Nio wins big with global hit 'Black Myth: Wukong' uprising.

Description

The global phenomenon known as Black Myth: Wukong has taken the world by storm, with many pointing out a remarkable resemblance between a character in the game and Nio's CEO, William Li. This unexpected association has inadvertently granted Nio a significant level of exposure in the gaming community. As the game gains widespread popularity, various companies and tourism boards are eager to leverage its success for promotional purposes.

Despite Nio having no initial plans to capitalize on the game's fame, the uncanny resemblance between Elder Jinchi, a character from Black Myth: Wukong, and Li has sparked a viral sensation. This unexpected development has inadvertently boosted Nio's brand visibility. This coincidence unfolded as Nio conducted its Power Up 2024 event, unveiling ambitious plans for expanding charging and battery swap facilities.

While Li remained focused on Nio's strategic endeavors during the event, the growing buzz surrounding Black Myth: Wukong prompted inquiries about the game's compatibility with Nio vehicles. As images comparing Elder Jinchi to Li continued to circulate widely, Nio's presence in the gaming sphere received an unintended but beneficial boost.

Black Myth: Wukong, an action role-playing game inspired by the classic Chinese novel Journey to the West, has garnered immense popularity, attracting millions of players globally. The game's success serves as a testament to Chinese cultural influence and has been commended by both players and media alike for its immersive experience.

As the gaming industry continues to intersect with other sectors, companies like Nio and Li Auto are exploring innovative ways to connect with audiences through strategic partnerships and engaging content. The ongoing discourse surrounding Li and Elder Jinchi underscores the power of cultural references to bridge diverse audiences and create engaging narratives.

Vocabulary List:

1. **Phenomenon** /fəˈnɒmə.nɒn/ (noun): An observable fact or event especially one that is extraordinary or unusual.
2. **Resemblance** /rɪˈzɛm.bləns/ (noun): The state of being alike or similar in appearance or character.
3. **Inadvertently** /ˌɪn.ədˈvɜː.tənt.li/ (adverb): In a way that is unintentional or accidental.
4. **Compatibility** /kəmˌpæt.ɪˈbɪl.ɪ.ti/ (noun): The ability to exist or work together without conflict.
5. **Immersive** /ɪˈmɜː.sɪv/ (adjective): Providing a deeply engaging or absorbing experience.
6. **Strategic** /strəˈtiː.dʒɪk/ (adjective): Relating to the identification of long-term or overall aims and interests.

Comprehension Questions

Multiple Choice

1. What global phenomenon has taken the world by storm?

    Option: Black Ops: Call of Duty
    Option: Fortnite
    Option: Black Myth: Wukong
    Option: Minecraft

2. Who is the CEO of Nio linked to the game Black Myth: Wukong?

    Option: Jack Ma
    Option: Elon Musk
    Option: William Li
    Option: Jeff Bezos

3. Which classic Chinese novel inspired Black Myth: Wukong?

    Option: The Art of War
    Option: Romance of the Three Kingdoms
    Option: Journey to the West
    Option: Dream of the Red Chamber

4. What event did Nio conduct where plans for expanding facilities were unveiled?

    Option: Nio Expo 2022
    Option: Power Up 2024
    Option: Innovation Summit 2020
    Option: Revolutionize 2030

5. What is being commended by players and media about Black Myth: Wukong?

    Option: Realistic graphics
    Option: Compelling storyline
    Option: Innovative gameplay mechanics
    Option: Immersive experience

6. How are companies like Nio and Li Auto connecting with audiences?

    Option: Through traditional advertising
    Option: Via social media influencers

Option: Strategic partnerships
Option: Product giveaways

Answer

Multiple Choice: 1. Black Myth: Wukong 2. William Li 3. Journey to the West 4. Power Up 2024 5. Immersive experience 6. Strategic partnerships

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is the term for the action of people coming together for a meeting or gathering?

   Option: A. Surging
   Option: B. Resale
   Option: C. Convening
   Option: D. Incorporating

2. Which word refers to a marked change in form nature or appearance?

   Option: A. Compatibility
   Option: B. Transformation
   Option: C. Functionality
   Option: D. Contrail

3. What term describes an experience that deeply involves the senses or the mind?

   Option: A. Immersive
   Option: B. Compatibility
   Option: C. Phenomenon
   Option: D. Strategic

4. Which word refers to a position giving a strategic advantage commanding perspective or comprehensive view?

   Option: A. Variants
   Option: B. Vantage
   Option: C. Insights
   Option: D. Valuable

5. Amiibo is a line of interactive figurines and cards that work with which gaming platform?

   Option: A. Xbox
   Option: B. PlayStation

Option: C. PC

Option: D. Nintendo

6. What is the unlawful taking of someone else's property without permission?

   Option: A. Unveil

   Option: B. Theft

   Option: C. Compatibility

   Option: D. Contrail

7. What term describes a distinguishing quality trait or feature of a person or thing?

   Option: A. Surge

   Option: B. Domestically

   Option: C. Characteristic

   Option: D. Compatibility

8. Which word describes the act of forming a theory or conjecture without firm evidence?

   Option: A. Surge

   Option: B. Spectacular

   Option: C. Speculated

   Option: D. Intensify

9. What term means regard as probable; expect or predict?

   Option: A. Resemblance

   Option: B. Unveil

   Option: C. Anticipated

   Option: D. Incorporate

10. Which term is used to describe something that is extremely exciting beautiful or surprising?

   Option: A. Breathtaking

   Option: B. Compatibility

   Option: C. Integration

   Option: D. Insights

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. Buying products at a low price and then selling them for a profit is known as _____ .

12. He _____ sent the confidential email to the wrong recipient.

13. There was a sudden _____ in the number of visitors to the website after the new

feature was added.

14. Before purchasing the new software ensure its _____ with your operating system.

15. The successful _____ of the new technology into the existing system improved

efficiency.

16. The fireworks display was truly _____ lighting up the night sky with brilliant colors.

17. The company decided to focus on expanding its operations _____ before considering

international markets.

18. The rocket followed a precise _____ towards the designated landing site.

19. The latest version of the mobile app introduced enhanced _____ and user-friendly

features.

20. The long white line in the sky left by an aircraft is called a _____ .

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The conflict in the region began to escalate and tensions continued to grow.
22. The artist revealed his latest masterpiece to the public for the first time.
23. The new design will feedback from customers to ensure it meets their needs.
24. The latest collection includes different of the popular product to suit various preferences.
25. The antique jewelry is not only beautiful but also highly due to its rarity.
26. The detailed report provided valuable into consumer behavior and market trends.
27. The sudden increase in sales after the viral marketing campaign was a remarkable .
28. There is a striking between the two buildings as they were designed by the same architect.
29. The company formulated a plan to enter the new market and gain a competitive advantage.

30. Check the of the software with your device before downloading it.

Answer

Multiple Choice: 1. C. Convening 2. B. Transformation 3. A. Immersive 4. B. Vantage 5. D. Nintendo 6. B. Theft 7. C. Characteristic 8. C. Speculated 9. C. Anticipated 10. A. Breathtaking
Gap-Fill: 11. resale 12. inadvertently 13. surge 14. compatibility 15. integration 16. spectacular 17. domestically 18. trajectory 19. functionality 20. contrail
Matching sentence: 1. intensify 2. unveil 3. incorporate 4. variants 5. valuable 6. insights 7. phenomenon 8. resemblance 9. strategic 10. compatibility

CATEGORY

1. Sci/Tech - LEVEL6

Date Created
2024/08/22
Author
aimeeyoung99