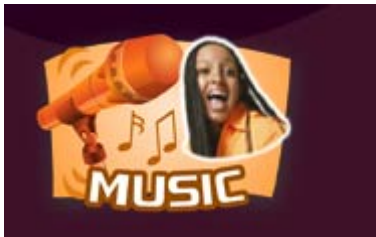


# LESSON PLAN

## Truth or Rumor – Scavenger Hunt



In the Truth and Rumor online activity, students learn about how music, marketing, and money intersect in the music business. Before students play the game, make copies and hand out the following “Scavenger Hunt” activity page. As students play Truth or Rumor, they should seek the answers to the “Scavenger Hunt.” Their answers should demonstrate an understanding of marketing and promotion in the music industry. Their answers

should also demonstrate an understanding of vocabulary words related to media, which pop up and can be “scrolled over” for the definition in some answers.

This activity supports online reading comprehension skills and provides an opportunity to discuss the intersection of music and money in popular music. In pairs or as a group, have students share their answers to the Scavenger Hunt. Then, consider the following questions to broaden the discussion:

**Discuss:** Is it important for people to know that popstars and musicians have a business interest in selling other things besides music? Why or why not?

**Discuss:** How might fans react when a star changes her name or look? Encourage students to imagine a wide range of potential fans and have them imagine their different responses. Are there other stars that changed their image after they became famous? If you became famous, would you change your image? Why or why not?

**Discuss:** What must musical artists do to “brand” themselves and make their name well-known to a wide variety of people? Encourage students to imagine how stars might promote themselves to different audiences.



NAME: \_\_\_\_\_

### TRUTH OR RUMOR — SCAVENGER HUNT

Instructions: As you play Truth or Rumor, see if you can find all of the following things to complete your scavenger hunt! Good luck!

#### CAN YOU FIND...

**1. An artist who sells *more* than just music?**

Popstar: \_\_\_\_\_

What else she sells: \_\_\_\_\_

**2. An artist who changed her *name* or her *look* to be more like a popstar?**

Artist: \_\_\_\_\_

What she changed: \_\_\_\_\_

Why do you think she changed it? \_\_\_\_\_

**3. A star who promotes herself in different ways?** (Hint: Stars can promote themselves on TV shows, movies, or through products they sell).

Star: \_\_\_\_\_

Other promotions: \_\_\_\_\_

**4. A word you don't know the meaning of?** (find a word you can scroll over to find its meaning).

New word \_\_\_\_\_

What does the word mean (in your *own words*)! \_\_\_\_\_

\_\_\_\_\_

**5. An artist that has other talents besides being a popstar?**

Artist: \_\_\_\_\_

Her other talents: \_\_\_\_\_