



Drake Claims Universal Promotes Kendrick Lamar's 'Not Like Us'

Description

Drake's ongoing lyrical feud with Kendrick Lamar, characterized by a series of acerbic diss tracks, has undeniably dominated the rap narrative this year, capturing the attention of both fans and critics alike. This tumultuous exchange has now escalated into a legal battle.

On Monday, legal representatives for Drake initiated proceedings in New York and Texas, targeting the Universal Music Group (UMG), the formidable record label encompassing both artists. The suit alleges that UMG orchestrated a sophisticated scheme designed to catapult Lamar's "Not Like Us" to prominence, systematically undermining the release and reception of Drake's own musical endeavors. The claim posits that UMG engaged in manipulative practices including automated digital engagement through bots to artificially inflate streaming metrics, coupled with illicit payola arrangements to sway radio airtime in favor of Lamar's track.

As outlined in the legal documents submitted to the New York State Supreme Court in Manhattan by one of Drake's enterprises, Frozen Moments, the rapper's attorneys assert that UMG executed an intentional strategy to inundate digital platforms and terrestrial radio with Lamar's single, thereby engineering its virality. This strategy reportedly involved not merely promotional tactics but also illicit interventions to amplify the track's visibility.

Further complicating matters, a complementary filing in Bexar County, Texas, presented under Drake's legal name, Aubrey Drake Graham, indicated that consideration is being given to mounting a defamation claim against UMG in light of Lamar's provocative assertions within "Not Like Us." The contentious track allegedly included derogatory references to Drake, specifically labeling him and his associates as "certified pedophiles." The filing highlighted UMG's awareness of the defamatory nature of the song, asserting that the label had the prerogative to either withhold its release or mandate editing of the scandalous content but ultimately opted for distribution, thus exposing Drake to significant reputational harm.

In essence, this conflict transcends mere artistic rivalry, encroaching upon the realms of legal recourse and the intricate dynamics of celebrity reputation within the music industry.

Vocabulary List:

1. **Acerbic** /ə'sɜː.bɪk/ (adjective): Sharp and forthright often in a sarcastic or biting manner.
 2. **Dominate** /'dɒ.mɪ.neɪt/ (verb): To have a commanding influence on; to control.
 3. **Allege** /ə'leɪdʒ/ (verb): To claim or assert that someone has done something illegal or wrong typically without proof.
 4. **Manipulative** /mə'nɪp.jə.lə.tɪv/ (adjective): Characterized by unfairly controlling or influencing someone or something.
 5. **Defamation** /,dɛf.ə'meɪ.jən/ (noun): The action of damaging the good reputation of someone; slander or libel.
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6. **Virality** /vai'ræɪ.lɪ.ti/ (noun): The quality of being viral; the tendency to be circulating widely and rapidly on the Internet.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is the term used to describe the payment received for work or services?
Option: Expenditure
Option: Compensation
Option: Cultural
Option: Acerbic
2. What term refers to the act of acquiring something?
Option: Articulate
Option: Discrimination
Option: Provocative
Option: Acquisition
3. What term is used to describe a special anniversary or celebration?
Option: Candidly
Option: Jubilee
Option: Manipulative
Option: Dominate
4. Which term describes something intended to provoke or arouse strong reactions?
Option: Luminaries
Option: Provocative
Option: Poignant
Option: Prevalent
5. Which term refers to something that evokes a keen sense of sadness or regret?
Option: Epitomizes
Option: Ill-conceived
Option: Poignant
Option: Tumultuous
6. What term is used to describe individuals who are inspirational or famous in a particular field?
Option: Esteemed
Option: Captivates
Option: Luminaries



Option: Inaugural

7. Which term means to have power and influence over others?

Option: Condensing

Option: Discrimination

Option: Dominate

Option: Allege

8. What is the term used when someone claims something without providing proof?

Option: Virality

Option: Epitomizes

Option: Allege

Option: Defamation

9. Which term relates to the arts beliefs and customs of a particular society?

Option: Cultural

Option: Articulate

Option: Phenomenon

Option: Rhetoric

10. What term describes something that attracts and holds attention or interest?

Option: Tumultuous

Option: Captivates

Option: Condensing

Option: Excruciatingly

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ based on race gender or age is illegal in many countries.

12. The professor is held in _____ regard by his peers for his groundbreaking research.

13. The video quickly went viral due to its _____ on social media platforms.

14. The singer hit an _____ high note during the performance.

15. Obesity is _____ in many developed countries due to poor diet and lack of exercise.

16. She was known for her _____ speeches that could persuade even the toughest audiences.

17. His dedication to his work truly _____ the company's values of excellence and



creativity.

18. The couple went through a _____ period in their relationship before deciding to break up.

19. The textbook was filled with complex information but the professor did an excellent job of _____ it for the students.

20. The celebrity sued the magazine for _____ after they published false information about his personal life.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The author shared her experiences in her autobiography not shying away from the difficult parts.
22. The grand opening of the museum marked its exhibition featuring works by local artists.
23. The con artist's tactics were finally exposed by the authorities.
24. Legal action was taken against the company for its acts of _____ in the hiring process.
25. The comedian was known for his sense of humor that often left audiences in stitches.
26. The politician was accused of spreading _____ about his opponent to gain an advantage in the election.
27. The meme's on social media platforms led to millions of shares and likes within hours.
28. The artist's unique style _____ audiences and art enthusiasts from around the world.
29. The sudden appearance of the rare bird in the city park became an overnight _____.
30. The conference was attended by scientific _____ who shared groundbreaking research and discoveries.

Answer

Multiple Choice: 1. Compensation 2. Acquisition 3. Jubilee 4. Provocative 5. Poignant 6. Luminaries 7. Dominate 8. Allege 9. Cultural 10. Captivates

Gap-Fill: 11. Discrimination 12. esteemed 13. virality 14. excruciatingly 15. prevalent 16. articulate 17. epitomizes



18. tumultuous 19. condensing 20. defamation

Matching sentence: 1. candidly 2. inaugural 3. manipulative 4. discrimination 5. acerbic 6. defamation 7. virality 8. captivates 9. phenomenon 10. luminaries

CATEGORY

1. Entertainment - LEVEL6

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