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K-pop Culture: The Success of BTS

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Love Yourself!

Express Yourself!

By Shinjung Kim

Age Group	Middle school, Grade 9
Level of Proficiency	CEFR B1 Intermediate
Chapter	Love yourself! Express yourself!
Learning Outcomes	<p>At the end of this unit, students will be able to</p> <ul style="list-style-type: none"> - identify the meaning of words from the reading and listening text. - explain the main idea of the reading text including who BTS is, what their career is, and why they become popular all over the world. - give a presentation introducing their past, present, and future. - create sentences using present perfect. - write a fan letter.

Table of Contents	Vocabulary	1
	Pre-reading	2
	Reading	3 - 7
	Post-reading	7
	Grammar: Present Perfect	8
	Vocabulary	9 - 10
	Listening	11 - 12
	Listening & Speaking	12
	Writing	13 - 14
	Project	15
	Appendix	16
	Sources	17

Vocabulary

1. Quizlet: <https://quizlet.com/7p3v2u?x=1qqt&i=y6to3> (20 words)

violence



behavior involving physical force intended to hurt, damage, or kill someone or something.

divided	multinational	influential	intimacy	address	hardship	launch
vulnerability	importance	barrier	release	rely on	authentic	reliable
violence	attribute	independent	expectation	compliment	consider	

2. Pictionary or Typotony: Choose 10 words that are difficult to memorize and identify the meaning of the words. Then, draw the word as you understand. (The above 20 words are bolded in the text. If you cannot remember the meaning of the words, you can locate the word in reading, and identify the meaning in context.)

<p>unique CEO</p>			
Unique (adj.)	Feel (v.)		

BTS, Show Yourself!

What do you know about South Korea? There are many interesting things to know about South Korea.

1. Korea is the only **divided** country all over the world. South Korea or the Republic of Korea is a country in East Asia, occupying the southern half of the Korean peninsula after the division with North Korea or the Democratic People's Republic of Korea.
2. South Korea is a highly developed country and its economy is the world's 10th largest.
3. South Korea is the home country of **multinational** conglomerates, Samsung, Hyundai, and LG.
4. In South Korea, almost every food can be delivered 24 hours including McDonald's.



Other than these facts, South Korea is full of amazing food, activities, and cultures to enjoy. Unfortunately, not many foreigners knew about this country. However, the globally **influential** K-pop, an abbreviation of Korean Pop, draws attention to South Korea from all over the world. In the middle of the global popularity of K-pop is a boy idol group, BTS.

Q1. What makes you most surprised? _____

Q2. What else do you know about South Korea?

Introduction to BTS

BTS also called Bangtan Sonyeondan, is a boy band formed in 2013 in Seoul, South Korea. With a line up consisting of 7 members, RM, V, J-hope, Jin, Jimin, Jungkook, and Suga, they are **considered** as one of the most popular K-pop idols all over the world, with more than 21.4 million followers on Instagram. BTS **has had** a positive influence through activities like the "Love Myself" campaign and the UN "Speak Yourself" speech while gaining millions of fans named ARMY, topping well-known music charts, selling out every concert on tours, and winning the Billboard Music Awards and American Music Awards.



Q3. The fan base of BTS is called _____.

Q4. BTS hasn't won any music awards. (T / F)

BTS' career

BTS originally started from a hip-hop group, but a variety of genres have been included in their music styles. The modifier “first” has been often used to describe BTS throughout their career.



Underline the words and expressions that have “positive” or “negative” meaning. Then, categorize the words and expressions in the following table.

Words or expressions that have “ <u>positive</u> ” meaning	Words or expressions that have “ <u>negative</u> ” meaning
-Most beautiful	-No more dream

Three factors behind the huge success of BTS

Many other idols are out there in Korea, but what made BTS so special and popular?

