

14 Swifties: Economic Fuel

How Taylor Swift Created an Economic Juggernaut



ENTERTAINMENT NEWS

Swifties: Economic Fuel

How Taylor Swift Created an Economic Juggernaut



ISSUE 30

PRE – ASSESSMENT



PRE 1 – True, False, Not Given

Listen to the audio carefully and determine whether the statements provided are True, False or Not Given based on the information you hear. Mark **True** if the statement is **correct**, mark **False** if the statement is **incorrect**, and **Not Given** if the information is **not mentioned** in the audio.

	TRUE	FALSE	NOT GIVEN
1 Pop superstar Taylor Swift hasn't ended the first U.S leg of her Eras Tour.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Swifties have spent their savings for the Eras Tour.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Fans have done donation drives to attend the concert.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Swifties sang their hearts out inside the stadium.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



PRE 2 – Re-Tell

Listen to the audio carefully. After the audio ends, **re-tell what you heard in your own words**. Focus on summarizing the main ideas, supporting details, and any examples mentioned in the audio in 3-5 sentences using at least 3 vocabularies from the article.

01 Article Transcription Reading.

The following text below is a transcribed text from the listening article. Feel free to **mark other words** that you are **not familiar** with or are not highlighted below. Notes are available at the last page of this lesson.



- 00:00 Pop superstar Taylor Swift ended the first U.S. leg of her Eras Tour last night, leaving American fans waiting until next year to see the concert that is **turbocharging** the economy and capturing the pop culture **zeitgeist** this summer.
- 00:24 It's the end of an era, for now, Taylor Swift closing out the **first leg** of her **blockbuster** Eras Tour that's **enchanted** Swifties, who spent their savings, planned their outfits, wove friendship bracelets, and, of course, sang their hearts out inside the stadium and **tailgating** in the parking lot.
- 00:56 The 33-year-old pop **phenom** is **shattering ceilings** with this tour, predicted to be the highest-grossing in history, with over \$1 billion in sales. Demand alone broke records. She sold a **whopping** two million tickets in the first 24 hours, temporarily shutting down Ticketmaster, driving resale prices **through the roof**, and even **prompting** calls for action in Washington.

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- 01:40 The lengths Swifties have gone to see her perform are matched only by the performance itself, three hours packed with 44 songs, surprise performances, **dazzling** costume changes, and choreography **spanning** 10 studio albums, or eras. Fans met the excess with their own.
- 02:00 On average, people spend about \$100 to \$500 on any given concert. People are spending \$1,300, on average, to go see Taylor Swift. They're doing things like getting outfits and hair and makeup and nails to, like, match their favorite era. They're going out to dine at bars and restaurants that have themed menus. The whole experience around the concert is unlike anything we have ever seen.
- 02:34 **Charting** 20 cities, the tour has left **economic booms** in its **wake**, in Denver, an estimated \$140 million in local revenue, in Cincinnati, \$92 million. In Philadelphia, the Federal Reserve reported the strongest month for hotels since the start of the pandemic. They said, in large part due to an **influx of guests** for the Taylor Swift concerts in the city. With this, what were your **impressions** of the show?
- 03:07 Tyler Foggatt is a senior editor at "The New Yorker." She made the commute from Manhattan to Philadelphia to see the show and write about it. Swift's stardom **rivals** some of the biggest names in history, the Beatles, Bruce Springsteen, Michael Jackson, but with lyrics that weave an invisible string, tying her to her fans.
- 03:30 "She herself has said that it's been a very **therapeutic** process, sort of experiencing things, whether it be a breakup or just something else happening in her personal life, and then writing extremely **confessional** songs that she then performs in front of thousands of people. And I think that's why people like Taylor Swift so much, is because of that **diaristic** style of songwriting, this idea that she's writing about her life and wants to share it with us." 03:52

02 A1 – Pairing Meanings.

Match the words on the first column to its corresponding meaning on the second column.

A zeitgeist	1 _____	extremely large
B blockbuster	2 _____	the arrival of a large number of people or things
C tailgate	3 _____	a very successful product, film, etc. that makes a lot of money
D whopping	4 _____	relating to the curing of a disease or medical condition
E influx	5 _____	to make the same trip regularly between work and home
F commute	6 _____	the general set of ideas, beliefs, feelings, etc.
G therapeutic	7 _____	have food and drinks at the back of your car in a parking lot

02 A2 – Choosing the Right Words.

Match the words on the first column to its corresponding meaning on the second column.

invisible
prompting
superstar
resale
stardom
phenom
estimated
whopping
zeitgeist
predicted
booms
turbocharging

- Pop _____ Taylor Swift ended the first U.S. leg of her Eras Tour last night, leaving American fans waiting until next year to see the concert that is _____ the economy and capturing the pop culture _____ this summer.
- The 33-year-old pop _____ is shattering ceilings with this tour, _____ to be the highest-grossing in history, over \$1 billion in sales.
- She sold a _____ two million tickets in the first 24 hours, temporarily shutting down Ticketmaster, driving _____ prices through the roof, and even _____ calls for action in Washington.
- Charting 20 cities, the tour has left economic _____ in its wake, in Denver, an _____ \$140 million in local revenue, in Cincinnati, \$92 million.
- Swift's _____ rivals some of the biggest names in history, the Beatles, Bruce Springsteen, Michael Jackson, but with lyrics that weave an _____ string, tying her to her fans.

03 Speak Up.

You are welcome to authentically share your thoughts as you go through the following questions.

1 What is your opinion about Taylor Swift's impact not only to the economy but also to society?

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2 Do you agree that Taylor Swift is really making an impact on the economic boom in the country?

.....

3 Do you think there are also negative impacts caused by Taylor Swift's concerts?

.....

4 How would you describe Taylor Swift as a musician?

.....

04 Building Deeper.

Choose the **words** from the article, or the vocabulary activity before. Write them under their corresponding categories. Do your best to **create examples** that can **help you remember** and understand the word better.

FAVORITE WORDS

Words that you think you will use on a daily basis

INTERESTING WORDS

Words that you find interesting for the first time

DIFFICULT WORDS

Words that you find difficult to say or understand

WORD	01
.....	
+ example	

WORD	01
.....	
+ example	

WORD	01
.....	
how can I understand better + example	

WORD	02
.....	
+ example	

WORD	02
.....	
+ example	

WORD	02
.....	
how can I understand better + example	