

# BIG FEAT



## Indian Wedding

ROUND 15

### India's Obsession with Extravagant Pre-Wedding Videos

Source: Bloomberg Quick Take

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## 1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [Not a happy camper](#)

- Definition
- Example

QR코드를 통해 Not a happy camper의 설명 영상을 보실 수 있습니다.



1. **Extravagance** (noun) - excessive or unnecessary expenditure of money; luxuriousness  
ex) She lived a life of **extravagance** and luxury.

"But over the past few years, pre-wedding videos and photoshoots have added an extra layer of **extravagance** to these celebrations."

2. **Lavish** (adjective) - sumptuously rich, elaborate, or luxurious  
ex) The party was a **lavish** affair, with champagne flowing freely.

"Extra **lavish** shoots with ball gowns or Indian princess attire in luxurious backdrops. Or uniquely quirky gimmicks to help them stand out from the crowd."

3. **Ball gowns** (noun) - a long, formal dress worn to a ball or formal event  
ex) She looked stunning in her **ball gown** at the gala.

"Extra lavish shoots with **ball gowns** or Indian princess attire in luxurious backdrops."

4. **Quirky** (adjective) - characterized by peculiar or unexpected traits  
ex) The restaurant had a **quirky** décor, with mismatched furniture and odd art pieces on the walls.

"Extra lavish shoots with ball gowns or Indian princess attire in luxurious backdrops. Or uniquely **quirky** gimmicks to help them stand out from the crowd."

5. **Gimmicks** (noun) - a trick or device intended to attract attention, publicity, or business  
ex) The marketing campaign relied heavily on **gimmicks** to get customers interested.

"Extra lavish shoots with ball gowns or Indian princess attire in luxurious backdrops. Or uniquely quirky **gimmicks** to help them stand out from the crowd."

6. **Forego** (verb) - to give up or abstain from something  
ex) He decided to **forego** dessert in order to stick to his diet.

"They're willing to **forego** honeymoon expenses, they're willing to cut wedding guest lists to get an extravagant pre-wedding shoot."

7. **Over-the-top** (adjective) - excessive or exaggerated; going beyond what is considered reasonable or appropriate  
ex) The wedding decorations were completely **over-the-top**, with elaborate flower arrangements and ornate centerpieces.

"As the budget for these shoots reach Bollywood proportions, the pressure is on the couple, as well as the pre-wedding market to come up with even more **over-the-top** themes."

## 2. Listening Drill

You've probably heard about the Big Fat, Indian wedding. Days of color, celebration, *feasting* and even Beyonce. But over the past few years, pre-wedding videos and photoshoots have added an *extra layer of* extravagance to these celebrations.

Imagine these shoots. They have *location scouts*, drones, costume designers, videographers. The list *goes on and on*. I mean, right here, there's only me and Alasdair and Lucia right now.

The goal of these videos is for the couple to get their 15 seconds of *fame*. The videos can go 2 routes. Extra lavish shoots with ball gowns or Indian princess attire in luxurious *backdrops*. Or uniquely quirky gimmicks to help them stand out from the crowd.

The trend comes at a time when India's social media-consuming youth are starting to say their "I do's" as they partake in the country's \$130 billion wedding industry.

Some couples are spending more on these video shoots than their actual honeymoons, my colleague Saritha Rai found in her reporting.

A photographer she spoke with said "One in three of his clients wanted a pre-nuptial photo or video shoot and these aren't very cheap."

Here's Saritha with more from Bangalore. "So there's always a huge debate in India about how much people spend on weddings. And people are willing to spend a lot of money on these. They're *willing to forego* honeymoon expenses, they're willing to cut wedding guest lists to get an extravagant pre-wedding shoot.

This is a factor of 3 different things working together. One is the *proliferation* of smartphones in India. The other is craze for social videos. Third, is all Bollywood and movie industry and song and dance.

So, you know, all of this *comes together* in these pre-wedding videos.

As the budget for these shoots reach Bollywood proportions, the pressure is on the couple, as well as the pre-wedding market to come up with even more over-the-top themes. But maybe for some people, being famous for a day is worth it."

