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Level 3

Lip-syncing video app sells for \$1 billion

12th November, 2017

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

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Please try Levels 0, 1 and 2 (they are easier).

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THE ARTICLE

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

A Chinese media company has bought the hugely popular social video app Musical.ly for \$1 billion. Many people pronounce Musical.ly as "musically". The Chinese company is a technology giant called Bytedance. The company hopes it will become the first Chinese social media site to become a global brand. The Musical.ly app was started in Shanghai in 2014. It now has 60 million active monthly users. The app is very popular with young people. On Musical.ly, users can record and share 15-second to one-minute 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. People who use the app are called "musers".

Musical.ly is set to become the next big thing across the social media world. It will probably become a part of life for young people, and another thing for them to share on their mobile phones. Bytedance's chief executive Zhang Yiming explained why his company bought the social video app. He said: "By integrating Musical.ly's global reach with Bytedance's massive user base in China and key Asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." Bytedance also owns one of the world's biggest news apps, 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>

WARM-UPS

1. LIP-SYNCING: Students walk around the class and talk to other students about lip-syncing. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

media / popular / technology / giant / social media / young people / funny faces / app
the next big thing / a part of life / global / brands / markets / news service / daily

Have a chat about the topics you liked. Change topics and partners frequently.

3. APPS: Students A **strongly** believe apps are a great form of entertainment; Students B **strongly** believe they aren't. Change partners again and talk about your conversations.

4. SOCIAL MEDIA: How important are these things? How can we make them more fun? Complete this table with your partner(s). Change partners often and share what you wrote.

	How important?	How can we make them more fun?
Messages		
Video chat		
Photos		
Videos		
Music		
Other _____		

5. VIDEO: Spend one minute writing down all of the different words you associate with the word "video". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. MUSIC: Rank these with your partner. Put the best things to do with at the top. Change partners often and share your rankings.

- lip-sync to it
- dance to it
- relax to it
- listen to it live
- make it
- exercise to it
- share it
- talk about it

VOCABULARY MATCHING

Paragraph 1

- | | |
|--------------|--|
| 1. hugely | a. A type of product made by a company using a name it hopes will be famous. |
| 2. pronounce | b. Very much; very, very, very. |
| 3. brand | c. Doing or ready to do something. |
| 4. active | d. Liked, admired, or enjoyed by many people or by a particular person or group. |
| 5. popular | e. Make the sound of a word or part of a word, usually in the correct. |
| 6. edit | f. Moving in the opposite direction to the front. |
| 7. backwards | g. Change text, a picture or sound on a computer. |

Paragraph 2

- | | |
|-----------------------|---|
| 8. the next big thing | h. Almost certainly. |
| 9. probably | i. Joining two or more things so that they become a whole thing. |
| 10. chief | j. Something new that will become very, very popular. |
| 11. executive | k. The person with the highest position in a company. |
| 12. integrating | l. Very, very, very, very, very big. |
| 13. massive | m. A person who is a very top manager or boss in a company or organization. |
| 14. significant | n. Great or important enough for people to think "wow". |

BEFORE READING / LISTENING

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

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. The app Musical.ly is now owned by a Chinese company. **T / F**
- b. The Musical.ly app started in 2014. **T / F**
- c. Musical.ly has just fewer than 6 million monthly users. **T / F**
- d. People who use the Musical.ly app are called "musers". **T / F**
- e. The article says the app will not be popular on social media. **T / F**
- f. The article says the app will be a part of life for older people. **T / F**
- g. Musical.ly's owner wants to get into new markets around the world. **T / F**
- h. Musical.ly's owner has a news service called 'Tomorrow's Headlines'. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|---------------------------|---------------|
| 1. hugely | a. trade name |
| 2. pronounce | b. enormous |
| 3. brand | c. well-liked |
| 4. popular | d. CEO |
| 5. funny | e. ready |
| 6. set | f. extremely |
| 7. chief executive | g. combining |
| 8. integrating | h. consumers |
| 9. massive | i. say |
| 10. users | j. humorous |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|------------------------|
| 1. hugely | a. for young people |
| 2. become a global | b. backwards |
| 3. videos of themselves lip-syncing to | c. with new markets |
| 4. play the videos | d. popular |
| 5. People who use the app | e. popular songs |
| 6. set to become the next big | f. users |
| 7. become a part of life | g. thing |
| 8. content | h. are called "musers" |
| 9. engage | i. creators |
| 10. 120 million active daily | j. brand |

