

Middle East Pop Culture Pulse: Viral Trends, Influencers, and Entertainment S

Middle East Pop Culture · Answer Key · 19 Questions

1. Which Saudi Arabian music festival has gained international recognition for hosting major DJs and local talent, contributing to the country's goal of becoming a global entertainment hub?

A) MDLBeast Soundstorm

- B) Riyadh Season Festival
- C) Janadriyah National Heritage Festival
- D) Al Ula Winter Festival

2. What is the name of the popular beauty influencer and entrepreneur from the Middle East who founded a globally recognized beauty brand and has amassed a significant following on social media?

A) Huda Kattan

- B) Joelle Mardinian
- C) Ahlam Al Shamsi
- D) Ascia Al Faraj

3. Which dangerous social media challenge has recently resurfaced, prompting warnings from authorities in the UAE about its life-threatening risks, particularly for students?

A) Skull Breaker Challenge

- B) Choking Challenge
- C) Fire Challenge
- D) Ice Bucket Challenge

4. In the realm of Middle Eastern music, which Palestinian-Jordanian artist has gained attention for her anthem 'Asli Ana' and her advocacy for her homeland, blending pop sensibilities with Middle Eastern influences?

A) Zeyne

B) Elyanna

- C) Saint Levant
- D) Nabeel

5. What is a prominent trend in Middle Eastern streetwear, reflecting a blend of global influences with local culture, particularly among younger generations?

A) Incorporation of Arabic calligraphy and traditional motifs

- B) Exclusive use of Western designer brands
- C) Focus on purely traditional garments
- D) Minimalist, monochrome designs

6. Which UAE-based reality TV star and beauty entrepreneur has revolutionized regional beauty standards with her own empire and a significant social media presence?

A) Joelle Mardinian

- B) Huda Kattan
- C) Ahlam Al Shamsi
- D) Ascia Al Faraj

7. What is a key trend in the UAE's social media landscape for 2025, focusing on shorter, engaging content?

A) Short-form video content

- B) Long-form documentaries
- C) Text-based status updates
- D) Infographics

8. Which Middle Eastern country is actively developing a new gaming sector, with plans for the region's first gaming resort in Ras Al Khaimah?

A) UAE

- B) Saudi Arabia
- C) Qatar
- D) Jordan

9. What is a significant cultural event in Saudi Arabia that showcases Bedouin traditions, camel racing, calligraphy, and local crafts?

A) Janadriyah National Heritage Festival

- B) Riyadh Season
- C) Al Ula Winter at Tantora
- D) Dubai Shopping Festival

10. Which Egyptian singer-songwriter gained significant attention in 2023 for her EP 'Daydreamer' and the single 'Wana', blending UK grime with neo-soul and jazz?

A) Nour

- B) Mvndila
- C) LIUNR
- D) Felukah

11. The fashion industry in the Middle East is seeing a resurgence in which traditional garment, reimagined with modern cuts and fabrics?

A) Abaya

- B) Thobe
- C) Keffiyeh
- D) Dishdasha

12. What is a major trend in the Middle Eastern fashion market for 2025, driven by Gen Z and youth culture?

A) Streetwear infused with Arabic calligraphy and cultural prints

- B) A return to purely formal, traditional attire
- C) Emphasis on vintage Western fashion
- D) Minimalist, athleisure wear without cultural elements

13. Which platform has seen massive traction in the UAE, with a significant percentage of the population aged 18+ using it, making it a key platform for brands targeting a younger audience?

A) TikTok

- B) Facebook
- C) WhatsApp
- D) LinkedIn

14. What is a notable trend in the Middle East's digital marketing landscape for 2025, focusing on smaller influencers with higher engagement rates?

A) Rise of Nano & Micro-Influencers

- B) Dominance of Mega-Celebrity Endorsements
- C) Exclusive use of traditional media advertising
- D) Focus solely on print media campaigns

15. Which Palestinian-Chilean artist has been touring with Coldplay and released the single 'Kayani,' inspired by Bollywood, gaining global attention?

A) Elyanna

- B) Zeyne
- C) Saint Levant
- D) Nour

16. What cultural shift is being driven by new initiatives in countries like Saudi Arabia, the UAE, and Qatar, aiming to transform their economies beyond oil?

A) Becoming hubs of cultural innovation

- B) Focusing solely on traditional industries
- C) Reducing international tourism
- D) Limiting digital media access

17. Which Middle Eastern film, gaining international acclaim, tells the true story of a young Palestinian girl during the Nakba?

A) Farha

- B) The Swimmers
- C) No Bears
- D) Huda's Salon

18. What is a growing trend in Middle Eastern fashion, particularly in the UAE and Saudi Arabia, that blends global styles with local heritage, featuring items like sneakers paired with abayas?

A) Streetwear meets regional identity

- B) A complete rejection of traditional clothing
- C) Focus on Western haute couture only
- D) Minimalist, functional workwear

19. Which popular Kuwaiti couple are known as content creators on Snapchat, blending fashion, entrepreneurship, and parenting?

A) Farah Alhady and Aqeel Alrayeesi

- B) Kholod and Amen
- C) Abdullaziz Baz
- D) Latifa Al Shamsi