

## UNIT 3

Complete the sentences with the correct words.

devoted	dominated	donated	released	sold-out
---------	-----------	---------	----------	----------

1. Taylor Swift is an internationally famous singer with millions of \_\_\_\_\_ fans known as "Swifties."
2. Swift \_\_\_\_\_ her album *Midnights* in October 2022.
3. *Midnights* immediately \_\_\_\_\_ the Billboard Hot 100 chart, with the top 10 songs all being from the album.
4. During her *Eras* tour in 2023, Swift performed in dozens of \_\_\_\_\_ concerts.
5. Swift is known for her generosity. She has \_\_\_\_\_ millions to fans in need and to important causes, including children's food banks and charities for victims of floods and fires.

Choose the correct meaning for each word in bold.

6. Today's **society** relies heavily on technology.
  - a. artists and designers
  - b. social media users
  - c. people in the world
7. It is **common** for people to edit their photos before they put them on social media.
  - a. often happening
  - b. of low quality
  - c. free to access
8. All people **deserve** to be happy.
  - a. have a right
  - b. get many chances
  - c. want very much

LEVEL 2 Assessment

9. It can be difficult to **ignore** negative comments when using social media.
  - a. change an opinion with
  - b. pay no attention to
  - c. fight back hard against
10. Through social media, small businesses have the opportunity to connect with **potential** customers in new and unusual ways that they never could before.
  - a. diverse
  - b. loyal
  - c. possible

**Choose the correct definition for each word.**

11. entertainer
  - a. a person who amuses other people
  - b. the process of amusing people
12. assignment
  - a. a person who gives someone else a piece of work to do
  - b. a task or piece of work given to someone
13. actor
  - a. a person who performs on the stage, on TV, or in movies
  - b. to perform a part in a movie, play, or TV show

**Write each verb in bold as a noun using *-ment*, *-er*, or *-or*.**

14. a person who **directs** movies: \_\_\_\_\_
15. a person who **sings**: \_\_\_\_\_
16. the process of **managing**: \_\_\_\_\_

**Read the passage.****Globalization and the Korean Wave**

On June 12, 2021, a 43-year-old man in Los Angeles set his alarm for 2:30 in the morning. He wasn't rushing to the airport or driving to some faraway job. Instead, he wanted to wake up in time to watch a live concert on his phone.

What band would start a concert at that time in the morning, though? The band members didn't have a particular love of early mornings—it's just that they lived in a different time zone. Mickey Rapkin, American writer and lover of music, was going to get up before dawn to watch BTS, a Korean pop band, perform a live concert from Seoul, South Korea. Thanks to technology like the internet and social media, the world—particularly the entertainment world—is becoming a much smaller place.

Korean pop music, or K-pop, is a big part of the "Korean Wave"—the growth of the popularity of Korean culture around the globe. Of the many K-pop groups, BTS is the most widely known. The all-male band was the first group to have three number-one albums on the Billboard 200<sup>1</sup> in a single year since the English band The Beatles. In 2021, BTS became the first Asian group to be named Artist of the Year at the American Music Awards.

BTS is so popular globally that as of 2020, its fan base—known as ARMY—was made up of over 40 million people. Many of these fans don't speak Korean, so they follow Twitter accounts that offer translations of BTS's songs and interviews. These fans are very devoted to BTS. In fact, when BTS donated a million dollars to a cause that the band cared about, the members of ARMY matched the donation within 25 hours.

The all-girl group Blackpink is another South Korean global success story. Within three years of releasing its first song in 2016, the group went on a world tour. The girls performed in sold-out shows throughout Asia, Europe, North America, and Australia. While in North America, Blackpink became the first all-female K-pop group to play at Coachella, one of the largest music festivals in the world. Shortly after the world tour, a documentary about the band was released on Netflix. In 2022, the girls made history again when their album *Born Pink* hit number one on the Billboard 200 in its first week. It was the first time an all-female group had done this since 2008.

South Korean actors and movies have also reached a global audience. Director Bong Joon-Ho's movie *Parasite* wowed audiences at the Cannes Film Festival before it won Best Picture at the Academy Awards<sup>2</sup> in 2020. In 2021, Youn Yuh-Jung also won an Oscar<sup>3</sup> for her role in the movie *Minari*. She was the first Korean actor to win an Oscar.

K-dramas—South Korean TV shows—have grown in popularity over the past several years, too. Due to the success of shows like *Sweet Home* and *Squid Game*, streaming<sup>4</sup> services are hurrying to add more K-dramas to their lists to give global customers what they want.

