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Level 3 – 3rd March, 2022

TikTok videos to be 10 minutes long

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<https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

Contents

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash (/) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

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

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THE ARTICLE

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

TikTok users will soon be able to upload 10-minute-long videos. The video platform launched worldwide in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be more creative. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She added: "We introduced longer videos, giving our community more time to create and be entertained. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we hope would unleash even more creative possibilities for our creators around the world."

Social media consultant Matt Navarra said the new time limit means TikTok will be a bigger rival to YouTube. However, TikTok could lose users who prefer shorter videos. They could switch to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more popular with younger people, who are used to "whizzing" through videos "at speed". He says longer videos are more suited to older people. Navarra believes the longer videos may increase TikTok's profits as they are "easier to monetize and keep people on-platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly active users.

Sources: <https://www.theverge.com/2022/2/28/22954525/tiktok-maximum-video-length-10-minutes>
<https://variety.com/2022/digital/news/tiktok-maximum-video-length-10-minutes-1235191773/>
<https://japantoday.com/category/tech/tiktok-videos-get-longer-in-challenge-to-youtube>

WARM-UPS

1. TIKTOK: Students walk around the class and talk to other students about TikTok. 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?

TikTok / upload / video / platform / length / 10 minutes / experience / community / time limit / rival / younger people / speed / profits / monetize / reasons / popularity

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

3. SOCIAL MEDIA: Students A **strongly** believe social media is essential; Students B **strongly** believe it isn't. Change partners again and talk about your conversations.

4. VIDEOS: What do you think of videos of these things? What videos have you soon on these things? Complete this table with your partner(s). Change partners often and share what you wrote.

	What I Think	What I Have Seen
Dances		
Cats		
Food		
Humour		
Sport		
Travel		

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

- TikTok
- YouTube
- Google
- Facebook
- Instagram
- eBay
- Amazon
- Wikipedia

VOCABULARY MATCHING

Paragraph 1

- | | |
|-------------|---|
| 1. upload | a. A place or website where people can speak to other people. |
| 2. platform | b. Became three times as much or as many. |
| 3. launched | c. How long something is. |
| 4. length | d. Started an activity, business, campaign, etc. |
| 5. tripled | e. Put a video, picture, message, song, etc. onto a social media site or website. |
| 6. enrich | f. Set something free so it can become a force. |
| 7. unleash | g. Make something much better quality. |

Paragraph 2

- | | |
|---------------|--|
| 8. consultant | h. The money you make by doing business. |
| 9. prefer | i. A person who provides expert advice professionally. |
| 10. switch | j. Right or appropriate. |
| 11. whizzing | k. Get revenue from a business, idea or product. |
| 12. suited | l. Change (substitute) one thing for another. |
| 13. profit | m. Moving very fast. |
| 14. monetize | n. Like better. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

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

1. Ten-minute TikTok videos started last week. **T / F**
2. The length of TikTok videos increased three-fold in 2021. **T / F**
3. TikTok hopes its site will allow people to be more creative. **T / F**
4. A spokesperson said TikTok will move up to one-hour videos in 2024. **T / F**
5. A social media consultant said TikTok is now bigger than YouTube. **T / F**
6. Longer videos may make younger people stop using TikTok. **T / F**
7. Younger people like looking at lots of videos quickly. **T / F**
8. More than one billion use TikTok every month. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|---------------------|--------------------|
| 1. upload | a. competitor |
| 2. launched | b. improve |
| 3. extension | c. financial gains |
| 4. enrich | d. started |
| 5. unleash | e. change |
| 6. rival | f. increase |
| 7. switch | g. speeding |
| 8. whizzing | h. post |
| 9. profits | i. very large |
| 10. huge | j. let loose |

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

- | | |
|---|---------------------------|
| 1. TikTok users will soon be able to upload | a. possibilities |
| 2. The video platform launched | b. the TikTok experience |
| 3. allow people to | c. videos at speed |
| 4. new ways to enrich | d. worldwide in 2018 |
| 5. creative | e. social media platforms |
| 6. TikTok will be a bigger | f. monthly active users |
| 7. They could switch to other | g. 10-minute-long videos |
| 8. whizzing through | h. sized videos |
| 9. Short, bite- | i. be more creative |
| 10. It has more than one billion | j. rival to YouTube |

GAP FILL

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

TikTok users will soon be able to (1) _____ 10-minute-long videos. The video platform launched (2) _____ in 2018 allowing users to create one-minute videos. That length (3) _____ in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be more (4) _____. A company spokesperson said: "We're always thinking about new ways to... (5) _____ the TikTok experience." She added: "We introduced longer videos, giving our community more time to create and be (6) _____. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we hope would (7) _____ even more creative (8) _____ for our creators around the world."

