

Tekst 9

Star of £38 video takes a pop at sexy rivals

Cassandra Jardine

1 A NEW video is likely to send the music industry into a spin when it is shown on *Top of the Pops* next week. If it looks as if it's been shot on security cameras that's because it has been. The artist – shown shoplifting CDs – didn't bother to comb her hair and refuses to make sexy poses. And, at a time when singers spend £100,000 – “at least” – on a video to promote their single, hers cost just £38.

2 This is the singer/songwriter Thea Gilmore, a middle-class intellectual who is emerging as the pest of the music business. She took over the security cameras at Virgin Megastore in Crewe for two evenings to make the video for her song *Mainstream*. “I don't think I brushed my hair, but I did put on clean jeans,” she says.

3 Her protest is in part against the investment expected of artists – half of which they have to pay back to their record companies. Beyoncé's latest video cost £350,000, but even that pales beside the record £7 million spent by Michael and Janet Jackson on *Scream* in 1995.

4 But Gilmore's video is also a strike against the way in which the music industry presents its female stars. “Women are invariably sold on sex,” she says. “I'm totally uncomfortable with being asked to pout and it's not right that you walk into a record store and only find beautifully-coiffed women in coquettish poses.”

5 With long legs and a fine-boned face, she, too, could use her looks to seduce. But, at 23, she hasn't worn a skirt since her schooldays and is ambivalent about the make-up that surrounds her large, green eyes. “You either have to be cute or shout,” she says – and she has chosen the latter.

6 Her outspokenness comes when she could be on the brink of the big time. *Avalanche*, her fifth album, was released in August and has sold 20,000 copies. Four major record companies are chasing Gilmore, who over the past four years has been described as “the finest singer/songwriter of her generation”. Yet this latest single is a full-frontal attack on the moguls who could make her rich.



Gilmore admits to a comfortable middle-class background but says life is easier without money

7 50 One of her pet hates is record covers of dolly girls. So, for *Mainstream*, she devised a satirical assembly of Barbies posed like a girl band – until the toy company Mattel threatened legal action.

8 55 Her charges against the business don't stop there. She hates the way marketing dominates artists. She loathes the idea of being told what to sing by record company men and detests the way money is splashed around. “No one needs to spend £300,000 to £400,000 making an album or an advance of £1.2 million,” she says.

9 Angry though she sounds, her manner is polite and warm. She was born into a liberal intellectual household in Oxfordshire. “We had a nice house in an affluent part of the country,” she admits. “And there was nothing wrong with my parents.”

10 70 Gilmore is not embarrassed by the apparent contradiction of making an album entitled *Stories From the Gutter*. Still, she is torn. She wants people to hear her words, but doesn't want to become another music industry victim. “You could look at bands with lots of money and say that looks easy for them, but it wouldn't be easy for me to surrender control,” she says. “For me it's easier to go through life without cash in my pocket.”

11 80 Will she still be saying that in a few years' time?

The Daily Telegraph

■ Tekst 9 Star of £38 video takes a pop at sexy rivals

- 2p **36** □ Geef voor elk van de onderstaande uitspraken over Thea Gilmore aan of deze wel of niet gedaan wordt in de alinea's 1 tot en met 4.
- 1 Met de manier waarop zij zich opmaakt en acteert, heeft zij een nieuwe trend gezet in de popmuziek.
- 2 Met haar clip levert zij kritiek op de manier waarop vrouwelijke popartiesten worden geportretteerd.
- 3 Zij begrijpt niet waarom sommige popsterren zoveel geld verdienen.
- 4 Zij zet haar fans openlijk aan om cd's te stelen in plaats van ze te kopen.
- Noteer het nummer van elke uitspraak, gevolgd door "wel" of "niet".
- 1p **37** ■ Which of the following do paragraphs 5 and 6 make clear about Thea Gilmore?
- A She is bound to lose her fight against the music industry.
- B She may not be aware how attractive and talented she is.
- C She seems to care more about her principles than about stardom.
- D She still has a lot to learn about the music business.
- 2p **38** □ Geef voor elk van de onderstaande uitspraken aan of deze wel of niet een bezwaar van Thea Gilmore tegen de platenindustrie weergeeft volgens de alinea's 7 en 8.
- 1 De platenbazen profiteren meer van hoge verkoopcijfers dan de musici.
- 2 Er wordt teveel geld uitgegeven aan productiekosten en voorschotten.
- 3 Musici krijgen alleen een contract als ze al succesvol gebleken zijn.
- 4 Sex-appeal speelt een te grote rol bij het promoten van vrouwelijke artiesten.
- Noteer het nummer van elke uitspraak, gevolgd door "wel" of "niet".
- "the apparent contradiction" (regels 69-70)
- 1p **39** □ Waarom lijkt het tegenstrijdig dat Thea Gilmore het album *Stories from the Gutter* heeft gemaakt?
- "Will she ... years' time?" (lines 80-81)
- 1p **40** ■ What does the author imply in this sentence?
She wonders if Thea Gilmore will
- A be able to hold on to her principles.
- B break through as a pop star.
- C continue to please her fans.
- D lose her interest in making music.