GAP FILL

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

A Chinese media company has bought the (1) _____ popular social video app Musical.ly for \$1 billion. Many people (2) _____ Musical.ly as "musically". The Chinese company is a technology giant called Bytedance. The company hopes it will become the first Chinese social media site to become a global (3) _____. The Musical.ly app was started in Shanghai in 2014. It now has 60 million (4) _____ monthly users. The app is very popular with young people. On Musical.ly, users can record and (5) _____ 15-second to one-minute videos of themselves lip-syncing to (6) _____ songs. They can (7) _____ the videos, make funny faces, change the speed, add filters and play the videos backwards. People who use the app are (8) _____ "musers".

popular
hugely
active
called
pronounce
edit
share
brand

Musical.ly is set to become the next big thing across the social media world. It will (9) _____ become a part of life for young people, and another (10) _____ for them to share on their mobile phones. Bytedance's (11) _____ executive Zhang Yiming explained why his company bought the social video app. He said: "By integrating Musical.ly's (12) _____ reach with Bytedance's massive user base in China and key Asian markets, we are creating a (13) _____ global platform for our content creators and brands to (14) _____ with new markets." Bytedance also (15) _____ one of the world's biggest news apps, called Today's Headlines. This popular news service has 120 million (16) _____ daily users.

global
engage
thing
active
chief
owns
probably
significant

LISTENING – Guess the answers. Listen to check.

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

- 1) A Chinese media company has bought the _____ social video app
 - a. hugely popularity
 - b. hugely popularize
 - c. hugely popular
 - d. hugely poplar
- 2) The Chinese company is a technology _____ Bytedance
 - a. giant scold
 - b. giant scald
 - c. giants called
 - d. giant called
- 3) it will become the first Chinese social media site to become _____
 - a. a globally brand
 - b. a global brand
 - c. a global bland
 - d. a globe all brand
- 4) share 15-second to one-minute videos of themselves lip-syncing _____ songs
 - a. too popular
 - b. to popular
 - c. two popular
 - d. thru popular
- 5) make funny faces, change the speed, add filters and play the _____
 - a. video is backwards
 - b. videos backward
 - c. video is backward
 - d. videos backwards
- 6) become a part of life for young people, and another thing for _____
 - a. them to share
 - b. then touché air
 - c. them too share
 - d. then to share
- 7) chief executive Zhang Yiming explained why his company _____ video app
 - a. brought the social
 - b. bought the socially
 - c. bought a social
 - d. bought the social
- 8) integrating Musical.ly's global reach with Bytedance's _____ base
 - a. massive user
 - b. massively user
 - c. missive user
 - d. passive user
- 9) creating a significant global platform for our content creators _____ engage
 - a. and brands to
 - b. end brands to
 - c. unto brands to
 - d. into brands to
- 10) This popular news service has 120 million _____
 - a. active dally users
 - b. active dairy users
 - c. active daily users
 - d. active day re-users

LISTENING – Listen and fill in the gaps

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

A Chinese media company has bought the (1) _____ video app Musical.ly for \$1 billion. Many people pronounce Musical.ly as "musically". The Chinese company is (2) _____ called Bytedance. The company hopes it will become the first Chinese social media site to become (3) _____. The Musical.ly app was started in Shanghai in 2014. It now has 60 million active monthly users. The app is (4) _____ young people. On Musical.ly, users can record and share 15-second toy musers one-minute (5) _____ lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add filters and play (6) _____. People who use the app are called "musers".

