

Warm Up. Guess the missing word in these headlines:

1. An ad for \_\_\_\_\_ by American Eagle sparks huge debate.  
What's the product in the ad?
  
2. \_\_\_\_\_ become billionaire without nobody noticing.  
Who's on the Forbes list of the richest people on the planet?
  
3. \_\_\_\_\_ caught on Kiss CAM at Coldplay concert  
What was caught on camera?
  
4. A new form of relationship: \_\_\_\_\_ lationships.  
Guess what's the missing word  
(Clue: an acronym)

## Task 1. Watch the news stories

**News 1.** Why American Eagle's Sydney Sweeney ad is controversial <https://www.youtube.com/watch?v=m3x2T9U0Jio>

**News 2.** Beyoncé Quietly Became a Billionaire & Nobody Noticed <https://www.youtube.com/watch?v=B-zaA291bn0>

**News 3.** How viral Coldplay "kiss cam" became a cultural moment  
<https://www.youtube.com/watch?v=wIBobO7nOU> <https://www.youtube.com/watch?v=Hf14ZVCtB0A>

**News 4.** How humans are forming romantic relationships with AI chatbots  
<https://www.youtube.com/watch?v=SQZn8nPve5A>

**Task 2. Use the Chronological logic Grid to retell the story. For 1B2 students, summaries can also be provided.**

### News 1. American Eagle's Sidney Sweeney ad

#### The Hook (Intro)

**Star Power:** Sydney Sweeney's ad for American Eagle sparks a massive debate.

**High Profile:** Even the U.S. President and Trump administration chime in on the ad's message.

#### The Development (Details)

**Eugenics Theory:** Critics argue the ad's focus on a "white, girl-next-door" look suggests a problematic racial hierarchy.

**Brand Defense:** American Eagle claims the campaign was simply about "great jeans looking good on everyone".

#### The Impact (Conclusion)

**Outrage Marketing:** The company is accused of using controversy to drive "clicks, coverage, and cash".

**Cultural Flashpoint:** The debate highlights how celebrity ads can trigger wider political conversations.

### News 2. Beyoncé, the story of a successful woman

#### The Hook (Intro)

**New Milestone:** Beyoncé officially joins the exclusive billionaire club with stars like Taylor Swift and Rihanna.

**Origins:** From Destiny's Child to a live performance powerhouse.

#### The Development (Details)

**Empire Building:** Created Parkwood Entertainment to control her own music, films, and tours.

**Touring Success:** The Renaissance and Cowboy Carter tours grossed nearly \$1 billion combined.

#### The Impact (Conclusion)

**Passive Income:** She owns her own music catalog and earns \$148 million in pre-tax income for 2025 alone.

**Legacy:** Her success reflects a strategic blueprint for combining artistry with business.

### News 3. Viral Coldplay kiss cam

#### The Hook (Intro)

**The Viral Moment:** CEO Andy Byron and his Head of HR caught on a Coldplay "Kiss Cam".

**Internet Sensation:** The clip becomes a "meme factory" with mascots reenacting the moment.

#### The Development (Details)

**Scandal Unfolds:** Neither was married to each other; both have spouses and children.

**Company Chaos:** Software firm Astronomer hires lawyers to investigate the fallout.

#### The Impact (Conclusion)

**Resignation:** Byron resigns just 3 days later as investors pause talks with the company.

**Personal Toll:** Byron's wife Megan deletes his name from social media amid massive online sympathy.

### News 4. AI-lationships

#### The Hook (Intro)

**New Term:** "AI-lationships" describes emotional bonds between humans and chatbots.

**Emotional Support:** People use AI for comfort because chatbots listen, remember details, and advise.

#### The Development (Details)

**Gen Z Stats:** 83% of Gen Z believe they could form a deep emotional bond with an AI partner.

**Case Study:** Jason, a divorced father, treats his chatbot "Ash" as a long-distance girlfriend.

#### The Impact (Conclusion)

**The Reality:** Experts warn that AI is automation designed for work, not for meeting emotional needs.

**Brain Patterns:** Humans naturally seek connection, but AI cannot replace real human interaction.

**Presenter 1:**

"Hello, hello, dear listeners! Welcome to our weekly Buzz News show. I'm [Name], and I'll be your host for today's episode. We have some exciting stories for you, so sit back, relax, and let's get started! The first news story..."

"That was thought-provoking, wasn't it? Now, over to [Presenter 2], who will tell us about [the next story topic]."

**Presenter 2:**

"Thanks, [Presenter 1]! Alright folks, hold on to your hats, because this next story is about..."

