

Lesson 15. Fame & Fortune

Learning Objectives

After this lesson, students will be able to:

1. Define fame and fortune.
2. Categorize vocabulary (adjectives) with regard to fame and fortune.
3. Discuss why happiness doesn't always make people happy.
4. Use intensifiers to talk about people's fame and fortune.
5. Describe some famous and wealthy people.
6. Explore life hacks of the rich and famous.
7. Define idiomatic expressions related to fame and fortune.

Lesson 15. Fame & Fortune



FAME



FORTUNE

Which one would you rather have? Why?

Lesson 15. Fame & Fortune

In A Nutshell

Fame and fortune is an iconic phrase used when referring to both popularity and wealth (having money). Many people say that money can't buy everything or that money can't buy happiness. While that might be true to an extent, having money or being wealthy can actually give you a great financial freedom and the luxury of limitless options in living your life. Plenty of people out there who actually aim and dream to become famous. Because being famous means the chance of being noticed. The chance of people finally recognizing your work and accomplishment. Fame and fortune are indeed the dynamic duo that many people long to have.

Ponder this!

Do you think people who have fame and fortune are genuinely happy? Why or Why not?

Lesson 15. Fame & Fortune



#BTS #Kpop #BusinessInsider

How BTS Makes And Spends Its Money

<https://www.youtube.com/watch?v=4BRRtTVdkJk&t=76s>

ARE THESE STATEMENTS “TRUE” OR “FALSE”?

1. The accomplishment that BTS has achieved was last achieved by The Beatles
2. Their song titled “Boy With Luv” broke the record for being the most streamed song on audio streaming applications
3. BTS generates their income through album sales, concerts, merchandise and the TV dramas they’ve starred in
4. BTS has established a partnership/endorsement deal with a renowned beverage brand
5. BTS has made considerable amount of contribution to South Korea’s economy sector
6. The video claims that BTS has been paving the way for the K-Pop industry
7. BTS was instantly welcomed by South Koreans and received rave reviews when it debuted in 2013
8. Several members of BTS spent more than one million US dollar on buying an apartment
9. It has been reported that BTS welcomes all sorts of endorsement deals with any clothing brands

Something to ponder:

10. Would you say that BTS is the perfect embodiment of fame and fortune? State your reasons

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Put the words in their correct category.

- | | | | |
|-------------------|------------------|------------------------------|------------------------|
| 1. A-list | 6. Illustrious | 11. self- made | 16. Notorious |
| 2. Acclaimed | 7. Renowned | 12. Rise to prominence | 17. Legendary |
| 3. Household name | 8. Stardom | 12. Born with a silver spoon | 18. Prominent |
| 4. Affluent | 9. Stinking rich | 13. Well-off | 19. Have money to burn |
| 5. Deep pockets | 10. Well endowed | 15. Prosperous | 20. Loaded |

FAME

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

FORTUNE

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Lesson 15. Fame & Fortune

Can you recognize who's who? Match each picture with the reason of their "fame".



1

2

3

4

5

6

7

8



- a. Charles Ponzi = Italian swindler & con artist
- b. JK Rowling = Author of Harry Potter
- c. Jack The Ripper = Unidentified English serial killer
- d. Colonel Sanders = Founder of KFC
- e. Marie Curie = Polish physicist
- f. Bill Gates = Co-founder of Microsoft
- g. Mark Zuckerberg = Co-founder of Facebook
- h. Anne Bonny = Irish female pirate

Talk about these people using the vocabulary from the previous slide.



How do you want to be remembered by people?

Lesson 15 – Fame & Fortune

Fill in the blanks with the appropriate word on the left.

1. As an _____ celebrity, Michael gets invited to every sophisticated party out there
 2. Of course she says it's cheap and easy for her to buy a new car. She comes from an _____ family. Her parents run a successful business
 3. The band _____ as soon as they launched their second album
 4. From childhood, Britney Spears seemed destined for _____
 5. "Delicious Noodle" is a _____ for instant packaged noodles. Almost everyone loves it
 6. Queen is such a _____ band. Many artists look up to this band
 7. "Parasite", directed by Bong Joon Ho, is a critically _____ movie. It even won The Oscars
 8. That politician is _____ for swindling the money from his party
 9. Joanne is so awesome. She truly is the personification of rags to riches tale. She is truly a _____ woman. Nothing was ever handed to her. She gained everything herself
 10. John didn't hesitate to invest his money in that new and upcoming start-up. He's got so much _____
 11. Hannah never has to work a day in her life. She was practically _____
 12. Having _____ doesn't always make me happy. I don't really know who my true friends are
- a) born with silver spoon in her mouth
 - b) household name
 - c) self-made
 - d) A-list
 - e) affluent
 - f) rose to prominence
 - g) acclaimed
 - h) money to burn
 - i) legendary
 - j) stardom
 - k) notorious
 - l) deep pockets

