

## Gangnam Style most-watched YouTube video

27<sup>th</sup> November, 2012



The video to the global smash hit song Gangnam Style has become the most-watched clip in YouTube's history. It has had almost 825 million views in the past five months and is moving quickly towards one billion.

The video currently has 5,473,726 likes and 338,504 dislikes. Canadian teen idol Justin Bieber previously held the record for the most YouTube views with his 2010 blockbuster Baby. Gangnam Style is by 34-year-old South Korean singer Psy. His iconic dance and catchy tune have captured the imagination of millions of people worldwide. The video pokes fun at the glitzy Gangnam district of South Korea's capital Seoul. In it, he is seen dancing around the city pretending to ride a horse and twirl a lasso.

Gangnam Style first appeared on YouTube in July. It took just five months to reach the 800-million mark, over two years quicker than Bieber's song. A statement from YouTube Trends called the rise in popularity of the video as "unprecedented". It said: "The video has been a massive hit at a global level unlike anything we've ever seen before. Each day, Gangnam Style is still being watched between 7 and 10 million times." The dance has led to thousands of copycat videos being posted online, each with their own version of it. Even U.N. Secretary-General Ban Ki-moon attempted it. Mr Ban joked: "I'm a bit jealous. Until two days ago, someone told me I was the most famous Korean in the world. Now I have to relinquish that."

Sources: YouTube-Trends / MTV / Rolling Stone

### Writing

*Today's music is nowhere near as good as classical music. We should stop listening to pop music and listen to classical music. Discuss.*

### Chat

Talk about these words from the article.

video / YouTube / smash hit / one billion views / teen idol / iconic dance / poke fun at / popularity / unprecedented / copycat / version / U.N. Secretary-General / jealous

### True / False

- a) Gangnam Style has had just over 825 million views on YouTube. T / F
- b) The video unusually has more dislikes than likes. T / F
- c) The video beat a previous record that was set in 2010. T / F
- d) The article talks about a catchy dance and an iconic tune. T / F
- e) The video was 2 years faster than the old record to reach 800 million. T / F
- f) YouTube suggested the video's popularity wasn't so unique. T / F
- g) The video still gets up to 10 millions views a day. T / F
- h) The UN Secretary-General said he was jealous of the video's singer. T / F

### Synonym Match

- |                  |                  |
|------------------|------------------|
| 1. smash hit     | a. unheard of    |
| 2. previously    | b. let go of     |
| 3. catchy        | c. beforehand    |
| 4. captured      | d. imitation     |
| 5. pokes fun at  | e. sensation     |
| 6. unprecedented | f. somewhat      |
| 7. massive       | g. mocks         |
| 8. copycat       | h. unforgettable |
| 9. a bit         | i. enormous      |
| 10. relinquish   | j. taken over    |

### Discussion – Student A

- a) Do you think other singers are jealous of Psy?
- b) What do you think classical music lovers make of Gangnam Style?
- c) Is YouTube the best place to go for music and videos?
- d) Gangnam in Seoul is now trying to become a tourist attraction. What can it do to attract visitors?
- e) What does Psy do next to maintain his success?
- f) What do you think of U.N. Secretary-General Ban Ki-moon's comments?
- g) What questions would you like to ask Psy?
- h) What do you think his answers might be?

## Phrase Match

- |                                |                      |
|--------------------------------|----------------------|
| 1. The video currently has     | a. tune              |
| 2. teen                        | b. copycat videos    |
| 3. His iconic dance and catchy | c. and twirl a lasso |
| 4. The video pokes             | d. 800-million mark  |
| 5. pretending to ride a horse  | e. jealous           |
| 6. reach the                   | f. idol              |
| 7. the rise in                 | g. relinquish that   |
| 8. thousands of                | h. fun at ...        |
| 9. I'm a bit                   | i. popularity        |
| 10. Now I have to              | j. 5,473,726 likes   |

## Discussion – Student B

- What do you know about and think of Gangnam Style?
- Is this the kind of thing that should be YouTube's most-watched video?
- What role does YouTube play in your life?
- What does the popularity of Gangnam Style say about world culture?
- Which is better – "Gangnam Style" or Justin Bieber's "Baby"?
- What's the best video you've seen on YouTube?
- What iconic dances do you know of and what do you think of them?
- Should records be for fun or serious?

## Spelling

- The video reucrnty has 5,473,726 likes
- Justin Bieber plvsyrueio held the record
- his 2010 bokelucbrts "Baby"
- decturap the imagination of millions
- the glitzy Gangnam tstriicd of South Korea's capital
- dgineprten to ride a horse
- first repaeadp on YouTube in July
- the rise in putpraoyli
- The video has been a saisvme hit
- thousands of yccoapt videos
- I'm a bit uleojas
- Now I have to urliqehsn that

### Answers – Synonym Match

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

## Role Play

**Psy** - You are so happy that Gangnam Style is YouTube's most-watched video ever. Tell the others three reasons why. You also like the fact you beat Justin Bieber. You don't think he's a real singer – he's still a kid. You also think classical music lovers are living in the past. Pop music rocks!

**Justin Bieber** - You are happy Psy beat your song to number one. You like Gangnam Style. Tell the others three reasons why. You know you will make many more videos and one will beat Psy's clip. You love classical music – it gives you so many ideas for songs. You are a secret Psy fan.

**A classical music lover** - You are shocked and horrified that such a video could be so popular. Tell the others 3 reasons why. Real musicians like Mozart and Bach should be number one. You think modern music is terrible. Tell the others 3 reasons why. You don't like pop stars or teen idols. Again, tell the others 3 reasons why.

**Psy's biggest fan** - Gangnam Style has changed your life. Tell the others three reasons why. You love Psy. You really wish everyone could make such fun music and fun videos. You don't like Justin Bieber. Tell the others three reasons why. He's just a kid. What does he know about love and love songs?!?!?!?

## Speaking - Music

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

- |                      |                             |
|----------------------|-----------------------------|
| • K-pop (Korean pop) | • sixties                   |
| • classical          | • country                   |
| • rap                | • your country's folk music |
| • hard rock          | • jazz                      |

### Answers – True False

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