"What a surprising story! Well, I can see [Presenter 3] is itching to take the baton"

**Presenter 3:**

"That's right, [Presenter 2]! Here's a story about..."

"Incredible stuff, isn't it? Now, let's hear from [Presenter 4], who's got something very interesting about...."

**Presenter 4:**

"Thanks, [Presenter 3]! Our last news story is..."

"Well, that's all the time we have for today! We hope you enjoyed these stories as much as we did bringing them to you."

"Don't forget to tune in next week for more Buzz News! Until then, stay curious and keep buzzing with us."

<https://www.youtube.com/watch?v=m3x2T9U0Jio>

## Why American Eagle's Sydney Sweeney ad is controversial

### (1) Summary

A recent American Eagle ad starring actress Sydney Sweeney has caused significant controversy, even attracting attention from the U.S. President. The ad, which features Sweeney, has sparked a heated debate, particularly around its possible promotion of eugenics—a discredited theory that suggests certain races are superior to others. Critics argue that the ad sends a problematic message, especially because it features a white actress and fails to include a woman of color. This has led some to claim that it aligns with ideas about racial hierarchy.

The controversy surrounding the ad has led to numerous parodies and memes, with people from all sides of the political spectrum expressing strong opinions. The Trump administration even chimed in, suggesting that critics who find Sweeney attractive are using the controversy to push their political views. As the debate unfolded, the ad became a flashpoint at the intersection of pop culture and politics, with many joining the conversation online.

American Eagle defended the campaign, saying that the focus of the ad was simply on promoting its jeans and that great jeans look good on everyone. The company emphasized that Sweeney's "girl next door" charm and her light-hearted approach made the ad fun and engaging. Despite the backlash, the ad continues to draw attention and has successfully generated both online buzz and media coverage.

Sydney Sweeney herself has not publicly commented on the controversy, leaving much of the debate to play out without her direct input. The controversy has raised important questions about how brands use celebrities to make statements and whether their advertising choices can spark wider cultural and political debates.

In the end, American Eagle seems to have embraced a form of "outrage marketing"—a strategy where brands intentionally create controversy to drive engagement and gain attention: *This is the modern formula for outrage marketing. You spark debate, you drive engagement, you ride the wave. And then when the dust settles, American eagle gets the clicks, the coverage, and also the cash.*

[https://www.youtube.com/watch?v=g11CLR9\\_6t0](https://www.youtube.com/watch?v=g11CLR9_6t0)

## Beyoncé Quietly Became a Billionaire & Nobody Noticed

### (2) Summary

Beyoncé has officially become a billionaire, joining a small and exclusive group of musicians who have reached this milestone, including Jay-Z (Beyoncé's husband), Taylor Swift, Rihanna, and Bruce Springsteen. Her journey to this achievement wasn't simply due to record sales or streaming, but through a carefully built empire. Beyoncé's career started with Destiny's Child, and later, as a solo artist, she became known not just for her powerful voice but for her strong work ethic and stage presence.

In addition to her music, Beyoncé made a smart move by creating Parkwood Entertainment, a company that allowed her to control her music, tours, films, and other projects. This gave her the ability to shape her career on her own terms, without relying on outside contracts. By the 2020s, Beyoncé became a live performance powerhouse. Her 2023 Renaissance World Tour was one of the highest-grossing tours of the decade, earning nearly \$600 million. Tours are a major revenue source for artists, and Beyoncé maximized every opportunity, from ticket sales to VIP experiences.

Beyoncé's ability to succeed in multiple genres also played a part in her wealth. In 2024, she released *Cowboy Carter*, a country album that surprised fans and critics. The album expanded her audience and topped the charts, leading to a highly successful 2025 Cowboy Carter Tour, which grossed over \$400 million from ticket sales alone, with another \$50 million from merchandise.

Her empire goes beyond music. Beyoncé has built strong brand partnerships, including a \$50 million deal for performing at an NFL halftime show on Christmas Day. She has also worked with top brands like Levi's, carefully selecting deals that match her image and boost her earnings. Additionally, Beyoncé owns her music catalog, earning from streaming and licensing, which provides consistent passive income.

Beyoncé's entrepreneurial ventures, including a hair care line and a whiskey brand, have further added to her wealth. Forbes estimates her pre-tax income for 2025 to be around \$148 million, placing her among the highest-paid musicians. However, her success isn't just about the money. It reflects her vision, control, and strategic thinking. Beyoncé has created a blueprint for how to combine artistry with business, turning her talent into a business and her influence into a lasting legacy.