1)

Big Hit Entertainment, the agency that BTS belongs to, did not have notable artists in 2013, which results in a lack of industry connections and media exposure. To promote BTS and to build **intimacy** with international fans, the agency had to **rely on** social media. BTS has constantly provided new content to communicate with fans and keep them engaged, which slowly built up a dedicated fan base called ARMY. On Twitter, all kinds of members' routine lives are shared. In one post, a member, Jimin, left a comment for the fans saying that they should dress warmly for the cold weather. On streaming platforms and YouTube, they are sharing the photos or video clips of the members cuddling each other, dozing on a sofa, and eating meals. According to Michelle Cho, a professor of East Asian studies at the University of Toronto, BTS is different from other K-pop groups who don't present **authentic** images because their whole concept from their inception was they were going to be honest and **reliable** symbols of the experience of youth. The private lives of BTS seem to be strictly managed by the entertainment agency to keep their images intact in that any of the members have never been involved in a public romantic relationship. However, mundane BTS moments from photos and video clips on the Internet **have created** a close bond between BTS and their fans.

2)

In September 2018, BTS became the first K-pop group to **address** the United Nations. The leader of BTS, RM, delivered a 3-minute speech on their "love myself" campaign during the launch ceremony in partnership with UNICEF to prevent youth **violence**. He talked about his own experiences about how he overcame **hardships** and encouraged the youth to believe in their voices and speak for themselves. According to the UN press statement, "last November, BTS **launched** the "Love myself" campaign with UNICEF, building on our belief that true love first begins with loving myself," said RM, "No matter who you are, where you're from, your skin color, gender identity: speak yourself" he concluded.

3)

BTS' lyrics are well-known for their social commentary, reflecting the reality of Korean society the young are dealing with. Their first song, "No more dream" was inspired by their experiences as students in the Korean education system who were required to study without looking for their dreams. In the song, they call for change to the education system and social **expectations** toward the youth. RM **attributes** the group's success to their emotional **vulnerability** in the interview with the Times Magazine. The BTS members write about their mental breakdowns honestly in the music and accept how they grow with them as they get older. "Love yourself" albums used a narrative to explain the **importance** of self-love. BTS has been **complimented** for discussing topics they consider important honestly.

Q5. The above reading is divided into three sections, with section headings given below. Choose the heading that best represents each section and write it in the space provided in the reading.

- Positive Influence beyond Music
- Meaningful Lyrics and Themes of Songs
- Communication with Fans through Social Network Service

Besides the above factors, BTS **has shown** glowing performances, catchy hooks, and unique choreography. The language **barrier hasn't been** a problem for BTS even with only one fluent English-speaking member, RM, who improved his English through **independent** study of the sitcom *Friends*. BTS is a global phenomenon now. According to the survey of 12,663 K-pop fans in 111 countries by the Korean Tourism Organization (KTO), 89.8 percent of the respondents said that they would visit South Korea for tourism in the future. 36.1 percent of the respondents picked BTS as their favorite K-pop band. KTO analyzed that thanks to the popularity of BTS, nine out of ten K-pop fans around the world want to travel to Korea.

After you read

1. Answer the questions you made on page 3 from the reading headings.

1) Introduction to BTS → _____

2) BTS' career → _____

3) Three factors behind the huge success of BTS → _____

2. Go back to page 3 and write down L (what you learned that was new and interesting).

3. Other than the three factors in the reading, what would be important for the success of singers? Discuss in groups and write down your ideas.

