

# Gangnam Style

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*K-Pop*

50 minutes

Individual and group work



## Introduction

K-Pop is very popular at the moment. The person who started this all off was Psy with his song ‘Gangnam Style’ in 2012. Since then, a whole industry has risen up with all kinds of groups. After suicides of popular K-Pop idols, criticism was voiced about the way the Korean music industry is organised.

In this task you are first going to read a text about the song ‘Gangnam Style’ and you can listen to it if you do not know it. Then you are going to watch a video in which criticism is voiced about the K-Pop industry.

The final task is to talk about K-Pop music. Do you like it? Why or why not? Then you are going to write a Facebook post about a song/video of one of the K-Pop groups.

## Exploration

**A**

Go to <https://www.businessinsider.com/gangnam-style-translation-2012-9?international=true&r=US&IR=T> and read the text. On your own, answer the questions.

|    |  |
|----|--|
| 1  | When was this article written?   |
| 2  | How do you know Psy was popular in America back then?                          |
| 3  | What is Gangnam?   |
| 4  | How does the writer of the article see the song?                               |
| 5  | How does Psy himself see the song?   |
| 6  | How does Psy describe the ladies of Gangnam?                                   |
| 7  | What is the meaning of ‘Oppa’?   |
| 8  | Watch the video if you do not know the song. What do you think of the dancing? |
| 9  | Read the text of the song. How are sexy ladies described?                      |
| 10 | How does he see himself in the song?   |
| 11 | What do or don’t you like about the song?                                      |

**B**

Go to <https://www.youtube.com/watch?v=URZ1-Pmi9JY> and watch the video titled ‘The disturbing truth behind K-Pop’. Individually, answer the following questions.

|   |   |
|---|---|
| 1 | How is K-Pop seen by the speaker in this video?   |
| 2 | What are the main problems in K-Pop? List the subjects after watching the whole video (there are seven issues). |

|          |   |
|----------|---|
| <b>3</b> | Now watch from the beginning again. What was the problem with members of the girl band Stellar? |
| <b>4</b> | One in five Korean women have plastic surgery. What is the ideal for them?                      |
| <b>5</b> | What problem did the group TVXQ have with their fans?   |
| <b>6</b> | What happened to one boy band's mother?   |
| <b>7</b> | How long do the stars have to work?   |
| <b>8</b> | What often happened to Krystal and why?   |
| <b>9</b> | Who writes the songs for K-Pop artists?   |

### **Final task**

#### **A**

Work together with a classmate. Talk about songs that you know from K-Pop groups. Do you like the music and videos? Does the criticism change your ideas about the music of K-Pop groups?

#### **B**

Individually, search on YouTube for a video of one of the K-Pop groups. Choose a song/video that you like. Search for the (translated) lyrics of that song.

Write a Facebook post about this song/video of about 300 words. In your post, you:

- introduce K-Pop;
- discuss the song (and the artist) you have chosen (mention at least five things that you like or do not like);
- discuss the dark side of K-Pop.

#### **C**

Work with a classmate again. Read each other's Facebook posts and give feedback on the following:

- contents: are all topics from B present;
- language: spelling, grammar, vocabulary, punctuation;
- structure: linking words, logical order.

Don't forget to mention at least two things you really like about the post!

#### **D**

Now redraft your post using the feedback you got. Be prepared to hand in the final version of your writing.