### 3. Summary

Summarize what you have seen/heard in two or three sentences

**Tip.**

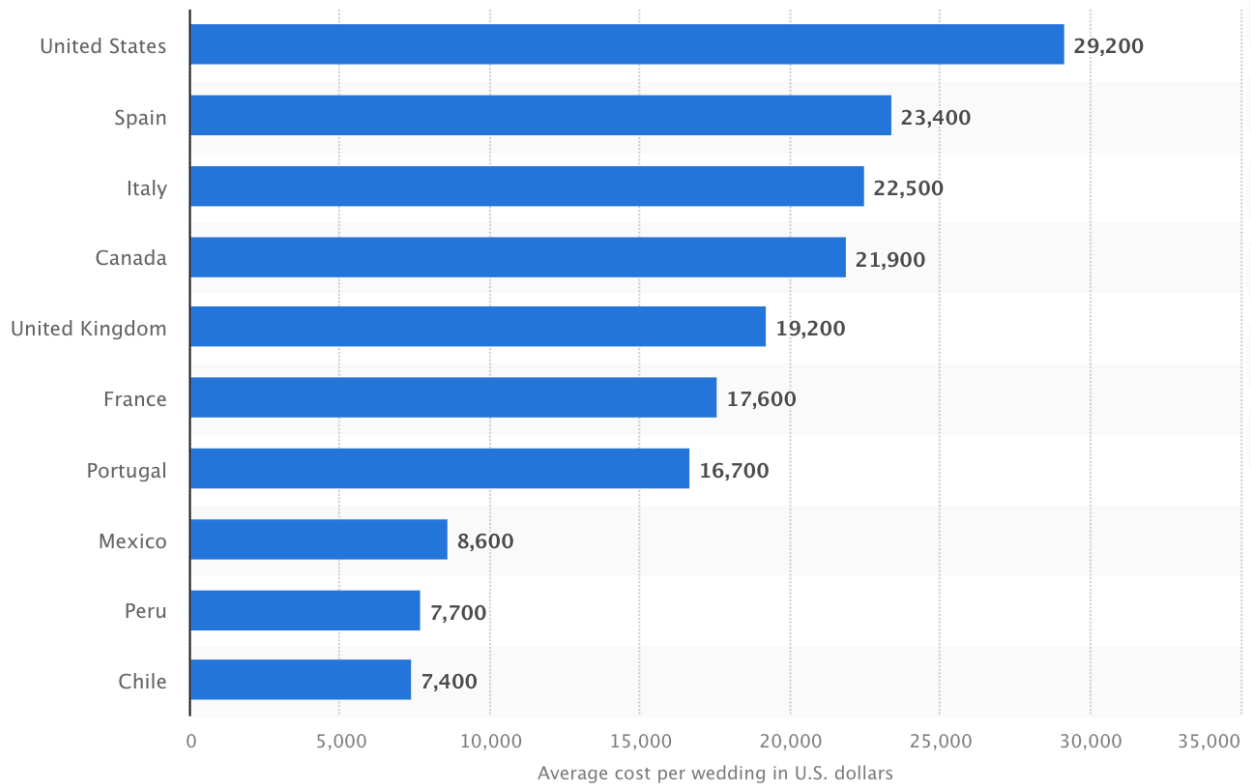
Answer the questions using vocabularies that you learned in the vocabulary section.

### 4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

## Countries spending the most on weddings as of 2019

(in U.S. dollars)



# Highest expenditure on weddings 2019, by country

Published by Statista Research Department, Nov 9, 2022

Couples in the United States spend the most on weddings. As of 2019, a wedding in the United States cost on average 29.2 thousand U.S. dollars. Spain and Italy followed, with 23.4 thousand and 22.5 thousand U.S. dollars, respectively. The study is based on interviews of couples in 14 countries worldwide.

## Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.*

### Easy

1. What springs to mind when you hear the word 'marriage'?  
- What is the secret to a happy marriage?

2. The speaker says that for some people, being famous for a day is worth the cost of an extravagant pre-wedding shoot. Do you agree or disagree with this sentiment? Why or why not?

### Average

1. What recent trends are there in Korean wedding culture?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins*

### Average

2. Are there any particular controversial issues or mentions related to Korean wedding culture in recent years?

### Difficult

1. What do you think are the underlying cultural and societal factors that contribute to the popularity of the pre-wedding video trend in India?

## # Note1

Date: \_\_\_\_\_ Topic \_\_\_\_\_

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### Expression of the Day

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*Write Down idioms/ phrasal verbs that you learned in the sessions*

**Have you used today?**

Week 1.

Yes

No

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Week 2.

Yes

No

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### Words of the Day

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*Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.*

### Useful Sentences

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*Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn*

### Today's Correction

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*Write down today's correction.*



## # Note 2

**Please write down Korean sentences difficult for you to convey in English**

Sentence1

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Sentence2

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Sentence3

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**Please write sentences above in English so that you could never fail again**

Sentence1

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Sentence2

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Sentence3

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**Put a note of vocabularies or idioms that you want to learn**