Lesson 15. Fame & Fortune

Fame and Fortune Doesn't Make You Happy, Lady Gaga Tells Fans

“**Money has been put on a pedestal, beauty has been put on a pedestal, celebrity has been put on a pedestal,**” said Lady Gaga to a crowd of competition winners at the Westfield mall. “I have travelled the world and seen the happiest people in the poorest parts of the world. Their **values are intact**. In the richest homes I meet the saddest and most depressed people. I want to remind the whole world and my fans that the most important things are love and kindness. Kindness is what will create harmony, not celebrity and not fame.” Gaga’s words are the latest in **a string of comments** the star has recently made about the **downside of fame**. In November, the singer tweeted her call for people to be compassionate towards Kanye West following his **wave of erratic on-stage behaviour** and **subsequent hospitalization**. “It’s not funny to joke about anyone’s possible or not possible mental illness, this is a sensitive time for many. Let’s be kind & loving,” the singer wrote. “While I don’t agree with everything he does, I hope the public shows compassion for Kanye West and each other. One love. One Race.”

Speaking to Lee Cowan on the CBS sofa, the 30-year-old star also described how she has now learned **to measure her own success** in far more than material terms. “Nothing better than walking into your dad’s restaurant and seeing a smile on his face and knowing that your mom and dad and sister are real proud of you and that you **haven’t lost touch with who you are,**” Gaga told Cowan. “That, for me, is real success.”

She added, “As soon as I **go out into the world**, I belong, in a way, to everyone else. It’s legal to follow me, it’s legal to stalk me at the beach, I can’t call the police or ask them to leave. And I took a long hard look at that property line and I said well, you know, if I can’t be free out there, I’m going to be free in here [pointing to her heart].”

Text adapted from: [Lady Gaga: Fame And Fortune Doesn't Make You Happy | PEOPLE.com](#)

Lesson 15. Fame & Fortune

READING COMPREHENSION

1. On what things does Lady Gaga think the society has been placing importance?
2. What kind of contrasting things has Lady Gaga witnessed and discovered throughout her travel?
3. According to Lady Gaga, what is essential in the creation of harmony?
4. How does the singer think people should respond to Kanye West's behavior?
5. What does Lady Gaga consider as a real success?
6. How does Lady Gaga perceive her freedom?

FREE RESPONSES

Disadvantages of being rich and famous. Do you agree or disagree?

1. Narcissism
2. Stress
3. Wealth overshadowing your other characteristics
4. Losing privacy
5. Being criticized by people who don't even know you
6. Trouble trusting people



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Intensifiers are adverbs or adverbial phrases that strengthen the meaning of other expressions and show emphasis.

INTENSIFIERS	HOW TO USE IT	EXAMPLES
So = very	So + adverb/adjective 'So' can be used with a 'that clause' to show a result of the first clause	<ul style="list-style-type: none">• Adelle's so talented. Her songs have won so many awards• Adelle can also play the piano so well• Adelle is so talented that she's won plenty of music awards
Such = very	Such + a/an + adjective/noun 'Such' can be used with a 'that clause' to show a result of the first clause.	<ul style="list-style-type: none">• Paris Hilton is such a well-known socialite• Paris Hilton was such a phenomenon back in 2000's• Paris Hilton was such a hyped persona in 2000's that she was followed everywhere by paparazzi
Enough = having what you need	Enough + noun + to infinitive Adjective/verb + enough	<ul style="list-style-type: none">• Kim Kardashian has enough influence to attract her followers• Kim Kardashian is rich enough to be called millionaire• Kim Kardashian has created enough brands to be considered business woman
Too = there is a lot of something (negative connotation)	Too + adjective + adverb	<ul style="list-style-type: none">• The child actor was too young when his first movie was filmed• The child actor became famous too soon

Lesson 15. Fame & Fortune

Fill in the blanks with the correct intensifier (*so, such, enough, too*).

