

World's biggest music company to invest in K-Pop

13th March, 2021



Pop music from South Korea (K-pop) has become very popular around the world. In 2012, the South Korean artist Psy received the most views ever on YouTube with his song Gangnam Style. In the past few years, the Korean boy

band BTS has had considerable success in America and Europe. They became the first K-pop band to have a number one on the US music charts. The popularity of K-pop has caused major record labels to put more money into Korean acts. The world's biggest music label, Universal Music Group, has said it will join a live-streaming platform set up by Korea's major record labels. Universal will invest in the platform launched last year by Big Hit Entertainment, the company BTS belongs to.

Another Korean pop group, the girl band BLACKPINK, is also set to become popular worldwide. Universal has teamed up with their label, YG Entertainment. The chairman of YG said: "We will work closely with the biggest music company, Universal Music Group, globally for the successful global debut and promotion of BLACKPINK. In addition, we will do our best to help other YG artists to break through into the North American and European markets." YG added: "Music and real talent rise above culture and language and have no boundaries. Through this partnership we feel we can truly showcase our artists' potential on a bigger scale. We look forward to what's to come in the future."

Sources:
bbc.com / musicbusinessworldwide.com / independent.ie

Writing

Pop music is the best kind of music. Discuss.

Chat

Talk about these words from the article.

pop music / worldwide / success / number one / song / record / music / company / label / girl band / debut / promotion / talent / culture / language / partnership

True / False

- Music from South and North Korea has become popular. T / F
- In 2016, a South Korean artist got the most YouTube views ever. T / F
- BTS are the first Korean band to be number one in the USA. T / F
- The world's biggest music company is called Universal. T / F
- BLACKPINK is the world's most successful girl band. T / F
- A Korean music company wants to move to the USA. T / F
- A Korean music company said culture rises above music. T / F
- A Korean music company is looking forward to the future. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-------------------|
| 1. popular | a. great |
| 2. received | b. skill |
| 3. considerable | c. put money into |
| 4. set up | d. got |
| 5. invest | e. premiere |
| 6. worldwide | f. limits |
| 7. debut | g. well-liked |
| 8. talent | h. possibilities |
| 9. boundaries | i. started |
| 10. potential | j. globally |

Discussion – Student A

- What do you know about K-pop?
- What do you think of the pop music from your country?
- Why do you think K-pop is becoming more popular?
- What do you think of boy bands?
- What is your favourite kind of music?
- Who are your favourite artists?
- How important is it for songs to be in English?
- Do you prefer artists from your country or from America?

Phrase Match

- | | |
|--------------------------------------|------------------------|
| 1. K-pop has become very popular | a. popular worldwide |
| 2. received the most views | b. charts |
| 3. BTS has had considerable | c. best to help |
| 4. have a number one on the US music | d. ever on YouTube |
| 5. Universal will invest in | e. come in the future |
| 6. set to become | f. up with their label |
| 7. Universal has teamed | g. around the world |
| 8. we will do our | h. the platform |
| 9. showcase our artists' | i. success |
| 10. We look forward to what's to | j. potential |

Discussion – Student B

- What do you think about what you read?
- What do you know about BTS and BLACKPINK?
- Would you like to be a pop star?
- Would you prefer to be a singer or musician?
- How important is music to you?
- How important is it that singers can dance?
- Why are bands from the US and UK so popular?
- What questions would you like to ask BTS?

Spelling

- very porlpau around the world
- considerable scusecs
- The rptpoaluyi of K-pop
- Korea's aromj record labels
- a live-irsaemngt platform
- the platform lhucnade last year
- the successful global eubdt
- onomprito of BLACKPINK
- other YG satrsti to break through
- Music and real atltne rise above culture
- have no uinodrasbe
- showcase our artists' peanttloi

Answers – Synonym Match

1. g	2. d	3. a	4. i	5. c
6. j	7. e	8. b	9. f	10. h

Role Play

Role A – Pop

You think pop is the best music genre. Tell the others three reasons why. Tell them what is wrong with their genres. Also, tell the others which is the least listenable of these (and why): opera, jazz or rock.

Role B – Opera

You think opera is the best music genre. Tell the others three reasons why. Tell them what is wrong with their genres. Also, tell the others which is the least listenable of these (and why): pop, jazz or rock.

Role C – Jazz

You think jazz is the best music genre. Tell the others three reasons why. Tell them what is wrong with their genres. Also, tell the others which is the least listenable of these (and why): opera, pop or rock.

Role D – Rock

You think rock is the best music genre. Tell the others three reasons why. Tell them what is wrong with their genres. Also, tell the others which is the least listenable of these (and why): opera, jazz or pop.

Speaking – Music Genres

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|-----------|-----------|
| • Electro | • Pop |
| • Jazz | • Opera |
| • Rock | • Country |
| • Soul | • Hip-hop |

Answers – True False

a	F	b	F	c	T	d	T	e	F	f	F	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.