creative
entertained
worldwide
possibilities
enrich
upload
tripled
unleash

Social media (9) _____ Matt Navarra said the new time limit means TikTok will be a bigger (10) _____ to YouTube. However, TikTok could lose users who prefer shorter videos. They could switch to other social media (11) _____, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more (12) _____ with younger people, who are used to "whizzing" through videos "at speed". He says longer videos are more (13) _____ to older people. Navarra believes the longer videos may increase TikTok's (14) _____ as they are "easier to monetize and keep people on-platform longer". Short, (15) _____ videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly (16) _____ users.

popular
consultant
active
suited
platforms
bite-sized
rival
profits

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

- 1) TikTok users will soon be able to upload 10-_____
 - a. minute-longing videos
 - b. minute-longs videos
 - c. minute-long videos
 - d. minute-lengthen videos
- 2) 2018 allowing users to create one-minute videos. That length _____ 2021
 - a. tripled in July
 - b. trip lead in July
 - c. trip appalled in July
 - d. triplet in July
- 3) TikTok says an extension to 10 minutes will allow people to _____
 - a. be mores creative
 - b. be moor creative
 - c. be moorish creative
 - d. be more creative
- 4) We're always thinking about new ways to..._____ experience
 - a. un-rich the TikTok
 - b. and reach the TikTok
 - c. end reach the TikTok
 - d. enrich the TikTok
- 5) upload videos that are up to 10 minutes, which we hope would _____
 - a. end leash even more
 - b. unleash even more
 - c. un-lease even more
 - d. unlash even more
- 6) consultant Matt Navarra said the new time limit means TikTok will be _____
 - a. a bigger arrival
 - b. a bigger rebel
 - c. a bigger libel
 - d. a bigger rival
- 7) shorter videos are more popular with younger people, who are used to _____
 - a. wheezing through videos
 - b. whizzing through videos
 - c. wizarding through videos
 - d. wizard in through videos
- 8) increase TikTok's profits as they are "easier to monetize and keep people _____
 - a. on-platform long grrr
 - b. on-platform linger
 - c. on-platform longer
 - d. on-platform long genre
- 9) Short, bite-sized videos are one of the reasons for _____
 - a. TikTok's huge popularity
 - b. TikTok's hug popularity
 - c. TikTok's luge popularity
 - d. TikTok's bulge popularity
- 10) It has more than one billion _____
 - a. monthly act issues
 - b. monthly act tissues
 - c. monthly actively you sirs
 - d. monthly active users

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

TikTok users will soon be (1) _____ 10-minute-long videos. The video platform launched worldwide in 2018 allowing users to create one-minute videos. That (2) _____ July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to (3) _____. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She added: "We introduced longer videos, (4) _____ more time to create and be entertained. Today, we're excited to (5) _____ the ability to upload videos that are up to 10 minutes, which we hope would unleash even more creative possibilities (6) _____ around the world."

Social media consultant Matt Navarra said the new (7) _____ TikTok will be a bigger rival to YouTube. However, TikTok could lose users (8) _____ videos. They could switch to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are (9) _____ younger people, who are used to "whizzing" through videos "at speed". He says longer videos are more (10) _____ people. Navarra believes the longer videos may increase TikTok's profits as they are "easier (11) _____ keep people on-platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has more than one billion (12) _____.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

1. When did TikTok launch worldwide?
2. What was the length of TikTok videos from July 2021?
3. What did TikTok say the 10 minutes would allow people to do more?
4. What does TikTok want to do to the TikTok experience?
5. Who might unleash creative possibilities using the 10-minute videos?
6. What is Matt Navarra's job?
7. Who might TikTok be a bigger rival to?
8. What do younger people like to do with videos?
9. What might longer videos do to TikTok's profits?
10. How many monthly active users does TikTok have?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