Grammar
: Present Perfect

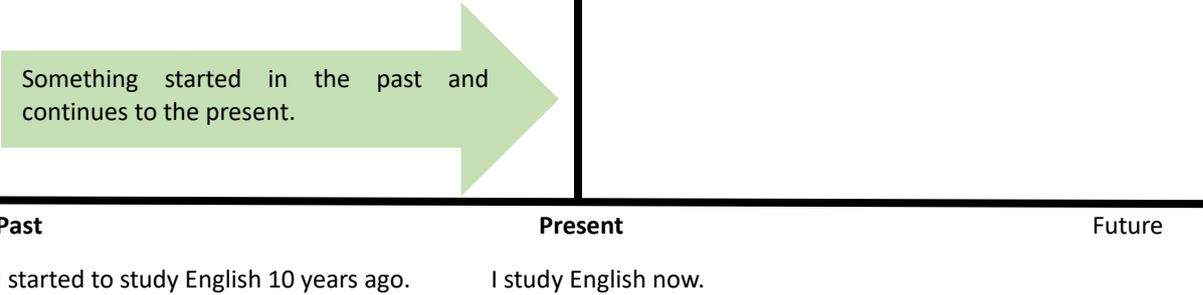
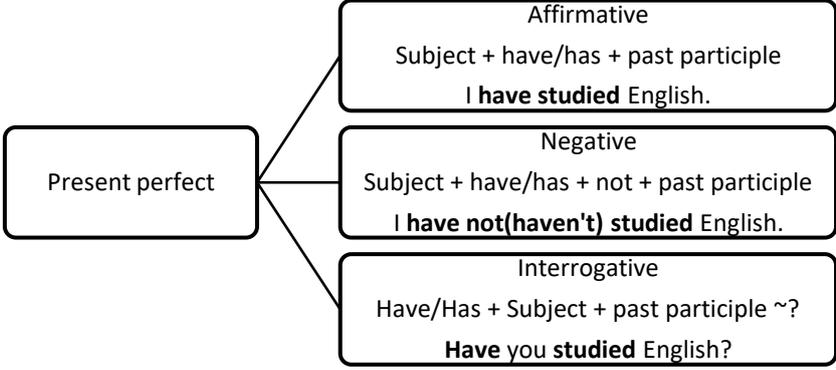


Figure out the meaning of textbook examples:

- ▶ BTS **has had** a positive influence through activities like the “Love Myself” campaign
- ▶ BTS **has shown** glowing performances, catchy hooks, and unique choreography.
- ▶ The language **barrier hasn't been** a problem for BTS.

	have / has	pp
I You		pp
He She It		
We They		



Practice 1. Fill in the blank by using a present perfect and a given word.

1. It _____ for three days. (rain)
2. Julie _____ the piano since she was a child. (play)
3. I _____ a diary since I was ten. (keep)

Practice 2. Put the given words in the right order.

1. My uncle _____. (in, has, 2000, China, since, lived)
2. Mike and I _____. (known, two years, have, for)
3. _____ Indian food before? (you, tried, have)

Practice 3. Create three sentences of your experiences using present perfect.

