<u>TikTok</u>

a. Look at the following text. Read it to yourself. When you feel happy that you know how to say the words, read it aloud:

TikTok is the fastest growing social media platforms in the world. It allows users to create short videos with music, filters, and some other features. It provides a platform for users to express themselves in a very creative way. In doing so, TikTok competes with giants like YouTube, Instagram, and Facebook.

What helps TikTok stand out is that it's more of an entertainment than a lifestyle platform. And what makes it so attractive is that practically anyone can become a content provider because of the simplicity of using the app. That's why it appeals to so many content creators around the world and why they're exploring ways to improve their TikTok growth.

TikTok was launched in September 2016. It has now 800 million active users worldwide which makes it 9th in terms of social network sites, ahead of better known sites such as LinkedIn, Twitter, Pinterest, and Snapchat. The latest TikTok statistics show that as of April 2020, it has been downloaded more than 2bn times worldwide. It has 41% of users aged between 16 and 24 with 90% percent of all TikTok users accessing the app on a daily basis. It is available in 155 countries, and in 75 languages.

b. Now look at this image. Tell me about what you can see:

