

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

Middle East Pop Culture · Practice Test · 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