



Introduction

General Concepts



Understanding the Subject Framework

1. Mind exercise: “Automatic writing”

DEFINE THE FRAMES OF:

music

industry

business

Understanding the Subject Framework

2. Brainstorm in pairs: “Entry to a Wiki”

WRITE DOWN THE DEFINITIONS FOR:

music

industry

business

Understanding the Subject Framework

3. Group work: "Simplify the concept"

EXPLAIN THE FOLLOWING TO A KID:

music

industry

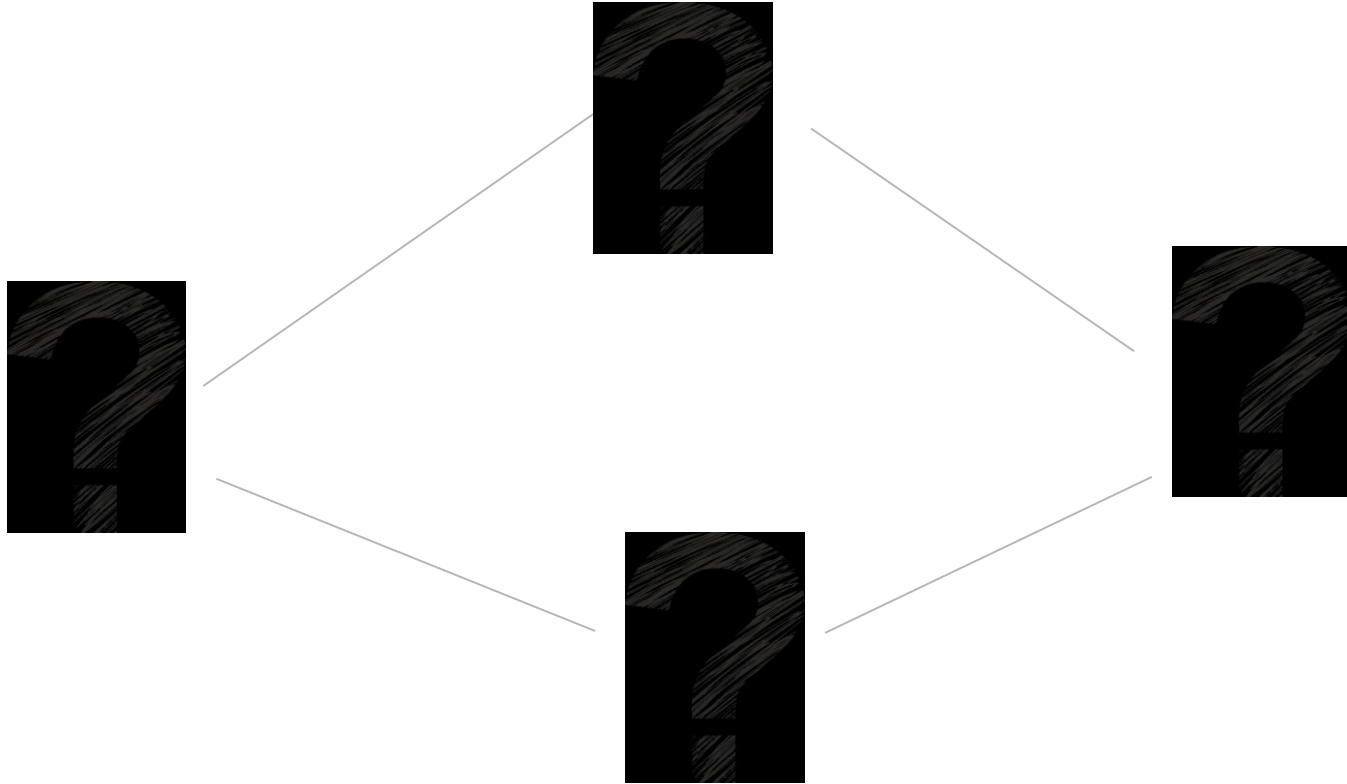
business

Music V. Business?

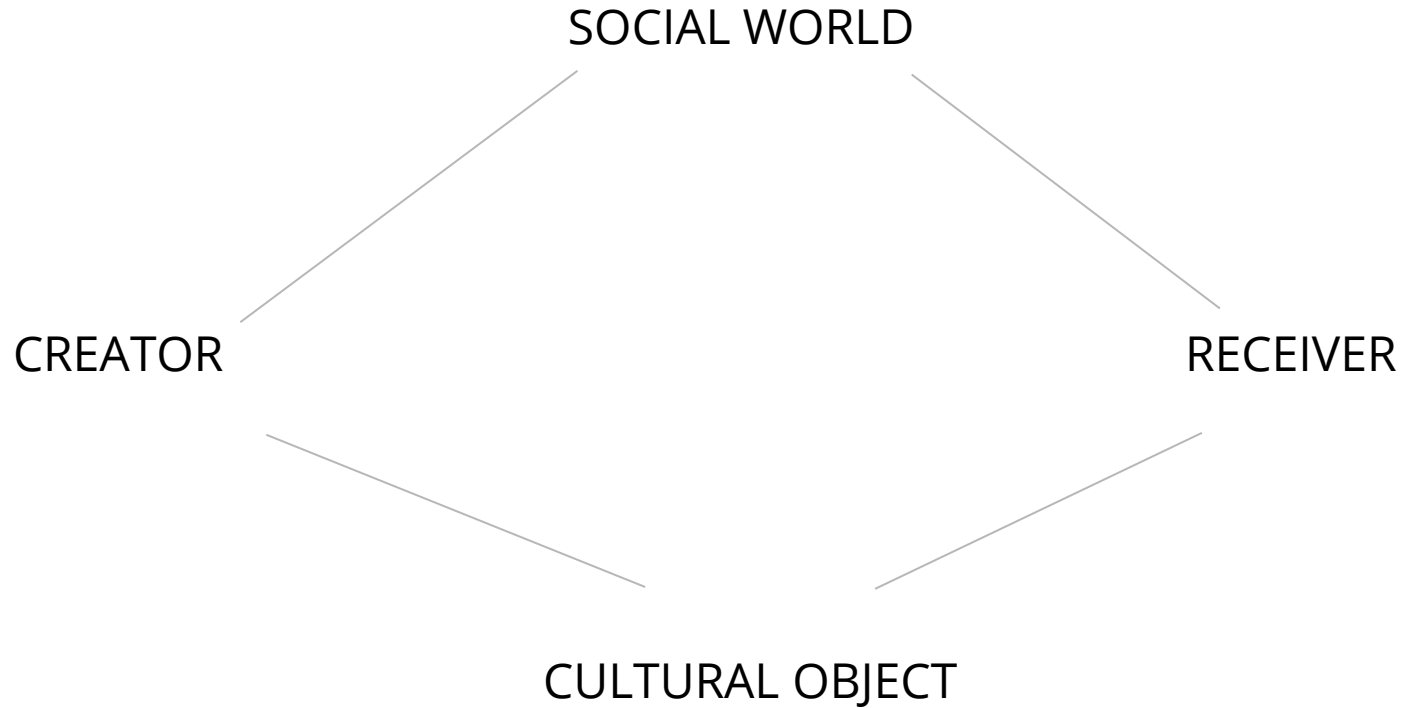
Music is
spiritual. The
music business is
not.

Van Morrison

Who participates in music?



DEFINE RELATIONSHIP/INFLUENCE?



CULTURAL DIAMOND

