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HOW ARTISTS GET PAID FROM STREAMING

Elio Quinton addresses the public interested in music, in generating money by posting their music online, and to anyone interested in how music streaming companies are managed, through his work called: HOW ARTISTS GET PAID FROM STREAMING.

"The Pudding" published his article in June 2022. At the beginning of the project, we can see how it mentions that not many of us know the true process of making money by posting your music on digital platforms. From the vocabulary he is using and the way he is addressing his audience, I can tell that he is addressing a young audience. The terminology that he uses and the way he addresses his audience are a good proof of it. In the same way we can give tone and voice to the text by the way in which the topic is explained.

Based on The Three Rhetorical Appeals: Ethos, Pathos, Logos I concluded that two of them were used in this project. The introduction of his work made me feel that his arguments are valid, credible and objective (Ethos). Example: "Let's dive in and break down some fundamental principles that dictate how artists get paid from music streaming", this makes me feel confident about the article because he is about to break

down and explain the topic more deeply. I found a large number of graphics and images that are intended to support the evidence that I was exposing in the text. With these graphs and images, the author helped us find logic in everything he argued, clarified the way in which music streaming companies pay artists and without a doubt he did it effectively (Logos). Example: The ARTIST AND INTERMEDIARIES gif.

In conclusion, this project is very easy to understand and addresses its audience in a way in which each of the elements it uses makes sense and helps us reason the arguments it gave. Likewise, I would like to highlight that it would have contributed a lot if he had added examples of artists who are active on the different music streaming platforms that he mentioned in his article. Having artists in high demand and new artists would have been a plus because there we could have noticed the pros and cons of being an independent artist or of sharing the profits with a record label.