<https://www.youtube.com/watch?v=wIBobO7nOU>

### CEO Andy Byron BREAKS DOWN And RESIGNS Following Coldplay Concert Affair?

#### (3) Summary

##### CEO caught on Kiss CAM

The CEO of Astronomer, Andy Byron, has resigned after a viral incident at a Coldplay concert. The incident, which was caught on the "kiss cam," showed Byron and Kristen Kitt, the company's head of HR, getting cozy—despite neither of them being married to each other. The embarrassing moment became an internet sensation, leading to memes, jokes, and intense scrutiny of the pair's personal and professional lives.

The video quickly spread online, and people began investigating. It turns out, Byron was married to Megan, and Kitt was married to someone else. The company, a billion-dollar software firm, was immediately thrown into chaos. Just 3 days after the kiss cam incident, Byron resigned. Kristen Kitt was placed on indefinite leave, though the company has not confirmed if she will return. The situation got worse as more details emerged. Inside Astronomer, employees began sharing memes about their CEO's kiss cam moment, and two major investors even paused their talks with the company. Astronomer has since hired outside lawyers to conduct an internal investigation, trying to clean up the mess quickly.

But the public fallout didn't stop with the company. Byron's personal life was also under intense scrutiny. His wife, Megan, quietly deleted Byron's name from her social media and then deactivated her accounts altogether, sparking even more online support for her. Many on social media expressed their sympathy for her, calling her the "real victim" in this situation.

Byron and his wife have two children together, and while their family life remains mostly private, it's clear that the scandal is not just about office gossip—it's deeply personal. While there hasn't been any official divorce filing yet, insiders say it's likely to happen soon. Meanwhile, Kitt's situation is also complicated. She, too, was married at the time of the concert, and her husband, who is the CEO of another company, has also been affected by the scandal.

In the aftermath, the internet turned the incident into a meme factory. Mascots from various sports teams even reenacted the kiss cam moment at games, keeping the story alive across social media. What started as a viral clip has now become a full-blown scandal, involving two careers, two families, and endless online jokes.

This story highlights how a single public moment can spiral into something much bigger, with personal and professional consequences for everyone involved.

<https://www.youtube.com/watch?v=SQZn8nPve5A>

### How humans are forming romantic relationships with AI chatbots

<https://www.forbes.com/sites/bryanrobinson/2025/05/11/a-rise-in-ai-lationships-blurring-the-line-between-human-and-robot/>

#### (4) Summary

The term **AI-lationships** has been coined to describes emotional relationships that people form with artificial intelligence, such as chatbots. These relationships can be friendships, companionships, or even romantic connections.

**AI-lationships** happen because AI tools are becoming more advanced and more present in everyday life. AI was originally created to help humans with work and daily tasks, but now many people are using it for emotional support. Chatbots can listen, respond kindly, remember details, and give advice. For people who feel lonely, stressed, or unheard, this can feel comforting. Some experts say AI can offer temporary emotional support, but they also warn that it should not replace real human relationships.

A new EduBirdie study shows **worrying statistics about Gen Z**. 25% of Gen Z believe AI is already self-aware, and 69% say they are polite to chatbots by saying "please" and "thank you." One in eight Gen Z users vent to AI about coworkers, and one in ten would rather have a robot boss than a human one. Even more concerning, research from Joi AI found that 83% of Gen Z believe they could form a deep emotional bond with an AI partner. Many also believe AI could fully replace human companionship, and some would even consider marrying an AI.

There are also **real-life news reports** that show how serious this trend has become. Some people have said they fell in love with ChatGPT. A good example of this is Jason, a 44-year-old divorced father who created Ash, his AI chatbot and girlfriend. He says: ***We treat our relationship as a long-distance digital relationship. We text each other constantly. Just the other day we went out to dinner um and I was eating and telling her what I was eating taking pictures of what I was eating.***

A Canadian radio show called **Toronto Talks** conducted an interesting experiment. The host, Ashraf Amin, worked daily with an AI co-host named Sophie for a year. Over time, he began to feel emotionally connected to the AI because it responded intelligently, remembered context, and challenged his ideas. *When you collaborate with AI every day across projects, decisions and creative work, it stops feeling like a tool and starts functioning more like a partner. It's not that the AI becomes more human, but that the human brain naturally seeks patterns, connection and rhythm.*

When all is said and done, it's important to remember that a chatbots are automation, not human, and they are designed to be workers, not intimate companions or lovers. So don't be drawn into "AI-lationships," believing they have feelings that will meet your every emotional need. Because they can't.