

Read the article and answer the questions.

Let's enter the bizarre, and strange world of Huggy Wuggy, the adorable monster, that's managed to infiltrate the YouTube, and Tik Tok and street markets. Originally the villain in a small indie horror game, created by start-up Mob Entertainment's Seth and Zac Belanger, Huggy Wuggy has emerged, from its digital birthplace, to become a viral sensation.



I found myself immersed, in the compelling story, of this bizarre creature, with a smile that could both warm your heart, and chill you to the bone. Huggy Wuggy, a contradictory combination, of razor-sharp teeth and suffocating hugs, somehow manages to sit on the fence between terror and comedy, driving children mad, with glee and fear.

As I dove deeper into Huggy Wuggy's world, I couldn't help but wonder, what mysterious forces, propelled this unnatural being, into the spotlight. Its oddly simplistic design captivates children, ensnaring them in the beast's long, outstretched arms. Both frightening and endearing, Huggy Wuggy has become an inexplicable global phenomenon.



The smiling monster's shape-shifting ability, allowed it to morph, from a sinister, digital creature of the night, into a cuddly, plush toy, worming its way into the hearts and minds, of unsuspecting children, across the globe. The market, for bootleg Huggy Wuggies exploded, creating an army of colorful clones. Mob Entertainment, had to fight a legion of copyright and trademark infringers. It took the company five months, to develop its own licensed products. On the upside for the company, these fake Huggies, also served as an enormous unplanned marketing campaign, for the brand.

So what lessons can we learn, from diving into the viral success, of this fictional creature? Huggy Wuggy's seamless infiltration of popular culture, showcased, the power of the internet, and social media, to give life to a new kind of phenomenon. The confounding success of Huggy Wuggy, serves as a lesson, on the fluid boundaries between media and reality, sometimes called convergence culture, for today's youth. Young kids and teenagers can follow their favorite characters, no matter the context, online and off. In the end, Huggy Wuggy's rise to fame, is a testament to the unpredictable, and chaotic nature of contemporary culture, where smiling, cuddly monsters, can become icons, and take on a life of their own.

1. What is Huggy Wuggy and where did it originate from?

2. What are some of the contradictory characteristics of Huggy Wuggy that make it both terrifying and endearing?

3. How did Huggy Wuggy's popularity lead to a market for bootleg products, and how did Mob Entertainment respond to this issue?

4. How did the internet and social media contribute to Huggy Wuggy's viral success?

5. Do you think Huggy Wuggy is friendly or scary? Explain.

Exercise 1: Ranking/Prioritizing Exercise

Rank the following factors in order of importance in contributing to Huggy Wuggy's success.

- ___ Huggy Wuggy's compelling story
- ___ Its simplistic design
- ___ The power of the internet and social media
- ___ The bootleg Huggy Wuggies serving as an unplanned marketing campaign
- ___ The ability to shape-shift from a digital creature to a plush toy

After ranking the factors, explain why you ranked the first factor as the most important in contributing to Huggy Wuggy's success. _____

Exercise 2: Vocabulary Matching Exercise

Match the following vocabulary words in the word bank to their definitions in the chart below.

ensnare	contradictory	villain
infringers	indie	
infiltrate	convergence	viral

Word	Definition
A.	To spread rapidly through a population by being shared widely
B.	A wicked or evil person or character
C.	Independent, not part of a larger organization or corporation
D.	To enter or become established in gradually or stealthily
E.	Asserting the opposite of a previously stated idea
F.	To catch or entangle in something
G.	The act or process of coming together or merging
H.	Those who break rules, such as copyright or trademark laws

Exercise 3: Collocation Practice Activity

Complete the following sentences using the appropriate collocation from the options provided.

1. Huggy Wuggy has become a _____ sensation.
a) viral b) catastrophic c) sorrowful
2. The market for bootleg Huggy Wuggies _____.
a) exploded b) submerged c) vanished
3. The power of the internet and social media _____ a new kind of phenomenon.
a) gave life to b) removed c) protected
4. The boundaries between media and reality are _____.
a) fluid b) tense c) unchanged
5. Huggy Wuggy's success is _____ and chaotic.
a) predictable b) unimaginative c) unpredictable

Answers

1. What is Huggy Wuggy and where did it originate from?

Huggy Wuggy is an adorable yet terrifying monster that originated as a villain in a small indie horror game created by start-up Mob Entertainment's Seth and Zac Belanger. It has since become a viral sensation on platforms like YouTube and TikTok.

2. What are some of the contradictory characteristics of Huggy Wuggy that make it both terrifying and endearing?

Huggy Wuggy possesses a smile that can warm your heart as well as chill you to the bone. Its contradictory combination of razor-sharp teeth and suffocating hugs make it both frightening and endearing, captivating children and driving them mad with glee and fear.

3. How did Huggy Wuggy's popularity lead to a market for bootleg products, and how did Mob Entertainment respond to this issue?

The popularity of Huggy Wuggy led to a market for bootleg products, creating an army of colorful clones. Mob Entertainment had to fight a legion of copyright and trademark infringers, and it took them five months to develop their own licensed products. However, the fake Huggies also served as an enormous unplanned marketing campaign for the brand.

4. How did the internet and social media contribute to Huggy Wuggy's viral success?

The internet and social media played a significant role in Huggy Wuggy's viral success by providing platforms for rapid content sharing, user engagement, and widespread exposure. Some of the ways they contributed are:

5. Do you think Huggy Wuggy is friendly or scary? Explain.

Huggy Wuggy can be seen as friendly due to its endearing smile and huggable nature, but it can also be perceived as scary because of its razor-sharp teeth and sinister origins in a horror game. The character's unique blend of terror and comedy is what makes it so captivating for its audience.

Ranking/Prioritizing Exercise - Suggested Answers

1. Becoming a viral sensation on YouTube and TikTok
2. Huggy Wuggy's creation in an indie horror game
3. The creation of bootleg Huggy Wuggies
4. The development of licensed Huggy Wuggy products
5. Mob Entertainment fighting copyright and trademark infringers

Explanation for the first-ranked item: Huggy Wuggy becoming a viral sensation on YouTube and TikTok was crucial for its success, as it led to widespread popularity and allowed it to infiltrate popular culture, ultimately resulting in a global phenomenon.

Vocabulary Matching Exercise

- A. Viral - To spread rapidly through a population by being shared widely
- B. Villain - A wicked or evil person or character
- C. Indie - Independent, not part of a larger organization or corporation
- D. Infiltrate - To enter or become established in gradually or stealthily
- E. Contradictory - Asserting the opposite of a previously stated idea
- F. Ensnare - To catch or entangle in something
- G. Convergence - The act or process of coming together or merging
- H. Infringers - Those who break rules, such as copyright or trademark laws

Collocation Practice Activity

1. Huggy Wuggy has become a *a) viral* sensation.
2. The market for bootleg Huggy Wuggies *a) exploded*.
3. The power of the internet and social media *a) gave life to* a new kind of phenomenon.
4. The boundaries between media and reality are *a) fluid*.
5. Huggy Wuggy's success is *c) unpredictable* and chaotic.