1. Going viral is ____ an easy way to become famous. However, most of the time it has become _____ easy to be famous, even a person with no actual talent can get unbelievable amount of exposure
2. It is _____ like Amanda to throw a lavish party attended by many A-listers
3. They say having a lot of money isn't the recipe for happiness, but not having _____ money can be the recipe for many life problems
4. Getting instant fame and fortune by becoming a social media influencer sounds _____ good to be true but that's how modern citizens make money these days
5. Cassandra is _____ a good role model. She's given _____ much of her fortune to those who are in need. She's also actually pretty and popular _____ to be featured on the cover of a magazine. But she has always turned down _____ offers. For someone who has everything handed to her, Cassandra is _____ grounded
6. He was _____ "green" when that book deal was offered to him, so he didn't take it. Now he sort of regretted rejecting it, but he also realizes that he simply wasn't ready _____ at that time
7. I never thought my painting would bring me _____ much exposure. When I was younger I have always dreamt of _____ spotlight. A chance to be noticed. Now that I've got it, it is _____ overwhelming. I guess it's right what they say, nothing is ever _____
8. Why are some people _____ intent on being famous? As an introverted I would never understand that. It's _____ much stress for me. Don't people have _____ problems already? Why add to it?

Lesson 15. Fame & Fortune

9 Secret Life Hacks of the Rich and Famous

1. Focus your attention on what's most important
2. Expect perfection (but accept excellence)
3. Make lots of small bets
4. Guard your integrity
5. Make your own rules
6. Give more than you take
7. Leverage imbalance
8. Make your own luck
9. Volunteer--and network



Source: <https://www.inc.com/peter-economy/9-secret-life-hacks-of-the-rich-and-famous.html>

Lesson 15. Fame & Fortune

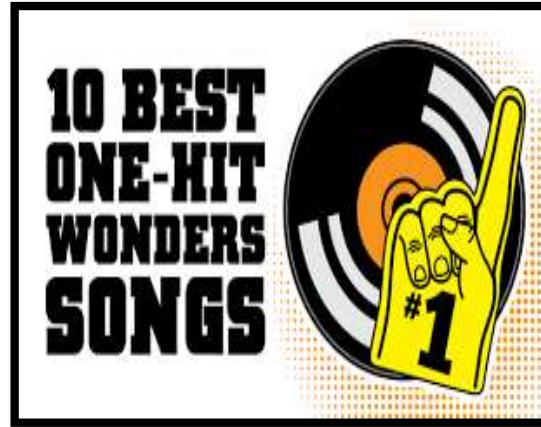
Idiomatic Expressions On Fame And Fortune

One Hit Wonder

Person/band that had only one hit song (or movie)

Ex:

Willow Smith, daughter of Will Smith, sang a **one-hit-wonder** titled "Whip My Hair" in 2010



To Have The Midas Touch

The ability to make money out of anything that you undertake

Ex:

The new singer seems to **have the Midas touch**, turning every song she sings into a hit.

A Has-been/Washed Up

Person who was famous but is not doing any good work anymore

Ex:

She's a **has-been** TV star. She's no longer on any TV shows these days



Splash Out

Spend a lot of money on things although it's not really necessary:

Ex:

They **splashed out** a lot of money on a holiday

Lesson 15. Fame & Fortune

Express Yourself

1. Who is the most famous person in your country?
2. What would you do if you had incredible amount of wealth?
3. What are the best and worst things about being wealthy?
4. Is it better to pursue wealth or happiness?
5. Margaret Bonnano said: "***Being rich is having money; being wealthy is having time***". What do you think of this quote? Are you for this quote or are you against it?
6. If you could have dinner or a drink with any living famous person, who would you choose?
7. If you were rich and famous, how would you spend your time?
8. Do people nowadays become famous for the same reasons as in the past?
9. There's a saying that goes "***With great power comes great responsibility***". Although it's actually only spoken by a fictional cartoon character, many people do opine that famous people with such huge platforms have the responsibility to educate or to set examples to their followers. How do you find this kind of thinking? Are you on the same page with it?

Lesson 15. Fame & Fortune

Tongue Twister Time!

**Happiness can be
thought, taught, and
caught but not bought**



THE END