Musical.ly is set to become the next (7) _____ the social media world. It will probably become a (8) _____ for young people, and another thing for them to share on their mobile phones. Bytedance's chief executive Zhang Yiming explained why his company (9) _____ video app. He said: "By integrating Musical.ly's global reach with Bytedance's (10) _____ in China and key Asian markets, we are creating a significant global platform for our content creators and (11) _____ with new markets." Bytedance also owns one of the world's biggest news apps, called Today's Headlines. This (12) _____ has 120 million active daily users.

COMPREHENSION QUESTIONS

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

1. What kind of company bought the Musical.ly app?
2. What is the name of the company that bought Musical.ly?
3. Where and when was Musical.ly started?
4. How many active monthly users does Musical.ly have?
5. What are Musical.ly users called?
6. For whom will Musical.ly probably become a part of life?
7. What is the job role of Zhang Yiming?
8. What does the company want to engage with?
9. What's the name of the news service mentioned at the end of the article?
10. How many active daily users does the news app have?

MULTIPLE CHOICE - QUIZ

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

- 1) What kind of company bought the Musical.ly app?
 - a) a dance studio
 - b) a music publisher
 - c) an American social media site
 - d) a Chinese media company
- 2) What is the name of the company that bought Musical.ly?
 - a) Dance Byte
 - b) Bytedance
 - c) ByteMusic
 - d) Music Byte
- 3) Where and when was Musical.ly started?
 - a) in LA in 2016
 - b) this year in Tokyo
 - c) in Shanghai in 2014
 - d) last year in London
- 4) How many active monthly users does Musical.ly have?
 - a) 60,000,000
 - b) 6,000,000
 - c) 600,000,000
 - d) 600,000
- 5) What are Musical.ly users called?
 - a) syncers
 - b) appers
 - c) musers
 - d) musicers
- 6) For whom will Musical.ly probably become a part of life?
 - a) dancers
 - b) young people
 - c) app developers
 - d) musicians
- 7) What is the job role of Zhang Yiming?
 - a) chief web designer
 - b) lead singer
 - c) app designer
 - d) chief executive
- 8) What does the company want to engage with?
 - a) new markets
 - b) dancers
 - c) musicians
 - d) app designers
- 9) What's the name of the news service mentioned at the end of the article?
 - a) Tomorrow's News
 - b) Music Headlines
 - c) Today's Headlines
 - d) Music Today
- 10) How many active daily users does the news app have?
 - a) 120,000
 - b) 120,000,000
 - c) 12,000,000
 - d) 1,200,000

ROLE PLAY

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

Role A – Lip-syncing

You think lip-syncing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, relaxing or exercising.

Role B – Dancing

You think dancing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): lip-syncing, relaxing or exercising.

Role C – Relaxing

You think relaxing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, lip-syncing or exercising.

Role D – Exercising

You think exercising is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, relaxing or lip-syncing.

AFTER READING / LISTENING

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

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'app' and 'musical'.

app	musical
------------	----------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• hugely• giant• hopes• popular• edit• use	<ul style="list-style-type: none">• set• part• chief• massive• one• service
---	--

LIP-SYNCING SURVEY

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

LIP-SYNCING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'video'?
3. What do you think of the Musical.ly app?
4. Who do you think would most like the app?
5. What's your favourite app?
6. What song would you lip-sync to for this app?
7. Do you like fun apps like this?
8. Why are apps so popular?
9. Do you spend too long using apps?
10. How many of the Musical.ly videos will be on Facebook?