It used to be that the pop culture of the West—particularly of the United States—dominated radio stations, TV screens, and movie theaters around the world. Today, however, global audiences are enjoying entertainment from a variety of countries. One reason for this might be that listeners and viewers have more power now to choose what they want to watch and listen to. These choices are determining the course of pop culture: where will these choices take us next?

## LEVEL 2 Assessment

<sup>1</sup>The **Billboard 200** is a chart that ranks the 200 most popular music albums in the United States each week. It is based on radio airplay, sales, and how many people listen online.

<sup>2</sup>The **Academy Awards** is an annual ceremony in which movies and actors receive prizes.

<sup>3</sup>An **Oscar** is the award given at the Academy Awards.

<sup>4</sup>**Streaming** is a way of delivering content such as music or movies. Netflix and Spotify are examples of streaming services.

**Choose *main idea*, *detail*, or *inference*.**

17. In recent years, entertainment from South Korea has become popular all over the world.
- main idea
  - detail
  - inference
18. The K-pop group BTS has over 40 million fans worldwide, many of whom do not speak Korean and rely on translations through social media.
- main idea
  - detail
  - inference
19. The all-girl group Blackpink is a global success story, as they became the first all-female K-pop group to play at Coachella.
- main idea
  - detail
  - inference
20. South Korean movies and TV shows are winning awards and growing in popularity on streaming services globally.
- main idea
  - detail
  - inference
21. The reason pop culture from the United States used to dominate is that the internet and social media did not exist at the time, so people could only consume what was shown to them.
- main idea
  - detail
  - inference

## LEVEL 2 Assessment

**Read the passage.**

In recent years, social media has transformed the landscape of fame and celebrity. Previously, this world was dominated by traditional media such as movies, TV, and radio. However, the rise of platforms like YouTube, Instagram, and TikTok has changed that. Now, almost anyone can create and share content, reaching audiences on a global scale. Social media has made fame more accessible, giving rise to a whole new type of star.

One example of a star “born” on social media is Lilly Singh, a Canadian performer with Indian roots. She achieved popularity through her YouTube channel, “Superwoman,” where she posted her first comedy video in 2010 and rapidly gained millions of viewers who felt a connection with her personality and unique humor. By 2017, she was ranked as one of the highest-paid YouTube stars, earning \$10 million per year. Since then, she has released a best-selling book, acted in movies, and hosted her own late-night talk show. Singh is one of many content creators whose fame has extended beyond social media and into other more traditional media.

Another famous YouTuber is MrBeast, also known as James Donaldson, whose popular videos have gained a massive following. He is known for performing silly actions, such as counting to 200,000 in a single 23-hour video, and organizing unusual challenges in which people compete for prize money. He is also known for donating large sums of money to charities. Through his work, MrBeast has demonstrated the power of social media to entertain while also making a meaningful impact.

In the area of beauty, Huda Kattan has made her mark as a leading Instagram influencer. She began by sharing videos on how to apply makeup. Later, she established her own cosmetic brand, Huda Beauty, which achieved international success, especially in the Middle East. Her story demonstrates the potential for social media stars to turn their fame into profitable businesses.

Beyond these individual success stories, social media platforms like TikTok have become a common place for potential stars to show off their talent and gain attention. With diverse types of content—including singing and dance challenges, fashion, cooking, comedy, and reaction videos—TikTok enables performers to reach millions of viewers around the world, especially among Generation Z (people born between 1997 and 2012). For many young people who enjoy this direct, informal, and interactive experience, these social media stars have become the new icons, comparable to traditional celebrities. This shift highlights the power of social media to shape popular culture and influence consumer behavior.

Over the past two decades, social media has opened new possibilities for individuals to achieve fame and financial success. As technology continues to change, social media will likely remain a powerful tool for self-expression, global connection, and for shaping popular culture. What might celebrity look like two decades from now?

**Choose *True* or *False*.**

22. Celebrity culture is still dominated by traditional media, such as movies, radio, and television.
- True
  - False

LEVEL 2 Assessment

23. Lilly Singh began her YouTube career in 2017.
  - a. True
  - b. False
24. MrBeast's real name is not known to the public.
  - a. True
  - b. False
25. Huda Kattan is a beauty influencer and an entrepreneur.
  - a. True
  - b. False
26. TikTok is especially popular with people from Generation Y.
  - a. True
  - b. False

Choose all the correct answers.

27. This person became famous through posting videos.

- ☐ Lilly Singh
- ☐ MrBeast
- ☐ Huda Kattan

28. This person has appeared in movies.

- ☐ Lilly Singh
- ☐ MrBeast
- ☐ Huda Kattan

Complete each sentence with the present perfect tense of the verb in parentheses.

