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| Learning by Ear - Globalisierung - Künstler und Internet |
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Wie immer 3 Stimmen:

- junger Sprecher 1
- junge Sprecherin
- Sprecher(in) 2 als Off-Stimme für die Reportage

Für die O-Töne dazu:

- 1 junge Frau (1 Satz)
- 1 junger Mann (5 Otöne)
- 1 Mann (2 Otöne)

Vorspann LbE

TEIL 1 - REPORTAGE

Sprecherin 1:

Hello [Sprecher]!

Sprecher 1:

Hello everybody! Today, in our globalization series, we're going to talk about music.

Sprecherin 1:

And we're heading for the city of Düsseldorf in Germany

Sprecher 1:

... where we're going to meet a man from Guinea.

LBE SBY 1

"Talent is lucrative but talent cannot be bought."

Sprecher(in)2:

That's what SBY (Essbi) thinks. This young 23-year-old Guinean knows that he's got potential. Now he just needs to make sure the world knows too so he can live off his talent.

Musik: LBE SBY 2 French Contact (Anfang des Stücks)

Sprecher(in)2:

Düsseldorf is a big city on the banks of the river Rhine. Flingern is a popular district in the east of the city. That's where, three years ago, an organization was founded to help young people. The IT lab and the internet café have really changed since, explains Thomas Thönnies, a heavy-built tattooed man with an earring in his thirties, whose appearance commands respect. He is the founder and president of the organization:

LBE SBY 3 (Deutsch)

Children and teenagers can make demo CDs for free, they can take singing lessons, learn how to play musical instruments and we also want to introduce dance lessons. We want to support young people in all these fields -- sound technology, music, singing etc."

Atmo: LBE SBY 4 Freestyle 1

Today, SBY and some other young musicians are an integral part of TM Records -- Top Music Records -- a label made in Düsseldorf, which is far from the young man's home country. He discovered his passion in Conakry when he was barely 17 years old.

LBE SBY 5

"There was a huge show by Daara J and Killpoint. I was very young... I was really very happy to see it and then I started thinking 'OK, do something'"

SBY's early days with his first group "Cible du ghetto", which translates as Ghetto Target, were not easy. He had to convince his parents who weren't very thrilled by the idea that their son was going to be a rapper. SBY and his friends made a name for himself in pan-African concerts but it was hard to break through in Guinea:

LBE SBY 6

"For the government, rap was very very dirty. They even said we were a bunch of hooligans, criminals. It wasn't easy for young Guineans to express themselves because radio and television was censored."

Sprecher(in)2:

Such conditions made it hard to fly off to planet hip hop. After studying economics for a year, he went off to Europe. He was almost pre-destined to land in France where he has family. But in the end he chose Germany where his father, an engineer, was working. Moreover, his pharmacist mother works with Germans in Guinea.

Atmo: LBE SBY 7 Freestyle

Sprecher(in)2:

Music plays a huge part in SBY's life. He feels comfortable in the wider hip hop community and especially in his "family" of TM Records, which alongside Westside Germany, recently expanded to online marketing, to the great pleasure of Thomas Thönnies:

LBE SBY 8 (Deutsch)

“Westside Germany jumped on the bandwagon and wanted to get more involved with supporting teenagers, especially in the field of promoting artists on web platforms. They help them create pages on Myspace for instance or to create their own website.”

Sprecher(in)2:

MySpace is an international video-sharing website. SBY didn't know it before -- when he was still in Guinea. But a friend in Düsseldorf quickly told him about it.

LBE SBY 9

“I told him: ‘Let me do my concerts -- MySpace is for kids.’ And he said ‘No SBY, MySpace is incredibly important.’ So I said: ‘All right, I’ll see.’ And then I had to create my own site -- MySpace.com SBY for Lakhara. And then I got to do concerts in Düsseldorf, Duisburg, Cologne, Dortmund and even Berlin. That’s when I thought, if you’re doing concerts, why don’t you film them?”

Sprecher(in)2:

Image is important for artists. Today, the message that a singer transmits has to do as much with his music and texts as his image and media presence. The Internet can help SBY, the German Guinean, who raps in French and English, make a name for himself all over the world.

LBE SBY 10

“I’ve had people writing to me from everywhere - -from France, Germany, Belgium, the United States. Thanks to MySpae and YouTube this world is great! This world is perfect! You don’t have to contact people any more who are scared or competition or who monopolize the whole system, the whole industry. With MySpace, you’re free and you can promote yourself. It’s thanks to MySpace that people in the US suggested that I make sounds with them”

Sprecher(in)2:

All the artists at TM Records share this hope of making it with the help of the Internet. Jumi, a young woman from Nigeria and Sierra Leone, too. She doesn't just want to make it, she wants to be a star.

LBE SBY 11 (English)

I'm really doing a real great job and the sky is not going to be my limit!

Musik: LBE SBY 12 French Contact (Ende des Stücks)

Ende Teil 1

Teil 2 ERKLÄRSTÜCK

Nur noch Sprecher 1 und Sprecherin 1

Sprecher (sings)

(Baby you can drive my car,) "Yes, I'm gonna be a star." (from The Beatles "Drive my Car")

Sprecherin (whispers)

You're on air you know!

Sprecher (penaud)

Oh, I'm sorry. Well, I'll practice later -- cos I'm going to perform on MyBase

Sprecherin:

MY SPACE!

Sprecher

Oh, My *Space*. What is it exactly?

Sprecherin:

It's an online platform. You just have to become a member to have a personalized site and be in touch with the whole world. Non-members can also check out the different web pages.

Sprecher

Pages where members have a blog, their songs, their videos etc?

Sprecherin:

Yes, and the site also has a messaging system which means Internet users can swap photos and opinions. You can also find out how many people have visited your site.

Sprecher:

Is MySpace famous all over the world?

Sprecherin:

More or less. It was set up in the United States in 2003 -- two years later it was already one of the most visited websites in the world. It now has about 300 million registered users.

Sprecher:

But if anyone can put anything online there must be lots of stuff which isn't good?

Sprecherin:

That's true and critics often say that. But there wouldn't be so many discoveries if it wasn't open to everybody.

Sprecher:

You mean amateur musicians who've become famous overnight thanks to the Internet?

Sprecherin:

Exactly! It also attracts the attention of big production companies -- labels which produce and distribute records. If an artist is successful on the Net

Sprecher:

The labels come running. It's really a good thing though because then unusual artists get their time in the limelight.

Sprecherin:

Not bad it has to be said

Abspann

Sprecher(in)2 :

And that's all for today from us at Learning by Ear. Thank you for listening to this program about globalization and the use of Internet for promoting artists. A Deutsche Welle program produced by Yann Durand. To find out more or to listen to the program again, go to our website www.dw-world.de/lbe! Goodbye for now and don't forget to tune in next time!