- 1) When did TikTok launch worldwide?
 - a) 2017
 - b) 2018
 - c) 2019
 - d) 2021
- 2) What was the length of TikTok videos from July 2021?
 - a) 1 minute
 - b) 2 minutes
 - c) 3 minutes
 - d) 5 minutes
- 3) What did TikTok say the 10 minutes would allow people to do more?
 - a) become social media influencers
 - b) relax
 - c) get rich
 - d) be more creative
- 4) What does TikTok want to do to the TikTok experience?
 - a) bottle it
 - b) enrich it
 - c) sell it
 - d) make it memorable
- 5) Who might unleash creative possibilities using the 10-minute videos?
 - a) creators
 - b) artists
 - c) singers
 - d) dancers
- 6) What is Matt Navarra's job?
 - a) social media consultant
 - b) TikTok CEO
 - c) social media influencer
 - d) YouTube CEO
- 7) Who might TikTok be a bigger rival to?
 - a) SnapChat
 - b) Instagram
 - c) TokTik
 - d) YouTube
- 8) What do younger people like to do with videos?
 - a) laugh at them
 - b) make them funny
 - c) whizz through them at speed
 - d) share them online
- 9) What might longer videos do to TikTok's profits?
 - a) no one knows yet
 - b) decrease them
 - c) nothing
 - d) increase them
- 10) How many monthly active users does TikTok have?
 - a) two billion
 - b) one billion
 - c) 100 million
 - d) 10 million

ROLE PLAY

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

Role A – TikTok

You think TikTok is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, Amazon or Wikipedia.

Role B – YouTube

You think YouTube is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): TikTok, Amazon or Wikipedia.

Role C – Amazon

You think Amazon is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, TikTok or Wikipedia.

Role D – Wikipedia

You think Wikipedia is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, Amazon or TikTok.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

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

video	minute
--------------	---------------

- 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">• upload• tripled• always• entertained• start• unleash	<ul style="list-style-type: none">• consultant• lose• switch• speed• profits• active
---	---

TIKTOK SURVEY

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

Write five GOOD questions about TikTok 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.

TIKTOK 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 know about TikTok?
4. What do you use social media for?
5. How often do you watch videos on social media sites?
6. Have you ever created a video?
7. Why do people like sites like TikTok?
8. Which are better - movies or social media videos?
9. Should there be no time limit on social media videos?
10. Are social media videos bad for us?

TikTok videos to be 10 minutes long – 3rd March, 2022
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TIKTOK 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 'minute'?
13. What do you think about what you read?
14. What do you think of online videos?
15. What social media platforms do you like and dislike?
16. Do you prefer one-minute or 10-minute videos?
17. Which is better - TikTok or YouTube?
18. Why are longer videos more popular with older people?
19. What videos would you like to make?
20. What questions would you like to ask TikTok?

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/2203/220303-10-minute-tiktok.html>

TikTok users will soon be able to upload 10-minute-long videos. The video platform (1) _____ worldwide in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an (2) _____ to 10 minutes will allow people to be more creative. A company spokesperson said: "We're always thinking about new ways to... (3) _____ the TikTok experience." She added: "We introduced longer videos, (4) _____ our community more time to create and be entertained. Today, we're excited to start (5) _____ out the ability to upload videos that are up to 10 minutes, which we hope would unleash (6) _____ more creative possibilities for our creators around the world."

Social media consultant Matt Navarra said the new time limit (7) _____ TikTok will be a bigger rival to YouTube. However, TikTok could lose users who prefer shorter videos. They could (8) _____ to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more popular with younger people, who are used to "(9) _____" through videos "at speed". He says longer videos are more (10) _____ to older people. Navarra believes the longer videos may increase TikTok's profits (11) _____ they are "easier to monetize and keep people on-platform longer". Short, bite-sized videos are one of the reasons (12) _____ TikTok's huge popularity. It has more than one billion monthly active users.

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

- | | | | | |
|-----|--------------|---------------|--------------|--------------|
| 1. | (a) lunched | (b) launched | (c) lurched | (d) latched |
| 2. | (a) exercise | (b) extension | (c) extol | (d) expand |
| 3. | (a) valuable | (b) money | (c) wealth | (d) enrich |
| 4. | (a) gave | (b) giving | (c) given | (d) gives |
| 5. | (a) with | (b) in | (c) hand | (d) rolling |
| 6. | (a) so | (b) most | (c) even | (d) nor |
| 7. | (a) means | (b) meaning | (c) meanie | (d) mean |
| 8. | (a) lever | (b) knob | (c) switch | (d) dial |
| 9. | (a) wizardry | (b) wizard | (c) wheezing | (d) whizzing |
| 10. | (a) suited | (b) adorned | (c) donned | (d) clothed |
| 11. | (a) as | (b) has | (c) was | (d) 'twas |
| 12. | (a) for | (b) at | (c) to | (d) on |

SPELLING

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

Paragraph 1

1. The video platform neaudhlc worldwide
2. an oexenstni to 10 minutes
3. ways to cheirn the TikTok experience
4. giving our mcyumotni more time
5. which we hope would naeslhu even more
6. possibilities for our raosecrt around the world

Paragraph 2

7. Social media nastulncot
8. TikTok will be a bigger liary to YouTube
9. nhizziwg through videos at speed
10. longer videos are more iudest to older people
11. easier to neetzmoi
12. reasons for TikTok's huge rtupyoapil

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

Number these lines in the correct order.