29. In recent years, society \_\_\_\_\_ (become) more accepting of different types of beauty.

LEVEL 2 Assessment

30. Korean dramas \_\_\_\_\_ (**grow**) in popularity since the arrival of online streaming services.
31. Thanks to social media, many ordinary people \_\_\_\_\_ (**find**) worldwide fame.
32. Some people believe that the popularity of social media \_\_\_\_\_ (**hurt**) our society.
33. Many social media users \_\_\_\_\_ (**try**) to become famous on the internet, but were unsuccessful.
34. The director Bong Joon-Ho \_\_\_\_\_ (**write**) the scripts for several of his movies.

**Decide whether each concluding sentence states an opinion, makes a prediction, restates the main idea, or asks a question. Choose the correct answer.**

35. As a fan, would you be willing to contribute money to support your favorite band?
  - a. states an opinion
  - b. makes a prediction
  - c. restates the main idea
  - d. asks a question
36. In the future, many young singers will make their name on the internet before they ever give a live concert.
  - a. states an opinion
  - b. makes a prediction
  - c. restates the main idea
  - d. asks a question
37. In short, thanks to modern technology, South Korean culture and entertainment has achieved global popularity like never before.
  - a. states an opinion
  - b. makes a prediction
  - c. restates the main idea
  - d. asks a question

## LEVEL 2 Assessment

38. These archeologists think that it's good to have ordinary citizens participate in scientific discoveries.
- states an opinion
  - makes a prediction
  - restates the main idea
  - asks a question
39. I believe that anyone with enough talent, time, and social media skills can achieve internet fame.
- states an opinion
  - makes a prediction
  - restates the main idea
  - asks a question

**Read the possible concluding sentences for each paragraph. What does each concluding sentence do? Choose *O* (gives an opinion), *P* (makes a prediction), *Q* (asks a question), or *R* (restates the main idea).**

Beginning in the early 2000s, flash mobs gradually developed into an international trend. The most common flash mobs involved a group of individuals coming together in public to perform a brief music and dance routine. These unexpected performances delighted many people; however, critics found them annoying or even dangerous, leading some cities to make them illegal. Over time, companies began using flash mobs to advertise products, and the trend began to lose popularity in the 2010s.

40. In my view, people just got tired of them, especially after they became advertising tools.
- O
  - P
  - Q
  - R
41. In short, flash mobs appeared, briefly entertained people and then disappeared—much like they once did in public places around the world.
- O
  - P
  - Q
  - R



## LEVEL 2 Assessment

The way we watch movies has changed a lot. Before the 1970s, people had to go to the cinema or wait until movies were shown on TV. By the late 1970s, people could rent video cassettes from stores and play them at home. In the 1990s, DVDs replaced cassettes. Meanwhile, cable TV became a huge industry. People paid a monthly fee to watch hundreds of channels at home, including movie channels. By the early 2000s, video stores were closing. A new company, Netflix, had begun mailing DVDs to homes. In 2007, Netflix began offering internet streaming services. Many other streaming services followed. Now, people are abandoning cable TV service in favor of streaming, which offers more choice and control.

42. How do you think people will be watching movies 50 years from now?
- a. O
  - b. P
  - c. Q
  - d. R
43. Considering all the changes we have gone through, there will likely be completely new ways to enjoy movies in the years to come.
- a. O
  - b. P
  - c. Q
  - d. R

Harvard Business School professor Ramana Nanda has researched crowdfunding for the arts and found some interesting trends. Since Kickstarter was established in 2009, it has raised more money for the arts than the U.S. government arts agency. Moreover, some of the artistic projects that have been crowd-funded are quite different from those supported by government grants. This difference is partly because small groups or new artists are not likely to apply for government grants, but can easily seek money from online supporters. The public votes with their contributions to support small or unusual projects, many of which would not normally receive grants.

44. Professor Nanda thinks that crowdfunding is a more democratic way to get money for the arts.
- a. O
  - b. P
  - c. Q
  - d. R

LEVEL 2 Assessment

**You are going to write a paragraph on one of the following topics.**

45. **Discuss your experiences with one of these two topics.**

**Topic 1:** Thanks to technology like the internet and social media, the world—especially the entertainment world—has become a much smaller place.

**Topic 2:** Technology like the internet and social media has helped to make society more inclusive.

**A. OUTLINE Plan an outline for your paragraph.**

Include a strong topic sentence that expresses the main idea.

Add some details that include facts, examples, and personal experiences to support your main idea.

Add ideas for a concluding sentence that is an opinion, a prediction, a question, or a restatement of the main idea.