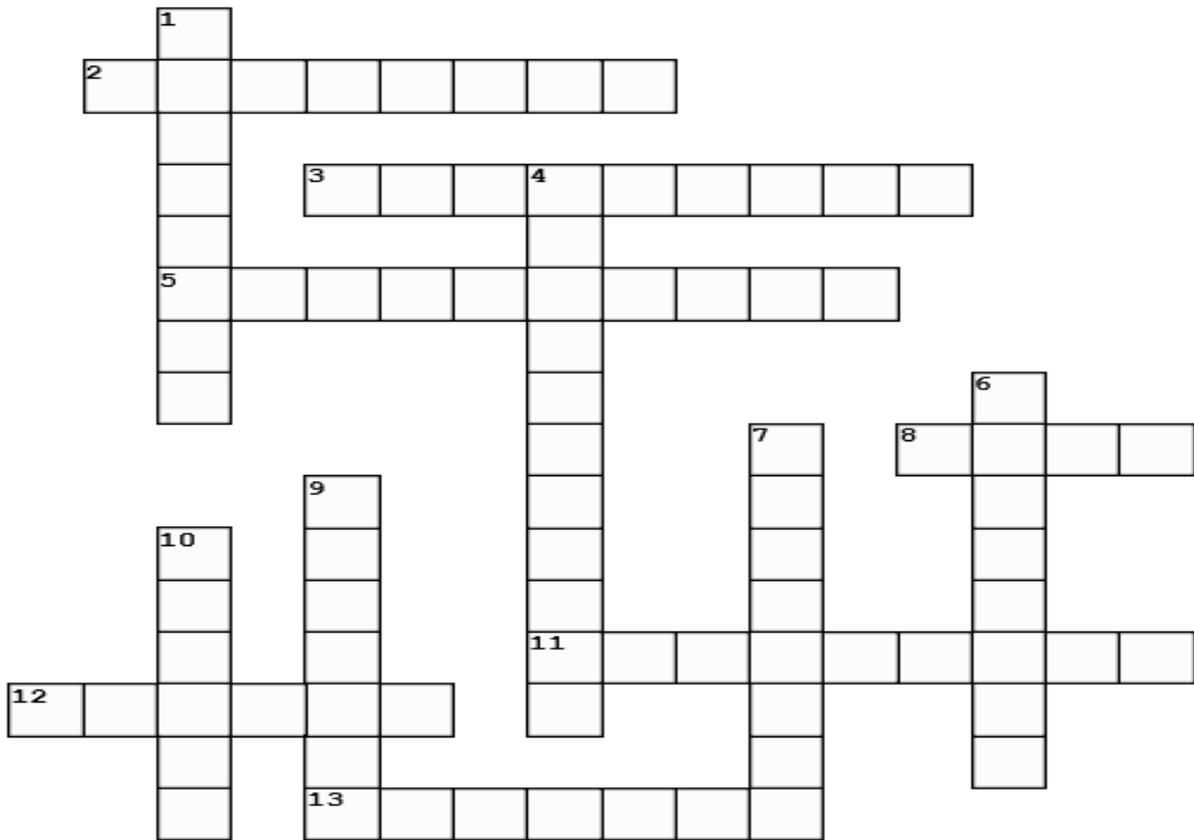
1. _____
2. _____
3. _____

Vocabulary

A. Match each of the words and phrases to its definition.

Word/Phrase	Definition
1. perform (v.)	<input type="checkbox"/> to recognize or treat something as different
2. urge (v.)	<input type="checkbox"/> importance
3. enthusiasm (n.)	<input type="checkbox"/> a series of actions to reach a goal
4. festival (n.)	<input type="checkbox"/> excited interest in something
5. remarkable (adj.)	<input type="checkbox"/> once a year
6. gender (n.)	<input type="checkbox"/> special celebration with fun events
7. achieve (v.)	<input type="checkbox"/> the time when a person is a child
8. significance (n.)	<input type="checkbox"/> a safe place
9. embrace (v.)	<input type="checkbox"/> to make a minor mistake or miss your step while walking or running
10. distinguish (v.)	<input type="checkbox"/> to act, sing, dance, etc., in front of people
11. gradually (a.)	<input type="checkbox"/> to accomplish or gain something with effort
12. stumble (v.)	<input type="checkbox"/> a group of related things
13. constellation (n.)	<input type="checkbox"/> amazing and interesting
14. annual (adj.)	<input type="checkbox"/> a difficult situation
15. sanctuary (n.)	<input type="checkbox"/> to strongly encourage
16. hardship (n.)	<input type="checkbox"/> male or female
17. childhood (n.)	<input type="checkbox"/> to hug or support
18. campaign (n.)	<input type="checkbox"/> slowly

B. Complete the below crossword puzzle with the words above.



Created using the Crossword Maker on TheTeachersCorner.net

Across

Down

- 2. He will suffer severe financial _____ if the order is not made.
- 3. The situation _____ improved.
- 5. You should show your _____ at a job interview.
- 8. I _____ you to seriously consider the offer.
- 11. The park is a _____ for many animals.
- 12. Z fitness charged \$30 for a(n) _____ membership.
- 13. He opened his arms wide to _____ her.

- 1. I used to fall asleep or _____ in the math class.
- 4. People should _____ between right and wrong.
- 6. _____ ↔ unusual, different, or uncommon
- 7. You must stay strong and _____ your weakness.
- 9. Justin will _____ a new album this winter.
- 10. Mike wanted to _____ a new business.

Listening

BTS Speech at the United Nations (UN)

https://www.youtube.com/watch?v=ZhJ-LAQ6e_Y&t=94s

BTS, one of the most popular K-pop idol group, spoke at the United Nations to deliver a message to youth of this generation on Sept. 24 in 2018. RM, the leader, delivered the speech.



1. Listen to the speech, write down three impressive or memorable expressions or phrases, and the reasons.

2. Listen to the speech again, and then answer to the following questions.

- Q1. How did RM start his speech?
- Q2. What is the campaign BTS launched last November about?
- Q3. What were some changes RM experienced and how did they influence him?
- Q4. What do you think will come next in the speech and why?
- Q5. What was his sanctuary? (Think-Pair-Share)

1. Define the sanctuary in your own words.	2. What is your sanctuary?
3. Why is it your sanctuary?	

Q6. What is the main idea RM is trying to convey?

