

**Part A Group Discussion**

Your group is on an exchange trip with students from other parts of Asia and you have been asked to try one of the following bizarre foods. You will also have to write an article about this experience for the school magazine. Discuss which of the following foods would be most suitable for the article.

<b>BIZARRE FOODS</b>	
<p><b>Kegogi</b> is a Korean dish of shredded dog meat with rice.</p>  <p>You can choose a live dog, and they will kill, clean and cook it within a few minutes.</p>	<p><b>Durian</b> is a tropical fruit. It has a very pungent smell and the odor is so penetrating it can spread a long distance even without removing the shell.</p>  <p>In some parts of the world, the fruit is forbidden from hotels, subways and airports.</p>
<p><b>Live baby octopus</b> is cut up fresh and immediately served, usually with some sesame oil. The tentacles are still squirming and actively moving which can be dangerous if you don't chew them thoroughly.</p>  <p>People have been known to choke if the tentacles get caught in their throat!</p>	<p><b>Sago Worms</b> are a delicacy in Malaysia. The worms are eaten raw or fried and they taste creamy and rich like toffee.</p>  <p>To eat them raw, hold it by its head then pop its wriggling body tail first into your mouth and bite off at the tip of the head.</p>

You may want to talk about:

- your personal opinion about each food
- which food Hong Kong people would find most bizarre
- how to structure the article
- anything else that you think is important

**Part B Individual Response**

1. Do you like to try new foods?
2. Why are some people afraid to try new foods?
3. What's the most bizarre food or drink that you have ever tried?
4. Where can you find bizarre food in Hong Kong?
5. What is the difference between 'bizarre food' and food that is unpopular?

(Article by DJL. (1 Feb 2008). Top 17 Bizarre Foods. *Learn Something New Today*. Retrieved 1 Dec 2010, from <http://learnsomethingnewtoday.us/2008/>.)

### Part A Group Discussion

You are part of a focus group for a consumer marketing research company. Read the following advertisement and discuss your opinions with your group.

#### MTR Advertisement



**Smiley@World Characters are here again to remind passengers "Inside paid areas, enjoy the ride. When outside, enjoy your food."**

MTR is dedicated to creating a clean and comfortable environment to ensure pleasant journeys for all passengers. Apart from posted notices at MTR stations, messages are regularly broadcast to remind passengers not to eat or drink inside paid areas.

As MTR ambassadors, Smiley@World Characters are also committed with their food buddies to convey this message. They will appear at numerous spots within MTR stations starting 17 May. Surely you will remember not to eat or drink inside paid areas after seeing their lovely and adorable design!

Through this campaign, MTR hopes to further reinforce the message of "no eating or drinking inside paid areas", thereby ensuring pleasant journeys for all passengers.

You may talk about:

- what you think about the MTR's campaign
- whether you think the slogan and graphics convey the intended message
- any suggestions to make the advertisement more effective
- anything else that you think is important

### Part B Individual Response

1. What other advertisements have you recently seen in the MTR?
2. Do you think the rule, 'no eating or drinking inside paid areas' needs to be enforced more?
3. Which do you think is more effective: the use of print advertisement or multimedia advertisement in the MTR?
4. The MTR is thinking of introducing full-motion advertisements in the tunnel between stations. Do you think it is a good idea?
5. Do you think the advertisements in the MTR, such as floor to ceiling posters or giant stickers on the ground, are too intrusive on personal space?

(MTR Corporation Limited. Advertisement. Retrieved 1 Dec 2010, from <http://www.mtr.com.hk/eng/whatsnew/noeatingdrinking2010.html>. Smiley, ©, names, characters and all related indicia are owned by The Smiley Company © 1971-2011. All rights reserved.)

**Part A Group Discussion**

Your group is doing a project on the Chinese film industry. Read the excerpt of an interview Zhang Yimou gave in *Newsweek* magazine.

Zhang Yimou

NW: Since your first film, 1987's *Red Sorghum*, how has the audience for movies in China changed?

ZY: In China, moviegoers are getting younger, mainly people born in the 1980s and 1990s. They are definitely different from the audiences of the past. They have a variety of tastes, but mainly they like entertaining films and, of course, they like Hollywood films... I worry about the influence Hollywood has on the young people in China. I think we need to make our own movies and do a better job of protecting our industry.

NW: How does pop culture influence you?

ZY: In films, most of us come from traditional culture and are all facing this dilemma: how to deal with pop culture. Moviegoers are mostly from a younger generation. We want to guide them and please them, but we don't want to be like old people talking to ourselves. There is a Taoist-inspired Chinese saying: 'Find art's essential nature.'

Discuss some of the points covered in the interview. You may want to talk about:

- whether you agree that moviegoers nowadays are mostly young people
- whether Hollywood has a negative influence on young people in China and Hong Kong
- whether movies can help to guide people through life
- anything else that you think is important

**Part B Individual Response**

1. What is your favourite film?
2. Do you like watching films made on the Mainland?
3. Do you think that Hong Kong films reflect everyday life in Hong Kong?
4. What is the difference between Asian and Western films?
5. Which do you think is more important in filmmaking: commercial success or artistic achievement?

(Adapted from an interview by Alexandra A. Seno in *Newsweek*, 17 Oct 2010.)