do?

- 6 Why were ABBA offered \$1 billion?

2 Marca el símbolo adecuado para cada grupo.

| | |
|---|--|
| ? | we don't know if the comeback was successful |
| ✓ | successful comeback |
| – | didn't make a comeback |
| x | unsuccessful comeback |

All Saints **x**

- 1 Sex Pistols _____
- 2 Genesis _____
- 3 ABBA _____
- 4 The Police _____
- 5 East 17 _____

Words to remember
3 Escribe junto a cada definición la palabra del texto que le corresponda.


Stopped working because of their age (paragraph 1). **retired**

- 1 A rest period (paragraph 1). _____
- 2 People that really like a pop group, football team etc (paragraph 2). _____
- 3 When rock and pop stars visit different places to do concerts (paragraph 2). _____
- 4 When something you planned goes well (paragraph 3). _____
- 5 Young people between the ages of 13 and 19 (paragraph 3). _____

4 Completa las frases con las palabras del ejercicio 3.

- 1 The band have got a lot of _____. Every concert is full of them.
- 2 My children are _____ now. One's 14 and the other's 16.
- 3 The party was a big _____. Everyone had a good time.
- 4 I think it's time for a _____. You're tired.
- 5 The band are going on _____. They're playing in France, Italy and Spain.

so, as a result and therefore

So (así que) enlaza dos ideas que aparecen en la misma frase. La segunda idea es consecuencia de la primera. So es menos formal que otros conectores, por lo que se suele utilizar en textos escritos informales y en el inglés hablado.

Their fans are happy so the bands are selling lots of albums and playing in full stadiums.

Los fans están contentos, así que estos grupos están vendiendo muchos álbumes y tocando en estadios repletos.

As a result (como consecuencia) suele enlazar dos ideas que aparecen en dos frases distintas. Este conector siempre va seguido de coma.

These bands were very popular with teenagers in the nineties, only a decade ago. As a result, they thought a comeback was a good idea and the bands made new records.

Estos grupos eran muy populares entre los adolescentes de los noventa, hace tan solo una década. Como consecuencia, pensaron que reaparecer en la escena musical era buena idea y grabaron nuevos discos.

Therefore (por tanto) enlaza dos ideas que aparecen en una misma frase o en dos frases diferentes. Cuando las dos ideas aparecen en la misma frase, therefore suele llevar delante and.

However, they didn't sell many CDs and therefore they are now making plans for a second comeback!

Sin embargo, no vendieron muchos discos y, por tanto, ¡están planeando reaparecer por segunda vez!

1 Completa las frases con so, as a result o therefore.



- We want to get fit _____ we're going to the gym three times a week.
- The results weren't good. _____ we'll need to give you some more tests.
- He made a lot of money in his job. _____, he bought a new house and car.
- I'm free next week _____ we can meet when you like.
- The presentation was a success and _____ they won the contract.
- He spoke very good English. _____, they understood him easily.

2 Completa el texto con las frases del recuadro.

therefore are another way As a result, shops
so they choose As a result, the
So, to make more money Therefore, fans can see

The future of the music industry?

The music industry is changing. MP3 players are very popular, and Internet users can download music easily. Often people don't want all the songs on an album, and **1** _____ just three or four from websites. Some people download songs illegally for free, too. **2** _____ are selling fewer CDs.

3 _____, record companies are asking their musicians to play more concerts.

4 _____ their favourite groups more often, although they pay more for tickets than in the past. Record companies also use bands to sell products such as T-shirts. These items are often more expensive than an album, and

5 _____ of making money.

When CDs became available, people stopped using cassettes. Maybe in the future downloadable music is going to replace CDs. **6** _____ music industry needs to adapt to survive.