Lip-syncing video app sells for \$1 billion – 12th November, 2017
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LIP-SYNCING DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'app'?
13. What do you think about what you read?
14. How important is social media for you?
15. What do you share on your mobile phone?
16. What would life be like without apps?
17. What app would you like designers to make?
18. What do you think of lip-syncing?
19. What's your favourite song and why?
20. What questions would you like to ask the app designers?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

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

A Chinese media company has (1) _____ the hugely popular social video app Musical.ly for \$1 billion. Many people (2) _____ Musical.ly as "musically". The Chinese company is a technology (3) _____ called Bytedance. The company hopes it will become the first Chinese social media site to become a global (4) _____. The Musical.ly app was started in Shanghai in 2014. It now has 60 million active monthly users. The app is very (5) _____ with young people. On Musical.ly, users can record and share 15-second to one-minute 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 (6) _____. People who use the app are called "musers".

Musical.ly is (7) _____ to become the next big thing across the social media world. It will probably become a (8) _____ of life for young people, and another thing for them to share on their mobile phones. Bytedance's chief executive Zhang Yiming explained (9) _____ his company bought the social video app. He said: "By integrating Musical.ly's global reach with Bytedance's (10) _____ user base in China and key Asian markets, we are creating a significant global platform for our content creators and brands to engage (11) _____ new markets." Bytedance also owns one of the world's biggest news apps, called Today's Headlines. This popular news service has 120 million (12) _____ daily users.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|-----------------|---------------|-------------------|----------------|
| 1. | (a) brought | (b) bought | (c) bout | (d) wrought |
| 2. | (a) pronouncing | (b) pronounce | (c) pronunciation | (d) pronounces |
| 3. | (a) grant | (b) gland | (c) gigantic | (d) giant |
| 4. | (a) bland | (b) brand | (c) grand | (d) gland |
| 5. | (a) popularity | (b) popular | (c) popularize | (d) populate |
| 6. | (a) rewards | (b) awards | (c) backwards | (d) onwards |
| 7. | (a) bet | (b) let | (c) set | (d) met |
| 8. | (a) parting | (b) partner | (c) part | (d) party |
| 9. | (a) whatsoever | (b) which | (c) what | (d) why |
| 10. | (a) massive | (b) passive | (c) missive | (d) permissive |
| 11. | (a) with | (b) at | (c) by | (d) of |
| 12. | (a) activate | (b) actively | (c) active | (d) action |

SPELLING

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

Paragraph 1

1. the gulehy popular social video app
2. pcnunroeo Musical.ly as "musically"
3. become a llgabo brand
4. 60 million iectav monthly users
5. change the speed, add etrilfs
6. play the videos cardksawb

Paragraph 2

7. across the isacol media world
8. Bytedance's chief vxteiceeu
9. Bytedance's vismsea user base
10. creating a aifnsniicgt global platform
11. eenagg with new markets
12. news isercve

PUT THE TEXT BACK TOGETHER

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

Number these lines in the correct order.

- (**1**) A Chinese media company has bought the hugely popular social video app Musical.ly for \$1 billion. Many people pronounce
- () markets, we are creating a significant global platform for our content creators and brands to engage with new
- () play the videos backwards. People who use the app are called "musers".
- () with young people. On Musical.ly, users can record and share 15-second to one-minute videos
- () markets." Bytedance also owns one of the world's biggest news apps, called
- () executive Zhang Yiming explained why his company bought the social video
- () Musical.ly is set to become the next big thing across the social media world. It will probably become a part of
- () life for young people, and another thing for them to share on their mobile phones. Bytedance's chief
- () in Shanghai in 2014. It now has 60 million active monthly users. The app is very popular
- () app. He said: "By integrating Musical.ly's global reach with Bytedance's massive user base in China and key Asian
- () will become the first Chinese social media site to become a global brand. The Musical.ly app was started
- () Musical.ly as "musically". The Chinese company is a technology giant called Bytedance. The company hopes it
- () Today's Headlines. This popular news service has 120 million active daily users.
- () of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add filters and

PUT THE WORDS IN THE RIGHT ORDER

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

1. app company the video media bought social A has popular .
2. Chinese giant company called is Bytedance a The technology .
3. site to The become first a Chinese global social brand media .
4. second one- and videos 15- share Record minute to .
5. app People the called . use are "musers" who .
6. thing big next the Musical .ly to set is become .
7. part of life for young people It will probably become a .
8. his the app why bought video explained company social He .
9. significant platform are a global We creating .
10. daily popular has active This service million users news 120 .

