



Potential TikTok Buyers: Amazon Joins Bidders as Ban Nears.

Description

President Donald Trump has granted another extension to the deadline for TikTok's sale in the US amidst national security concerns.

A bipartisan law requires ByteDance to sell TikTok due to data security risks, prompting potential buyers to emerge.

Key players like Amazon, Oracle, and Microsoft have expressed interest, while new entities like Zoop are also in the mix.

Despite the ongoing negotiations, if a deal is not reached by the set deadline, TikTok faces a potential ban in the US.

Implications of TikTok's Fate

Experts believe that Instagram Reels and YouTube Shorts could benefit from TikTok's uncertain future, with potential shifts in advertising strategies.

Platforms like Twitch and Xiaohongshu are also poised to capitalize on TikTok's possible exit from the market.

Potential Alternatives

With over 170 million users in the US, TikTok's absence could pave the way for platforms like Instagram Reels and YouTube Shorts to gain traction.

Marketing experts predict a shift in advertising budgets from TikTok to Meta and Google, potentially altering the digital landscape.

Chinese-owned platforms like Xiaohongshu could also seize the opportunity to expand their presence in the US and the UK.

Vocabulary List:

1. **Bipartisan** /ˌbaɪˈpɑːrtɪzən/ (adjective): Involving or supported by two political parties.
2. **Security** /sɪˈkjʊr.ɪ.ti/ (noun): The state of being free from danger or threat.
3. **Implications** /ˌɪmplɪˈkeɪʃənz/ (noun): The possible effects or outcomes of an action or decision.
4. **Capitalizing** /ˈkæpɪtəlaɪzɪŋ/ (verb): Taking advantage of an opportunity.
5. **Advertising** /ˈædvəˌtaɪzɪŋ/ (noun): The activity or profession of producing advertisements for commercial products or services.



6. **Negotiations** /nɪˌɡoʊʃi'eɪʃənz/ (noun): Discussion aimed at reaching an agreement.

Comprehension Questions

Multiple Choice

1. Who granted another extension to the deadline for TikTok's sale in the US?

- Option: President Joe Biden
- Option: President Donald Trump
- Option: Vice President Kamala Harris
- Option: Speaker Nancy Pelosi

2. Which company is not mentioned as a key player interested in acquiring TikTok?

- Option: Amazon
- Option: Oracle
- Option: Microsoft
- Option: Apple

3. What platforms are believed to benefit from TikTok's uncertain future?

- Option: Instagram Reels and YouTube Shorts
- Option: Facebook and Twitter
- Option: LinkedIn and Snapchat
- Option: Pinterest and Reddit

4. Which platform could potentially benefit from TikTok's possible exit from the market?

- Option: Twitch
- Option: LinkedIn
- Option: Pinterest
- Option: Snapchat

5. Who are predicted to shift advertising budgets from TikTok to other platforms?

- Option: Content creators
- Option: Users
- Option: Marketing experts
- Option: TikTok executives

6. Which Chinese-owned platform could expand its presence in the US and the UK due to TikTok's absence?



- Option: WeChat
- Option: Baidu
- Option: Xiaohongshu
- Option: Alibaba

True-False

- 7. President Trump has mandated ByteDance to sell TikTok due to data security risks.
- 8. If a deal is not reached by the set deadline, TikTok may still operate in the US.
- 9. Instagram Reels and YouTube Shorts are not expected to be influenced by TikTok's uncertain future.
- 10. Meta and Google are potential recipients of advertising budgets shifting from TikTok.
- 11. Xiaohongshu is not a Chinese-owned platform mentioned in the text.
- 12. Twitch is not poised to capitalize on TikTok's exit from the market.

Gap-Fill

- 13. What is the consequence for TikTok if a deal is not reached by the set deadline? TikTok faces a potential ban in the _____.
- 14. Instagram Reels and YouTube Shorts could benefit from TikTok's uncertain future, leading to potential shifts in _____ strategies.
- 15. Experts predict a shift in advertising budgets from TikTok to _____ and Google.
- 16. Platforms like Twitch and Xiaohongshu are poised to capitalize on TikTok's possible exit from the _____.
- 17. With over 170 million users in the US, TikTok's absence could pave the way for platforms like Instagram Reels and YouTube Shorts to gain _____.
- 18. Chinese-owned platforms like _____ could seize the opportunity to expand their



presence in the US and the UK.

