

Microsoft could buy TikTok next month

5th August, 2020



The on-off talks between Microsoft and the parent company of TikTok are back on again. Microsoft has been interested in buying part of TikTok for many months. The tech giant has been in talks with the parent company ByteDance Ltd. Discussions

between the two companies came to a halt last week when US President Donald Trump suggested that he might ban TikTok from the USA. He was worried that the personal details of over 100 million Americans could get into the wrong hands. President Trump changed his mind at the weekend after the CEO of Microsoft phoned him. Microsoft said it "would ensure that all private data of TikTok's American users is transferred to and remains in the United States."

TikTok is the latest social media platform to become hugely popular around the globe. Users upload very short videos of themselves lip-syncing to well-known songs, dancing, making funny faces or doing other humorous things. TikTok's owner ByteDance is a Beijing-based Internet company founded in 2012 by Chinese entrepreneur Zhang Yiming. It now has over 800 million users worldwide. Microsoft is offering ByteDance \$50 billion for the operations in the US, Canada, Australia and New Zealand. However the business website Bloomberg disagrees with that valuation. It said: "The idea that TikTok - without the UK, India or dozens of other emerging markets - is worth \$50 billion today is fanciful."

Sources: [bloomberg.com](https://www.bloomberg.com) / [cnbc.com](https://www.cnbc.com) / [usatoday.com](https://www.usatoday.com)

Writing

Social media sites like TikTok are great fun and not dangerous. Discuss.

Chat

Talk about these words from the article.

on-off / talks / part / TikTok / discussions / ban / personal / details / hands / data / social media / popular / globe / lip-syncing / humorous / worldwide / valuation

True / False

- a) The article said up-down talks between Microsoft and TikTok are off. T / F
- b) Microsoft has wanted to buy TikTok for many years. T / F
- c) The US President is worried about the data of 100 million Americans. T / F
- d) Microsoft would keep the data of US users in the USA. T / F
- e) TikTok allows users to lip-sync to songs and upload the video. T / F
- f) The owner of TikTok is a company that started over a decade ago. T / F
- g) Microsoft has offered \$50 million for TikTok. T / F
- h) The website Bloomberg said TikTok is worth what Microsoft is offering. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|----------------------|-----------------|
| 1. talks | a. prohibit |
| 2. halt | b. up-an-coming |
| 3. ban | c. stays |
| 4. data | d. world |
| 5. remains | e. stop |
| 6. hugely | f. discussions |
| 7. globe | g. price |
| 8. operations | h. enormously |
| 9. valuation | i. information |
| 10. emerging | j. business |

Discussion – Student A

- a) What do you think about what you read?
- b) What social media platforms do you like and dislike?
- c) Why do people like uploading videos of themselves online?
- d) What do you think of lip-syncing?
- e) What advice do you have for the TikTok bosses?
- f) What are the good and bad things about social media?
- g) What humorous things do you like?
- h) What questions would you like to ask the CEO of Microsoft?

Phrase Match

- | | |
|---|-------------------------|
| 1. The on- | a. the wrong hands |
| 2. parent | b. a halt |
| 3. came to | c. markets |
| 4. could get into | d. in the United States |
| 5. transferred to and remains | e. funny faces |
| 6. become hugely | f. off talks |
| 7. lip-syncing | g. popular |
| 8. making | h. for the operations |
| 9. Microsoft is offering ByteDance \$50 billion | i. company |
| 10. emerging | j. to well-known songs |

Discussion – Student B

- What do you know about TikTok?
- What do you know about Microsoft?
- Why does Microsoft want to buy TikTok?
- What do you think people will say in talks between the two companies?
- Why is Donald Trump worried about TikTok?
- Are you worried about your personal data online?
- How often do you change your mind?
- What do you think of the name 'TikTok'?

Spelling

- the trnepa company of TikTok
- The tech intga has been in talks
- Trump usdtegegs that he might ban TikTok
- personal ldstaie of over 100 million Americans
- Microsoft said it would uneser that
- neasirm in the United States
- become hugely popular around the eogbl
- making funny faces or doing other mhoosuru things
- founded in 2012 by a Chinese rneperntruee
- \$50 billion for the tnporaoise in the US
- the business website Bloomberg rdeesasgi
- dozens of other nrigeegm markets

Answers – Synonym Match

1. f	2. e	3. a	4. i	5. c
6. h	7. d	8. j	9. g	10. b

Role Play

Role A – TikTok

You think TikTok is the best app. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): YouTube, Zoom or Twitter.

Role B – YouTube

You think YouTube is the best app. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): TikTok, Zoom or Twitter.

Role C – Zoom

You think Zoom is the best app. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): YouTube, TikTok or Twitter.

Role D – Twitter

You think Twitter is the best app. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): YouTube, Zoom or TikTok.

Speaking – Apps

Rank these with your partner. Put the best apps at the top. Change partners often and share your rankings.

- | | |
|-------------|----------------|
| • TikTok | • Facebook |
| • Instagram | • Messenger |
| • Twitter | • Zoom |
| • YouTube | • Aarogya Setu |

Answers – True False

a	F	b	F	c	T	d	T	e	T	f	F	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.