CIRCLE THE CORRECT WORD (20 PAIRS)

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

A Chinese media company has bought the *huge / hugely* popular social video app Musical.ly for \$1 billion. Many people *pronunciation / pronounce* Musical.ly as "musically". The Chinese company is a technology giant *calling / called* Bytedance. The company hopes it will *became / become* the first Chinese social media site to become a *global / globally* brand. The Musical.ly app was started in Shanghai in 2014. It now has 60 million *actively / active* monthly *users / usage*. The app is very *popularity / popular* with young people. On Musical.ly, users can record and share 15-second to one-minute videos *for / of* themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add *filters / filter* and play the videos backwards. People who use the app are called "musers".

Musical.ly is *set / bet* to become the next big thing *abroad / across* the social media world. It will probably become a part of *life / lively* for young people, and another thing for them to *share / shave* on their mobile phones. Bytedance's chief executive Zhang Yiming explained *what / why* his company bought the social video app. He said: "By *integration / integrating* Musical.ly's global reach with Bytedance's massive user *base / based* in China and key Asian markets, we are creating a *significant / significance* global platform for our content creators and *bland / brands* to engage with new markets." Bytedance also owns one of the world's biggest news apps, called Today's Headlines. This popular news service has 120 million *active / reactive* daily users.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

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

Ch_n_s_ m_d__ c_mp_ny h_s b__ght th_ h_g_ly
p_p_l_r s_c__l v_d__ _pp m_s_c_l.ly f_r \$1 b_ll__n.
M_ny p__pl_ pr_n__nc_ M_s_c_l.ly _s "m_s_c_lly". Th_
Ch_n_s_ c_mp_ny _s t_chn_l_gy g__nt c_ll_d
Byt_d_nc_. Th_ c_mp_ny h_p_s _t w_ll b_c_m_ th_
f_rst Ch_n_s_ s_c__l m_d__ s_t_ t_ b_c_m_ _gl_b_l
br_nd. Th_ M_s_c_l.ly _pp w_s st_rt_d _n Sh_ngh__ _n
2014. _t n_w h_s 60 m_ll__n _ct_v_ m_nthly _s_rs. Th_
_pp _s v_ry p_p_l_r w_th y__ng p__pl_. _n M_s_c_l.ly,
_s_rs c_n r_c_rd _nd sh_r_ 15-s_c_nd t_ _n_-m_n_t_
v_d__s _f th_ms_lv_s l_p sync_ng t_ p_p_l_r s_ngs.
Th_y c_n _d_t th_ v_d__s, m_k_ f_nny f_c_s, ch_ng_
th_ sp__d, _dd f_lt_rs _nd pl_y th_ v_d__s b_ckw_rds.
P__pl_ wh_ _s th_ _pp _r_c_ll_d "m_s_rs".

M_s_c_l.ly _s s_t t_ b_c_m_ th_ n_xt b_g th_ng _cr_ss
th_ s_c__l m_d__ w_rld. _t w_ll pr_b_bly b_c_m_ _
p_rt _f l_f_ f_r y__ng p__pl_, _nd _n_th_r th_ng f_r
th_m t_ sh_r_ _n th__r m_b_l_ ph_n_s. Byt_d_nc_'s
ch__f _x_c_t_v_ Zh_ng Y_m_ng _xpl__n_d why h_s
c_mp_ny b__ght th_ s_c__l v_d__ _pp. H_s__d: "By
_nt_gr_t_ng M_s_c_l.ly's gl_b_l r__ch w_th Byt_d_nc_'s
m_ss_v_ _s_r b_s_ _n Ch_n_ _nd k_y _s__n m_rk_ts,
w__r cr__t_ng _s_gn_f_c_nt gl_b_l pl_tf_rm f_r __r
c_nt_nt cr__t_rs _nd br_nds t_ _ng_g_ w_th n_w
m_rk_ts." Byt_d_nc_ _ls_ _wns _n_ _f th_ w_rld's
b_gg_st n_ws _pps, c_ll_d T_d_y's H__dl_n_s. Th_s
p_p_l_r n_ws s_rv_c_ h_s 120 m_ll__n _ct_v_ d__ly
_s_rs.