Q7. Listen to the speech from 5:23 to 6:15 again and fill in the blank.

No matter _____ you are, _____ you're from, your _____ color, your _____ identity, just _____ yourself. Find your _____ and find your _____ by speaking yourself.

I'm Kim Nam Jun and also RM of BTS. I'm an idol, and I'm an artist from a small town in Korea. Like most people, I've made many and plenty _____ in my life. I have many faults, and I have many more _____, but I'm going to _____ myself as hard as I can. And I'm starting to love myself gradually, little by little. What is your name? _____ yourself. Thank you very much.

Q8. Your turn: Based on the above information, talk about yourself. (Think-Pair-Share)

I'm _____ and also _____.
I'm _____, and I'm _____ from
in _____. Like most people, I've made many _____ in
my life. I have many _____, and I have many
more _____, but I'm going to _____ as hard as I can.
And I'm starting to _____.

Listening & Speaking
Show Yourself Project

If you have a chance to deliver a speech at UN, what would you like to introduce? Be prepared to make a presentation on yourself by including the following and using the **present perfect**:

Topic: Express yourself!

Questions to answer

- 1) Who were you in the past?
- 2) Who are you now?
- 3) Who do you want to be in the future?
- 4) What is the main message you want to convey?

Writing

Step 1. Do you like any celebrities? Decide who to write a fan letter to and think about what to write in the letter.

Step 2. Genre Awareness Activity (Group)

- 1) Running Dictation Activity with Grass Skirts
 - (1) Make groups of three or four.
 - (2) One person is a “writer”, and the other people are “runners.” – Runners take turns.
 - (3) One “runner” rips a strip off the grass skirt, returns to the “writer,” and reads the number and its text aloud.
 - (4) The grass strip cannot be shown to the “writer.”
 - (5) Repeat Step 3 and 4 until all strips have been removed, dictated, and written.

1	
2	
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4	
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12	
13	

Music Video Project

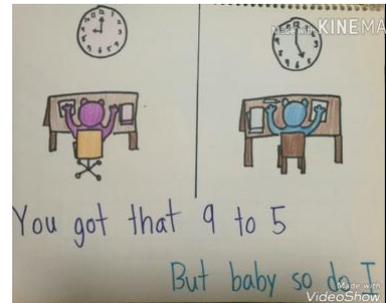
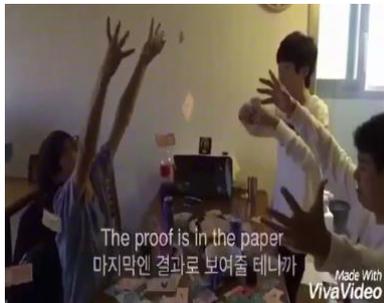
Step 1. In your groups, choose a favorite song.

e.g. The Black Eyed Peas – Where is the love?

Step 2. Identify the meaning of the lyrics.

And to discriminate only generates hate
♪ And when you hate then you're bound to get irate ♪
Madness is what you demonstrate
And that's exactly how hate works and operates

Step 3. Create a music video using role play or drawing pictures that matches the lyrics.



Appendix

– Grass Skirts for Running Dictation Activity –

13. Keiko Lida
12. What you said at the speech was very touching and gave me the courage to be me.
11. The song helped me overcome many difficulties.
10. I want to speak confidently and fluently in front of people like you.
9. Sincerely,
8. My name is Keiko, and I'm 15 years old.
7. I also saw your English speech at the UN.
6. If I meet you in person, I will ask many more questions.
5. I live in Kyoto, Japan, and I'm a huge fan of yours.
4. How did you improve your English?
3. I love all of your music, but "Love Myself" is my favorite song.
2. Thank you so much for taking the time to read my letter.
1. Dear RM,

Sources

Text:

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Video:

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Photo:

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ABC News. (2018, September 24). K-Pop group BTS addresses UN General Assembly. Retrieved from <https://images.app.goo.gl/ikSKZpDKaLit2mHPA>

Web-based tools:

Rewordify: <https://rewordify.com/>

Wordsift: <https://wordsift.org/>

Quizlet: <https://quizlet.com/latest>

The Teacher's Corner: <https://worksheets.theteacherscorner.net/make-your-own/crossword/>