- () are more suited to older people. Navarra believes the longer videos may increase TikTok's
- () creative. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok
- () experience." She added: "We introduced longer videos, giving our community more time
- (**1**) TikTok users will soon be able to upload 10-minute-long videos. The video platform launched
- () hope would unleash even more creative possibilities for our creators around the world."
- () reasons for TikTok's huge popularity. It has more than one billion monthly active users.
- () profits as they are "easier to monetize and keep people on-platform longer". Short, bite-sized videos are one of the
- () worldwide in 2018 allowing users to create one-minute videos. That length tripled
- () rival to YouTube. However, TikTok could lose users who prefer shorter videos. They could switch to other social media
- () with younger people, who are used to "whizzing" through videos "at speed". He says longer videos
- () platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more popular
- () in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be more
- () Social media consultant Matt Navarra said the new time limit means TikTok will be a bigger
- () to create and be entertained. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

1. July, minutes . three that to In tripled length
2. be minutes people allow creative . will to Ten
3. to community create . more giving time Videos our
4. to videos . out ability upload rolling Start the
5. possibilities for more even our creative Unleash creators .
6. will The means time TikTok rival limit YouTube .
7. who TikTok shorter users videos . prefer could lose
8. younger videos with Shorter are people . more popular
9. increase longer may profits . videos The TikTok's
10. and on keep Monetize longer . videos platform people

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

TikTok users will soon be *ability / able* to upload 10-minute-long videos. The video platform launched *worldly / worldwide* in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an *extension / expand* to 10 minutes will allow people to be more *creative / creation*. A company spokesperson said: "We're always *thought / thinking* about new ways to...enrich the TikTok experience." She added: "We introduced *longer / length* videos, giving our community more time to create and *be / have* entertained. Today, we're excited *for / to* start rolling out the ability to upload videos that are *down / up* to 10 minutes, which we hope would unleash even more creative possibilities for our creators *abound / around* the world."

Social media consultant Matt Navarra said the *new / news* time limit means TikTok will be a bigger *libel / rival* to YouTube. However, TikTok could lose *uses / users* who prefer shorter videos. They could switch *to / at* other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says *shorten / shorter* videos are more popular with younger people, who are used to "*whizzing / wheezing*" through videos "at speed". He says longer videos are more *clothed / suited* to older people. Navarra believes the longer videos may increase TikTok's profits *as / was* they are "easier to monetize and *stay / keep* people on-platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has *more / over* than one billion monthly active 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/2203/220303-10-minute-tiktok.html>

T_kT_k _s_rs w_ll s__n b_ _bl_ t_ _pl__d 10-m_n_t_-
l_ng v_d__s. Th_ v_d__ pl_tf_rm l__nch_d w_rldw_d_
_n 2018 _ll_w_ng _s_rs t_ cr__t_ _n_-m_n_t_ v_d__s.
Th_t l_ngth tr_pl_d _n J_ly 2021 t_ thr__ m_n_t_s.
T_kT_k s_sys _n _xt_ns__n t_ 10 m_n_t_s w_ll _ll_w
p__pl_ t_ b_ m_r_ cr__t_v_. _ c_mp_ny sp_k_sp_rs_n
s__d: "W_'r_ _lw_ys th_nk_ng _b__t n_w w_ys
t..._nr_ch th_ T_kT_k _xp_r__nc_." Sh_ _dd_d: "W_
_ntr_d_c_d l_ng_r v_d__s, g_v_ng __r c_mm_n_ty m_r_
t_m_ t_ cr__t_ _nd b_ _nt_rt__n_d. T_d_y, w_'r_
_xc_t_d t_ st_rt r_ll_ng __t th_ _b_l_ty t_ _pl__d
v_d__s th_t _r_ _p t_ 10 m_n_t_s, wh_ch w_ h_p_
w__ld _nl__sh _v_n m_r_ cr__t_v_ p_ss_b_l_t__s f_r
__r cr__t_rs _r__nd th_ w_rld."

