

Answers

Chiikawa – an IP powerhouse

Question Types

1. The commercial success of Chiikawa highlights how an IP can transform from one digital comic into a whole franchise with different products and services. It is not just about selling a story or an image, but also about building an emotional connection with fans who want to engage with it in different ways.

2. C

Mini Mock

1. (i) F; (ii) T; (iii) T; (iv) F; (v) T

2. No, because the characters also have problems and emotions that people can relate to, such as working hard, feeling lonely, or supporting friends.

3. Because it doesn't settle for whimsical fantasy but serves as a quiet message of encouragement to those facing the harsh realities of modern life.

4. Yes, because the article says other relatable creations like Chiikawa would attract investment and may well follow Chiikawa's path of success.

5. (i) sensation; (ii) wonderland; (iii) IP; (iv) cuteness

Hong Kong embraces e-sports

Question Types

1. A
2. D
3.
 - (i) Not all gamers will succeed as professionals
 - (ii) The pressure to win can be tough and stressful
4. Many students say they make new friends through gaming, learn leadership by managing teams, and sometimes gain the confidence to compete at a higher level.

Mini Mock

1. (i) F; (ii) T; (iii) T; (iv) T; (v) F
2. Many youths find e-sports exciting, fast-paced, and easy to access. They also enjoy being part of a fun, online community.
3. HKU SPACE offers courses and diplomas related to event management, digital media, and business strategies in e-sports.
4. Possible problems include gaming addiction, eye strain, poor posture, and poor time management.
5. (i) arenas; (ii) streaming; (iii) decision; (iv) academic

Shifting your mindset for group discussions

1. (i) B; (ii) C; (iii) D; (iv) A
2.
 - (i) That's a strong idea. To make it work, we could also install more water fountains so students can easily refill reusable bottles. *(Must clearly connect and add to the original idea)*
 - (ii) Banning bottles is a good goal, but I'm concerned about what students would drink during sports days. Perhaps we could first focus on promoting reusable bottles as a cheaper alternative. *(Must acknowledge the idea before introducing a polite challenge or alternative)*
3.
 - (i) I will practise acknowledging a point before I disagree.
 - (ii) I will ask a direct question to someone who hasn't spoken.

Listening comprehension

1. professionals
2. audiences
3. access
4. interest
5. leagues
6. The government supports the industry by providing funds for venues and promotion of major tournaments.