

The 7 Steps - July



1. CONTEXT



TikTok

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What could users do on the Musical.ly platform?
_____.
2. What country and demographic was Musical.ly very popular with?
_____.
3. How long do videos on TikTok usually last?
_____.
4. What trend emerged after the app became TikTok?
_____.
5. What country does not have TikTok and why?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening Questions 2

1. What did TikTok achieve in Q1 2019?
_____.
2. As of 2020, how many active users does TikTok have?
_____.
3. Why was Mark Zuckerberg concerned about TikTok in 2019?
_____.
4. What record did TikTok make during the Covid-19 pandemic?
_____.
5. What are 2 reasons why TikTok is becoming more popular than Instagram?
_____.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. What forms of SNS do you use? What are their benefits?
2. What changes in trends of SNS do you think will happen in the future?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Most of us have heard of Facebook, YouTube and Instagram, but have you heard of TikTok? TikTok is now one of the most popular SNS apps, but chances are if you are part of the millennial generation or older you don't use it.

Before it was known as TikTok, it was called Musical.ly. Musical.ly was launched in 2014 by Chinese entrepreneurs Alex Zhu and Luyu Yang. Musical.ly was a social media platform where users created between 15 seconds to 1-minute lip-syncing music videos with soundtracks to accompany them. At first the app didn't succeed in the Chinese market, but it had a warm **reception** from American teenagers. By the end of May 2017, the app had over 200 million users, with 100 million of them in North America and Europe.

Musical.ly was acquired by Bytedance Ltd. for over \$1billion in 2017, and merged into TikTok in 2018. Since becoming TikTok, the time limit for videos has remained the same, with most lasting from 3 to 15 seconds. However, videos are not limited to lip-syncing anymore, with dancing and comedy videos being particularly popular. TikTok is only available outside of China due to Chinese **censorship** restrictions. Within China they have a separate service called Douyin, which boasts over 400 million daily active users as of 2020.

Reception	Fuel	Censorship	Garner	Exponential
Fill-in the blanks with the appropriate word / phrase above:				
1. The recovery of Japan after WW2 led to _____ economic growth.				
2. His recent ideas have _____ed a lot of debate among his colleagues.				
3. Her decision to stop CSR investment led to a cool _____ from the company's stakeholders.				
4. His hard-working nature really _____ed my respect.				
5. _____ is a controversial thing for a government to do, but it can be understandable when media outlets do it to protect people's privacy.				

TRANSCRIPT 2

Since its launch, TikTok has expanded **exponentially**. In the first quarter of 2019, it was the most downloaded app in the Apple store globally for the fifth consecutive quarter. As of 2020, it is available in more than 150 countries, 75 languages, and has over 800 million active users.

This sudden popularity has gained the attention of competing SNS companies. In October of 2019, Mark Zuckerberg of Facebook showed concern when he voiced that TikTok had become more popular than Instagram in India, with one-third of global downloads coming from India. It was the first Chinese SNS app to **garner** this much attention internationally.

TikTok and Instagram are often compared due to similarities in the services they provide. For reference, as of November 2019, Instagram had over 1 billion monthly active users. According to the analytics firm SensorTower in 2020, TikTok had been downloaded more than 2 billion times globally. During the Covid-19 pandemic, it had the most successful quarter in terms of downloads for an app ever in Q1 of 2020.

Instagram engagement has been gradually declining and many of its influencers have been actively promoting TikTok. One reason **fueling** the popularity of TikTok over Instagram is that the former doesn't have any advertisements. TikTok's business model relies on in-app purchases of digital gifts, while Instagram's depends on advertisements. The ease with which anyone can be a content creator is also seen as a major advantage of TikTok.