Answer

Multiple Choice: 1. President Donald Trump 2. Apple 3. Instagram Reels and YouTube Shorts 4. Twitch 5. Marketing experts 6. Xiaohongshu

True-False: 7. True 8. False 9. False 10. True 11. False 12. False

Gap-Fill: 13. US 14. advertising 15. Meta 16. market 17. traction 18. Xiaohongshu

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which rare-earth element is commonly used in magnets?

Option: Neodymium

Option: Tariffs

Option: Export

Option: Furnaces

2. What term describes something of crucial importance or essential for an outcome?

Option: Reliance

Option: Critical

Option: Intervention

Option: Impact

3. Which practice involves promoting a product or service to attract customers?

Option: Purification

Option: Allegations

Option: Advertising

Option: Flavor

4. What term refers to the introduction of new ideas or methods?

Option: Capacity

Option: Intervention

Option: Innovation

Option: Bipartisan

5. Which concept relates to the protection of assets from harm or loss?

Option: Negotiations



- Option: Security
- Option: Capitalizing
- Option: Exploitation

6. What are the likely consequences or effects of a specific action or event?

- Option: Ramifications
- Option: Turmoil
- Option: Implications
- Option: Disruptions

7. What refers to choices or courses of action that can be taken?

- Option: Capacities
- Option: Sustainable
- Option: Alternatives
- Option: Reliance

8. Which term means to maintain or support over time?

- Option: Capacity
- Option: Intervention
- Option: Purification
- Option: Sustain

9. What is the term for a disturbance or problem that interrupts an event or activity?

- Option: Flavor
- Option: Export
- Option: Disruption
- Option: Innovation

10. What term is used to describe a powerful effect or influence?

- Option: Alternatives
- Option: Impact
- Option: Bipartisan
- Option: Negotiations

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The country aimed to increase its _____ revenue by expanding overseas sales.

12. The process of water _____ involves removing impurities to make it safe for consumption.



13. The government decided to provide financial _____ to stabilize the economy.
14. The success of the project depended on the team's _____ on each other.
15. The factory increased its production _____ to meet growing demand.
16. The government imposed higher _____ on imported goods to protect local manufacturers.
17. Natural disasters often cause _____ to transportation and communication networks.
18. The new policy had a significant _____ on the economy.
19. Chemists study the properties of various _____ to understand their behavior.
20. The political _____ in the region led to widespread unrest.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

| |
|--|
| 21. The two opposing parties reached a compromise through a cooperative and bipartisan effort. |
| 22. The company's success was built on the solid foundation of mutual trust and reliance among its employees. |
| 23. The company implemented eco-friendly practices to ensure a sustainable environment for future generations. |
| 24. The business seized the opportunity by quickly capitalizing on the latest market trends. |
| 25. The new product launch was accompanied by an extensive advertising campaign to reach a wider audience. |
| 26. The company was accused of unethical exploitation of natural resources in the region. |
| 27. Both parties engaged in tough negotiations to finalize the terms of the contract. |
| 28. The decision had deep implications for the company's future growth and profitability. |
| 29. The scandal had far-reaching ramifications on the political landscape of the country. |



30. The government imposed a new tariff on imported goods to protect domestic industries.

Answer

Multiple Choice: 1. Neodymium 2. Critical 3. Advertising 4. Innovation 5. Security 6. Implications 7. Alternatives 8. Sustain 9. Disruption 10. Impact

Gap-Fill: 11. Export 12. Purification 13. Intervention 14. Reliance 15. Capacity 16. Tariffs 17. Disruptions 18. Impact 19. Compounds 20. Turmoil

Matching sentence: 1. Bipartisan 2. Reliance 3. Sustainable 4. Capitalizing 5. Advertising 6. Exploitation 7. Negotiations 8. Implications 9. Ramifications 10. Tariff

CATEGORY

1. Business - LEVEL5

Date Created

2025/04/07

Author

aimeeyoung99

ESL-NEWS.COM