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Level 2

Lip-syncing video app sells for \$1 billion

12th November, 2017

<https://breakingnewsenglish.com/1711/171112-musical-ly-2.html>

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Please try Levels 0, 1 and 3. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/1711/171112-musical-ly-2.html>

A Chinese company has bought the popular social video app Musical.ly for \$1 billion. People pronounce Musical.ly as "musically". The company is called Bytedance. It hopes it will become the first Chinese social media site to be a global brand. The Musical.ly app started in 2014. It has 60 million active monthly users. The app is very popular with young people. App users can record and share 15-second videos of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add filters and play the videos backwards. App users are called "musers".

Musical.ly is the next big thing across the world. It will probably be a part of life for young people. They will share them on their mobile phones. Bytedance's chief executive explained why his company bought the app. He said: "By integrating Musical.ly's global reach with Bytedance's massive user base in...key Asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." Bytedance also owns a huge news app, called Today's Headlines. This popular news service 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-2.html>

PARAGRAPH ONE:

- | | |
|----------------------------|------------------|
| 1. pronounce Musical.ly as | a. "musers" |
| 2. social | b. monthly users |
| 3. a global | c. the videos |
| 4. 60 million active | d. "musically" |
| 5. lip-syncing to | e. backwards |
| 6. They can edit | f. brand |
| 7. play the videos | g. popular songs |
| 8. App users are called | h. media site |

PARAGRAPH TWO:

- | | |
|---------------------------|---------------------|
| 1. the next big | a. mobile phones |
| 2. be a part of life | b. reach |
| 3. share them on their | c. service |
| 4. chief | d. thing |
| 5. why his company bought | e. new markets |
| 6. Musical.ly's global | f. the app |
| 7. engage with | g. for young people |
| 8. popular news | h. executive |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1711/171112-musical-ly-2.html>

A Chinese company has bought (1) _____ video app Musical.ly for \$1 billion. People pronounce Musical.ly as "musically". The (2) _____ Bytedance. It hopes it will become the first Chinese social media site to be a global brand. The Musical.ly (3) _____ 2014. It has 60 million active monthly users. The app is (4) _____ young people. App users can record and share 15-second videos of themselves lip-syncing (5) _____. They can edit the videos, make funny faces, change the speed, add filters and play the videos backwards. App (6) _____ "musers".

Musical.ly is the (7) _____ across the world. It will probably be a (8) _____ for young people. They will share them on their mobile phones. Bytedance's chief executive (9) _____ company bought the app. He said: "By integrating Musical.ly's global reach with Bytedance's massive user (10) _____ Asian markets, we are creating a significant global platform for our content (11) _____ to engage with new markets." Bytedance also owns a huge news app, called Today's Headlines. This popular news service has 120 million (12) _____.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1711/171112-musical-ly-2.html>

A Chinese company has bought the popular social video app Musical.ly for \$1 billion. People pronounce Musical.ly as "musically". The company is called ByteDance. It hopes it will become the first Chinese social media site to be a global brand. The Musical.ly app started in 2014. It has 60 million active monthly users. The app is very popular with young people. App users can record and share 15-second videos of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add filters and play the videos backwards. App users are called "musers". Musical.ly is the next big thing across the world. It will probably be a part of life for young people. They will share them on their mobile phones. ByteDance's chief executive explained why his company bought the app. He said: "By integrating Musical.ly's global reach with ByteDance's massive user base in... key Asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." ByteDance also owns a huge news app, called Today's Headlines. This popular news service 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) _____

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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) _____

WRITING

From <https://breakingnewsenglish.com/1711/171112-musical-ly-2.html>

Write about **lip-syncing** for 10 minutes. Read and talk about your partner's paper.