S_c__l m_d__ c_ns_lt_nt M_tt N_v_rr_ s__d th_ n_w
t_m_ l_m_t m__ns T_kT_k w_ll b_ _ b_gg_r r_v_l t_
Y__T_b_. H_w_v_r, T_kT_k c__ld l_s_ _s_rs wh_ pr_f_r
sh_rt_r v_d__s. Th_y c__ld sw_tch t_ _th_r s_c__l
m_d__ pl_tf_rms, l_k_ _nst_gr_m's R__ls, Sn_pch_t's
Sp_tl_ght, _r Y__T_b_'s Sh_rts. Mr N_v_rr_ s_sys
sh_rt_r v_d__s _r_ m_r_ p_p_l_r w_th y__ng_r p__pl_,
wh_ _r_ _s_d t_ "wh_zz_ng" thr__gh v_d__s "_t
sp__d". H_ s_sys l_ng_r v_d__s _r_ m_r_ s__t_d t_
_ld_r p__pl_. N_v_rr_ b_l__v_s th_ l_ng_r v_d__s m_y
_ncr__s_ T_kT_k's pr_f_ts _s th_y _r_ "__s__r t_
m_n_t_z_ _nd k__p p__pl_ _n-pl_tf_rm l_ng_r". Sh_rt,
b_t_-s_z_d v_d__s _r_ _n_ _f th_ r__s_ns f_r T_kT_k's
h_g_ p_p_l_r_ty. _t h_s m_r_ th_n _n_ b_ll__n
m_nthly _ct_v_ _s_rs.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

tiktok users will soon be able to upload 10minutelong videos the video platform launched worldwide in 2018 allowing users to create oneminute videos that length tripled in july 2021 to three minutes tiktok says an extension to 10 minutes will allow people to be more creative a company spokesperson said were always thinking about new ways toenrich the tiktok experience she added we introduced longer videos giving our community more time to create and be entertained today were excited to start rolling out the ability to upload videos that are up to 10 minutes which we hope would unleash even more creative possibilities for our creators around the world

social media consultant matt navarra said the new time limit means tiktok will be a bigger rival to youtube however tiktok could lose users who prefer shorter videos they could switch to other social media platforms like instagrams reels snapchats spotlight or youtubes shorts mr navarra says shorter videos are more popular with younger people who are used to whizzing through videos at speed he says longer videos are more suited to older people navarra believes the longer videos may increase TikToks profits as they are easier to monetize and keep people onplatform longer short bitesized videos are one of the reasons for tiktoks huge popularity it has more than one billion monthly active users

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

TikTok users will soon be able to upload 10-minute-long videos. The video platform launched worldwide in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be more creative. A company spokesperson said: "We're always thinking about new ways to... enrich the TikTok experience." She added: "We introduced longervideos, giving our community more time to create and be entertained. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we hope would unleash even more creative possibilities for our creators around the world." Social media consultant Matt Navarra said the new time limit means TikTok will be a big rival to YouTube. However, TikTok could lose users who prefer shortervideos. They could switch to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shortervideos are more popular with younger people, who are used to "whizzing" through videos "at speed". He says longervideos are more suited to older people. Navarra believes the longervideos may increase TikTok's profits as they are "easier to monetize and keep people on platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly active users.

ACADEMIC WRITING

From <https://breakingnewsenglish.com/2203/220303-10-minute-tiktok.html>

One-minute videos are better than 10-minute videos. Discuss.

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. TIKTOK: Make a poster about TikTok. Show your work to your classmates in the next lesson. Did you all have similar things?

4. SCHOOLS: Write a magazine article about using short videos on-platforms like TikTok to teach in schools. Include imaginary interviews with people who are for and against this.

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 TikTok. Ask him/her three questions about it. Give him/her three of your ideas on how TikTok could help the world. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

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

TRUE / FALSE (p.5)

- 1 F 2 T 3 T 4 F 5 F 6 T 7 T 8 T

SYNONYM MATCH (p.5)

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

COMPREHENSION QUESTIONS (p.9)

- 2018
- 3 minutes
- Be more creative
- Enrich it
- Creators
- Social media consultant
- YouTube
- Whizz through them at speed
- Increase them
- One billion

WORDS IN THE RIGHT ORDER (p.19)

- In July, that length tripled to three minutes.
- Ten minutes will allow people to be creative.
- Videos giving our community more time to create.
- Start rolling out the ability to upload videos.
- Unleash even more creative possibilities for our creators.
- The time limit means TikTok will rival YouTube.
- TikTok could lose users who prefer shorter videos.
- Shorter videos are more popular with younger people.
- The longer videos may increase TikTok's profits.
- Monetize videos and keep people on-platform longer.

MULTIPLE CHOICE - QUIZ (p.10)

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

ALL OTHER EXERCISES

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