

CNN News Highlights — Uno

1) board game	2) decades	3) patented	4) paycheck	5) puzzles	6) trivia
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Ten second _____:

What _____ was _____ on December 31, 1935? Monopoly, Scrabble, Candy Land, or Chutes and Ladders?

If you said Monopoly, you are correct. Although the rules had been created much earlier in 1903 by a woman named Elizabeth Magie. That's a story that had been lost for _____ until recently.

Now, ever since, games and _____ have been big business. And for one lucky player, the game UNO has also meant a big _____ for her. She's earning thousands of dollars each month to play the game she loves.

1) beat	2) game	3) graduated	4) responsibilities	5) salary	6) strangers
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That will be _____.

OK, got it.

Yes, yes.

This is 22-year-old Litzy Santana. She just _____ from college a few months ago and now Mattel is paying her to play its new game, UNO Quatro, with _____ on the streets of New York.

You just won UNO Quatro, yay.

Her _____? \$4,444 a week for only four hours per day. That's almost \$278 an hour.

My job _____ as Chief UNO Player include: One, having fun.

I don't think you guys are going to _____ me.

Wow.

That's game.

1) audition	2) campaign	3) fascinating	4) firm-generated content	5) influencer
6) irrational	7) landed	8) multitudes	9) on the flip side	

Number two, explaining the games, the rules of UNO Quatro and then playing some UNO Quatro and hopefully winning a lot.

So "Chief UNO Player" as a _____ is quite _____. Everyone says, wow, that is so much money. It's _____ to pay an individual that much to play this game. _____, not only will they have the _____, they'll also have _____ of — of consumer-generated content all for the low price of about \$18,000.

Litzy isn't an _____ or a household name. She doesn't have thousands of followers, but she _____ the job anyways. Thanks to an open call _____ on, you guessed it — TikTok.

1) an organic following	2) draw on	3) randos	4) social media	5) tactic	6) vibes
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You like playing UNO? Do you like making money?

It's a _____ on the part of companies like Mattel to _____ younger customers on _____.

Oh, and you should probably be friendly and have really good _____. Because you're going to be challenging _____ to play Uno Quatro.

When we think about an influencer, traditionally, we think about someone who has _____.

And why should I be the first "Chief UNO Player"? Let me try my collection real quick.

1) brands	2) consumers	3) credibility	4) intermediary
5) marketplace	6) parasocial	7) skeptical	8) ultimate scoop

The Chief UNO Player, they were not selected due to their role as an influencer, given that they were given a title from this company, they're given _____.

I'm here to tell you and give you the _____ on how to win UNO Quatro every single --

_____ are increasingly _____ of _____ in the _____, but having this _____, whether it's an influencer, or a creator, consumers develop what are called _____ relationships. They treat it like a real relationship. They say this person won't lie to me. I trust this person.

1, 2, 3, 4. Awesome. Love it. Thank you guys.

十秒瑣事：

哪種桌遊於 1935 年 12 月 31 日獲得專利？大富翁、拼字遊戲、糖果樂園，還是梯盤棋？

如果你說大富翁，你是對的。儘管這些規則是由一位名叫伊麗莎白·馬吉 (Elizabeth Magie) 的女士早在 1903 年制定的。直到最近以前，這個故事已經失傳了幾十年。

從那時起，遊戲和謎題就成了大生意。對一位幸運的玩家來說，《UNO》遊戲也意味著她的一大筆收入。她透過玩自己喜歡的遊戲每月賺取數千美元。

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遊戲結束。

好的，我知道了。

是的是的。

這是 22 歲的 Litzy Santana。她幾個月前剛從大學畢業，現在美泰付錢給她，讓她在紐約街頭與陌生人一起玩新遊戲 UNO Quatro。

您剛剛贏得了 UNO Quatro，耶。

她的工資？每週 4,444 美元，每天僅需 4 小時。這幾乎是每小時 278 美元。

身為 UNO 首席玩家，我的工作職責之一就是享受樂趣。

我不認為你們會打敗我。

哇。

遊戲結束。

第二，解釋遊戲、UNO Quatro 的規則，然後玩一些 UNO Quatro，希望能贏得很多。

所以「UNO 首席玩家」這個活動是相當吸引人的。大家都說，哇，這麼多錢。付給個人那麼多錢來玩這個遊戲是不合邏輯的。另一方面，他們不僅擁有公司生成的內容，而且還擁有大量消費者生成的內容，而且價格低廉，價格約為 18,000 美元。

Litzy 並不是一個有影響力的人物，也不是一個家喻戶曉的名字。她沒有成千上萬的粉絲，但她還是得到了這份工作。

你猜對了，感謝 TikTok 的公開徵集試鏡。

你喜歡玩 UNO，你喜歡賺錢嗎？

這是美泰兒等公司在社群媒體上吸引年輕顧客的策略。

哦，你應該很友好並且有很好的氣場。因為您將挑戰陌生人來玩 Uno Quatro。

傳統上，當我們想到有影響力的人時，我們會想到擁有社群媒體追隨者的人。

為什麼我要成為第一位 UNO 首席玩家？讓我快速嘗試我的收藏。

UNO 首席玩家，他們之所以被選中並不是因為他們作為網紅的角色，因為他們是從這家公司獲得的頭銜，他們被賦予了可信度。

我來這裡是為了告訴您並為您提供有關如何贏得 UNO Quatro 每場比賽的終極獨家新聞——

消費者對市場上的品牌越來越懷疑，但有了這個中介，無論是網紅或創造者，消費者就會發展出所謂的準社會關係。他們將其視為真正的關係。他們說這個人不會騙我。我信任這個人。

1、2、3、4。太棒了。愛它。感謝你們。



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Answers

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Ten second 6) trivia:

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So "Chief UNO Player" as a 2) campaign is quite 3) fascinating. Everyone says, wow, that is so much money. It's 6) irrational to pay an individual that much to play this game. 9) On the flip side, not only will they have the 4) firm-generated content, they'll also have 8) multitudes of — of consumer-generated content all for the low price of about \$18,000.

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2) Consumers are increasingly 7) skeptical of 1) brands in the 5) marketplace, but having this 4) intermediary, whether it's an influencer, or a creator, consumers develop what are called 6) parasocial relationships. They treat it like a real relationship. They say this person won't lie to me. I trust this person.

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