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## Level 1

### Lip-syncing video app sells for \$1 billion

12th November, 2017

<https://breakingnewsenglish.com/1711/171112-musical-ly-1.html>

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Please try Levels 0, 2 and 3. They are (a little) harder.

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# THE READING

From <https://breakingnewsenglish.com/1711/171112-musical-ly-1.html>

A Chinese company bought the social video app Musical.ly for \$1 billion. The company is called Bytedance. It will be the first Chinese social media site to be a global brand. Musical.ly has 60 million active monthly users. It is very popular with young people. Users can record and share videos of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed and play the videos backwards. App users are called "musers".

Musical.ly is the next big thing. Young people will share the videos on their mobile phones. Bytedance explained why it bought the app. It wants Musical.ly to help Bytedance across Asia and the world. It wants to create an important "global platform" for its content creators and brands to enter new markets. Bytedance also owns a popular news app, called Today's Headlines. This has 120 million active daily users.

Sources: <https://en.wikipedia.org/wiki/Musical.ly>  
<http://www.bbc.com/news/business-41939296>  
<http://www.scmp.com/tech/start-ups/article/2119369/chinas-toutiao-buys-teens-social-video-app-musically-latest-expansion>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1711/171112-musical-ly-1.html>

## PARAGRAPH ONE:

- |                            |                     |
|----------------------------|---------------------|
| 1. global                  | a. faces            |
| 2. 60 million active       | b. brand            |
| 3. record and share videos | c. called "musers"  |
| 4. lip-syncing             | d. speed            |
| 5. make funny              | e. of themselves    |
| 6. change the              | f. backwards        |
| 7. play the videos         | g. monthly users    |
| 8. App users are           | h. to popular songs |

## PARAGRAPH TWO:

- |                              |                   |
|------------------------------|-------------------|
| 1. the next big              | a. bought the app |
| 2. share the videos on their | b. create         |
| 3. explained why it          | c. app            |
| 4. help Bytedance            | d. mobile phones  |
| 5. It wants to               | e. markets        |
| 6. content                   | f. across Asia    |
| 7. enter new                 | g. thing          |
| 8. a popular news            | h. creators       |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1711/171112-musical-ly-1.html>

A Chinese company (1) \_\_\_\_\_ video app Musical.ly for \$1 billion. The company is called Bytedance. It will (2) \_\_\_\_\_ Chinese social media site to be a global brand. Musical.ly has 60 million (3) \_\_\_\_\_. It is very popular with young people. Users can (4) \_\_\_\_\_ videos of themselves lip-syncing to popular songs. They can edit the videos, (5) \_\_\_\_\_, change the speed and play the videos backwards. App (6) \_\_\_\_\_ "musers".

Musical.ly is the (7) \_\_\_\_\_. Young people will share the (8) \_\_\_\_\_ mobile phones. Bytedance explained why it (9) \_\_\_\_\_. It wants Musical.ly to help Bytedance across Asia and the world. It (10) \_\_\_\_\_ an important "global platform" for its content creators and (11) \_\_\_\_\_ new markets. Bytedance also owns a popular news app, called Today's Headlines. This has 120 million (12) \_\_\_\_\_.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1711/171112-musical-ly-1.html>

A Chinese company bought the social video app Musical.ly for \$1 billion. The company is called ByteDance. It will be the first Chinese site to be a global brand. Musical.ly has 60 million active monthly users. It is very popular with young people. Users can record and share videos of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed and play the videos backwards. App users are called "musers". Musical.ly is the next big thing. Young people will share the videos on their mobile phones. ByteDance explained why it bought the app. It wants Musical.ly to help ByteDance across Asia and the world. It wants to create an important "global platform" for its content creators and brands to enter new markets. ByteDance also owns a popular news app, called Today's Headlines. This has 120 million active daily users.

# LIP-SYNCING SURVEY

From <https://breakingnewsenglish.com/1711/171112-musical-ly-4.html>

Write five GOOD questions about lip-syncing in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Lip-syncing video app sells for \$1 billion – 12th November, 2017*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