PUNCTUATE THE TEXT AND ADD CAPITALS

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

a chinese media company has bought the hugely popular social video app Musical.ly for \$1 billion. many people pronounce Musical.ly as "musically". the chinese company is a technology giant called bytedance. the company hopes it will become the first chinese social media site to become a global brand. the Musical.ly app was started in shanghai in 2014. it now has 60 million active monthly users. the app is very popular with young people. on Musical.ly, users can record and share 15-second to one-minute 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. people who use the app are called "musers".

Musical.ly is set to become the next big thing across the social media world. it will probably become a part of life for young people, and another thing for them to share on their mobile phones. bytedance's chief executive zhang yiming explained why his company bought the social video app. he said: "by integrating Musical.ly's global reach with bytedance's massive user base in china and key asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." bytedance also owns one of the world's biggest news apps, called today's headlines. this popular news service has 120 million active daily users.

PUT A SLASH (/) WHERE THE SPACES ARE

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

A Chinese media company has bought the hugely popular social video app Musical.ly for \$1 billion. Many people pronounce Musical.ly as "musically". The Chinese company is a technology giant called ByteDance. The company hopes it will become the first Chinese social media site to become a global brand. The Musical.ly app was started in Shanghai in 2014. It now has 60 million active monthly users. The app is very popular with young people. On Musical.ly, users can record and share 15-second to one-minute 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. People who use the app are called "musers". Musical.ly is set to become the next big thing across the social media world. It will probably become a part of life for young people, and another thing for them to share on their mobile phones. ByteDance's chief executive Zhang Yiming explained why his company bought the social video app. He said: "By integrating Musical.ly's global reach with ByteDance's massive user base in China and key Asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." ByteDance also owns one of the world's biggest news apps, called Today's Headlines. This popular news service has 120 million active daily users.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

3. MUSICAL.LY: Make a poster about the Musical.ly lip-syncing app. Show your work to your classmates in the next lesson. Did you all have similar things?

4. APPS: Write a magazine article about lip-syncing apps. Include imaginary interviews with people who are for and against them.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on apps. Ask him/her three questions about the lip-syncing app. Give him/her three of your ideas on it. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. b 2. e 3. a 4. c 5. d 6. g 7. f
8. j 9. h 10. k 11. m 12. i 13. l 14. n

TRUE / FALSE (p.5)

- a T b T c F d T e F f F g T h F

SYNONYM MATCH (p.5)

- | | |
|---------------------------|---------------|
| 1. hugely | a. extremely |
| 2. pronounce | b. say |
| 3. brand | c. trade name |
| 4. popular | d. well-liked |
| 5. funny | e. humorous |
| 6. set | f. ready |
| 7. chief executive | g. CEO |
| 8. integrating | h. combining |
| 9. massive | i. enormous |
| 10. users | j. consumers |

COMPREHENSION QUESTIONS (p.9)

1. A Chinese media company
2. Bytedance
3. In Shanghai in 2014
4. 60 million
5. Musers
6. Young people
7. Chief executive
8. New markets
9. Today's Headlines
10. 120 million

MULTIPLE CHOICE - QUIZ (p.10)

1. d 2. b 3. c 4. a 5. c 6. b 7. d 8. a 9. c 10. b

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)