**CCPASS S5 English Writing #10**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_ ( ) Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**School Newsletter Article**

**Sample Task (Learning English through Popular Culture):**

You are a member of your school’s Music Club. Last weekend, you and some fellow club members went to a pop concert. Write an article for the club school newsletter describing the concert, including what you saw, how the audience behaved and how you felt about the event.

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| --- | --- |
| ***SW4* wows audience in Hong Kong debut**Last weekend, several members of our club attended a pop concert by *SW4*, an up-and-coming new band from Korea that features a mixed group of girls and boys playing well-known pop music but with classical Asian instruments. Along with this interesting combination, the concert was an exciting event full of surprises. The first surprise was when we entered the concert hall. Expecting to be shown to our seat by an usher, we were amazed to be greeted by members of the band. Some of them were even playing hand-held instruments like the *pipa*, a pear-shaped string instrument, and the flute. To be so close to the band members and the instruments was really thrilling. They were clearly having a good time too and were happy to pose for photographs.The next surprise was the start of the concert. While the band members were still interacting with the audience, the K-pop icon *Kim Ji-eun* walked onto the stage and started singing and dancing. The audience burst into a cheer when they saw her. We learnt later that she is the elder sister of the lead singer of *SW4*. Singing talent clearly runs in the family. | Awareness of the given role and the writing purposeClearly defined paragraphsAppropriate cohesion to link paragraphs |

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| Two songs into the show, the lights dimmed momentarily, *Kim Ji-eun* stood aside and the screen at the front of the stage lifted to reveal *SW4*. We instantly recognized the band members who had greeted us at the door, and gave them a wave. They waved back and the audience screamed with delight. The boys had changed into sparkly suits and the girls into slinky dresses. In the swirling rainbow of coloured light on the stage, they looked spectacular and everyone’s excitement grew.None of us knew what to expect in terms of the music but we were all amazed at how great all the popular favourites sounded when played on the traditional instruments and how well the band performed. Afterwards, we all agreed that the song that featured six *guzhengs* played together was our favourite, although the interesting sound of *erhus* in the finale *Below the Lion Rock* was a treat too and left the audience shouting for encore.All in all, it was a magical evening of musical talent. It is clear that *SW4* have a great future ahead of them, and we highly recommend checking out their music and looking out for more upcoming gigs.(400 words) | Coherent structure with an appropriate closingWide range of sophisticated sentence structuresVariety of cohesive devices to link sentences and ideas |

* Appropriate vocabulary items are underlined.

**DSE 2013 Paper 2 PART B**

**7. Learning English through Pop Culture**

Asian singers and movie stars are gaining popularity all over the world and are no longer appealing only to Asian audiences. Write an article for your school newspaper explaining why Asian stars are gaining popularity in Western countries. Give a title to your article.

**Glossary**

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| --- | --- | --- | --- | --- | --- |
| 1. factor | n | 因素 | 9. cater to | v | 迎合 |
| 2. fascinated  | adj / v | 入迷的 | 10. globalization | n | 全球化 |
| 3. lyric | n | 歌詞 | 11. influence | v / n | 影響 |
| 4. lyrical | adj | 抒情的 | 12. thanks to  | conj | 由於 |
| 5. melody | n | 旋律 | 13. relevant | adj | 相關聯的 |
| 6. fulfilling | adj | 令人愉快和滿足的 | 14. well-known | adj | 知名的 |
| 7. classical | adj | 古典的 | 15. broadcast | v / n | 廣播 |
| 8. suit | v | 適合 |  |  |  |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_ ( ) Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Model Essay – School Newsletter Article (2013 DSE Part B Q.7)**

Level 3

**Asian stars are gaining popularity in Western countries**

 Recently, Asian singers and movie stars are gaining popularity all over the world and are no longer appealing only to Asian audiences. In Asia, Korean music, Japanese music and Thai movies are becoming more and more popular. Also, Asian stars are gaining popularity in Western countries.

 I think there are some ***factors*** why the Asian stars are gaining popularity. First, in recent years, many people are ***fascinated*** by Korean pop music all around the world. Korean singers, such as PSY, Girls’ Generation and Super Junior, are gaining popularity in the world. Especially, the song ‘Gangnam Style’ of PSY is very famous in the world. Why is the K-pop popular in the world? I think it is easy for the public to accept K-pop music and their songs. Most of the songs’ ***lyrics*** and ***melodies*** are exciting, ***relevant*** and ***fulfilling***. Also, there are some English words in the lyrics which are repeated a few times. People will easily remember the song. Thus, people pay attention to the singers more. Because of the songs, people know more about the singers. So, the Asian stars are gaining popularity.

 Second, the market of Asia, Korea, Japan, China and Hong Kong can accommodate various songs and movies. These songs, such as the hip-hop, ***lyrical*** songs and ***classical*** songs, are suitable for teenagers, adults or other age groups. Examples of various movies are drama, comedy and romance. The various items can ***suit*** different people. Also, I think the teenagers in western countries are the biggest consumer in the music and movie market. In the entertainment industry of Korea, there are many dance groups. When they are singing, they will dance at the same time. The teenagers will be attracted because they can listen to the songs and watch the dance at the same time. Also, some of the stars are handsome and beautiful. This is also a factor to attract the teenagers to love the singers. Besides the dance, the band sound is also popular in the world, ***catering to*** people of different styles. There are many band group singers in Japan, Korea and some in Hong Kong. So, in Asia, the different places can offer different styles of music to people everywhere. Thus, more people will support the Asian stars and they are gaining popularity in Western countries.

 Furthermore, the internet is another main factor to explain why the Asian stars are gaining popularity in Western countries. Some people will upload the movies in Asia to the internet. People all over the world can watch them. Asian songs are also uploaded onto Facebook and Youtube. For instance, PSY’s song ‘Gangnam Style’ was watched around 1 billion times on Youtube. ***Thanks to*** the internet, people in most of the western countries know this song. Due to the ***influence*** of ***globalization***, many people can learn about culture in other countries.

 Moreover, the Western movie company or entertainment company will invite Asian stars to make a film or song. Therefore, the Asian stars’ career can be expanded to the Western countries, such as the hip-hop star G-Dragon who had a concert that was co-organised by a Western entertainment company. Some Hollywood films use Asian movie stars. So, the Asian stars become ***well-known*** in the world. Also, some Asian variety shows are ***broadcast*** in different countries. Therefore, Asian stars are introduced to the audience in Western countries.

 All in all, Asian singers and movie stars are gaining popularity in Western countries. And this situation will continue in the future.

(588 words)

**DSE Markers’ Comments**

1. Content addresses the requirements of the question adequately and mostly relevant and supported with examples.
2. Several reasons for the popularity are given, namely, a) friendly lyrics and melody mixed with English words; b) cater for all ages; c) globalization; d) cooperation of the Asian and Western companies.
3. Occasional attempts are made to use more complex sentences but not entirely successful. Contextualized vocabulary generally acceptable. Tone and style appropriate for an article.
4. Some cohesive devices are used in the text.