

Subject Tik Tok Hype

1. Fill in the table with the words with similar meaning to the terms in bold in the paragraph

immediately to figure out lately to scrutinise to match not long ago to go with straight away

'What's the appeal?

*Just like most social media, TikTok is supposed to be addictive – and ByteDance has got it down to a tee. The app's recommendation mechanism is simple. It **analyses** everything you do. It checks what kind of users you follow, which videos you like, what kind of content you watch the most, and then it gives you more of that. Thanks to a feature called the For You Page (commonly abbreviated as FYP), TikTok keeps feeding you content that **suits** your interests best. You **recently** followed a comedian who specialises in dark humour? Expect to see more of that from other users on your For You Page. The FYP is the first thing users see when they open the app. All it takes to keep having fun is to scroll down, and **before you know it**, you've watched a hundred videos – all selected to your liking.'*

to analyse	to suit	recently	before you know it



straight away	not long ago	to go with	to scrutinise
immediately	lately	to match	to figure out
before you know it	recently	to suit	to analyse

Answer key:

2. Choose a word in each sentence which can be replaced with the following words/phrases

IN SPITE OF

'Despite many serious issues and controversies related to user privacy and censorship, TikTok's user base is thriving.'

COMMON

'The most prevalent kinds of videos found in the app are comedic ones.'

WILLING

'Many creators are eager to share their hobbies and are happy to answer any additional questions they find in the comments section.'



FOR INSTANCE

'TikTok can, for example, teach you how to play simple piano melodies, help you with learning a foreign language, teach you something new about history or give you an insight into the life of people coming from different cultures.'

WITHOUT A DOUBT

'Even though people condemn the practices used by ByteDance, they can't switch to another app and they certainly don't want to stop using TikTok, because it's undeniably a good way to have a moment of fun.'

Despite many serious issues and controversies related to user privacy and censorship, TikTok's user base is thriving. / The most prevalent kinds of videos found in the app are comedic ones. / Many creators are eager to share their hobbies and are happy to answer any additional questions they find in the comments section. / TikTok can, for example, teach you how to play simple piano melodies, help you with learning a foreign language, teach you something new about history or give you an insight into the life of people coming from different cultures. / Even though people condemn the practices used by ByteDance, they can't switch to another app and they certainly don't want to stop using TikTok, because it's undeniably a good way to have a moment of fun.

Answer key:

3. Read the article and sum up what it says about the following:

BEING ADDICTIVE

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FYP

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TikTok's CONTENT

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DANCING

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PRIVACY POLICY

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