## LEVEL 2 Assessment

**B. Think of some words and phrases you can use in your paragraph. Write them in the box.**

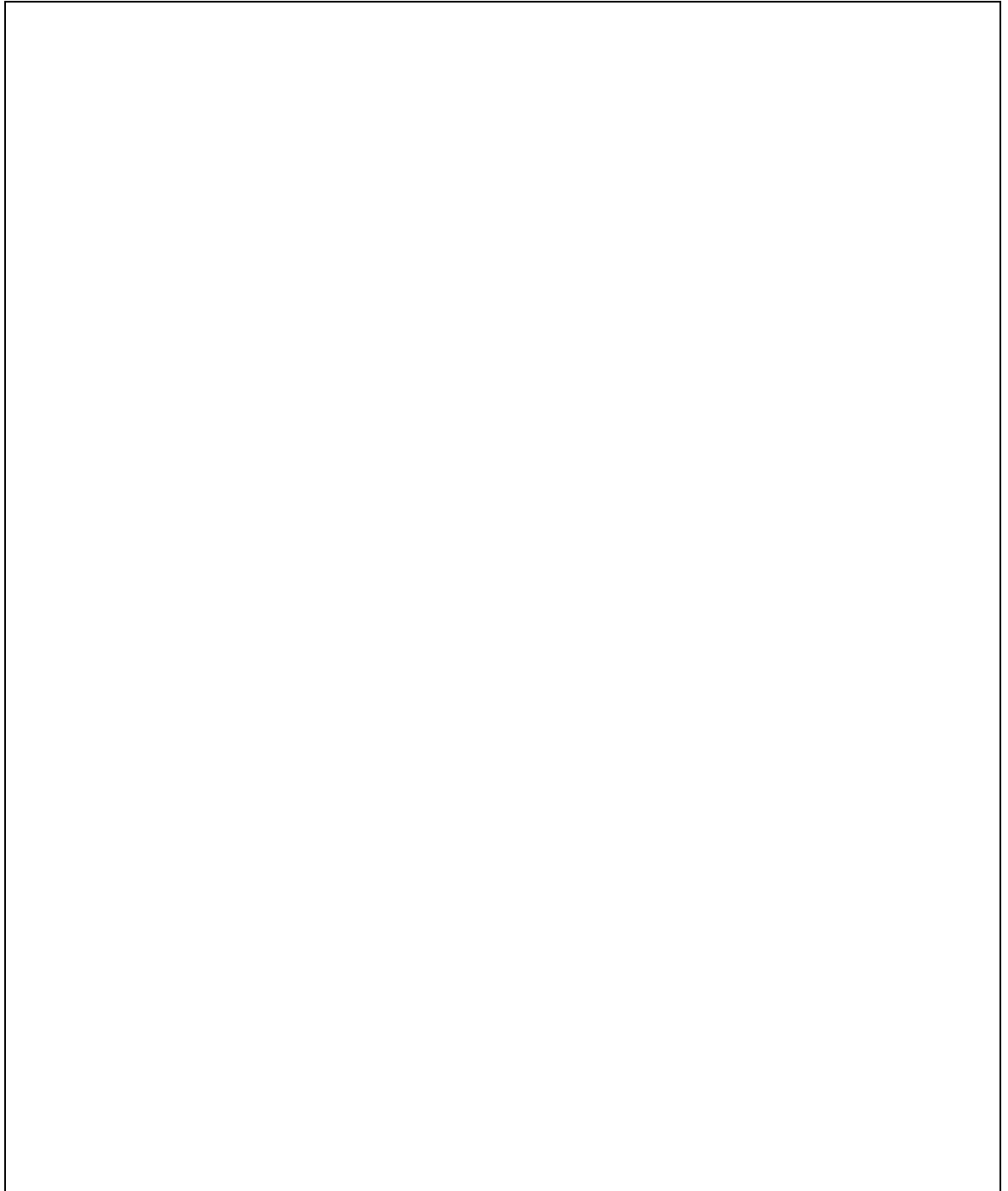
The words and phrases below can be useful when writing about social media, technology, and entertainment.

- *society*
- *common*
- *dominate*
- *accepting*
- *widely*

**C. Write your paragraph based on your outline. Use the model to help you. Remember to use the vocabulary you wrote down.****Model:**

*Just a few decades ago, American entertainment dominated the media. Movies and TV series featured mainly white, thin characters in leading roles. However, that has changed dramatically in recent years, thanks in part to the internet and social media. Critics from different communities began speaking up on social media to protest that they were not being represented in movies and TV shows. They raised awareness about the problem and demanded things to be different. As these discussions became more popular online, it became hard for the entertainment industry to ignore the issue. This led to a change in how characters and stories are shown in today's media. Nowadays, society is more accepting and recognizes the importance of representing diverse characters and cultures in mainstream entertainment.*

LEVEL 2 Assessment



(12 points)