Going TikTok --- Indians *get hooked on* Chinese video app ahead of election

A video clip shot on a *sparse rooftop* of what looks like a *low-rise* apartment block shows a young Indian man *swaying* while *lip-syncing* a song praising Prime Minister Narendra Modi.

get hooked on　迷上；上钩　　　　　　sparse　稀疏的；稀少的

rooftop　屋顶　　　　　　　　　　　low-rise　不高的；低层的

sway　摇摆；影响　　　　　　　　　lip-sync　对口型

"Modi has *single-handedly trounced* everyone ... Modi is a storm, you all now know," goes the *Hindi* song, posted on Chinese video mobile application TikTok, the latest digital platform to *grip* India's small towns and villages ahead of a general election due by May.

single-handedly　一己之力；独力地　　trounce　痛打；严责

Hindi　印度语　　　　　　　　　　　grip　抓住；紧握

TikTok has been downloaded more than 240 million times in India so far, according to app analytics firm Sensor Tower. More than 30 million users in India installed it last month, 12 times more than in January 2018.

"Most urban elites haven't heard of TikTok and those who have, tend to view it as a platform for *trivial* content. In reality, it hosts diverse content including a fair share of political speech," said Kailas Karthikeyan, a *New Delhi*-based technology analyst who has tracked TikTok for nine months.

trivial　不重要的；琐碎的　　　　　　New Delhi　新德里

While Modi's Bharatiya Janata Party (BJP) and the opposition Congress party have not officially joined TikTok, videos tagged #narendramodi have received more than 30 million views and those about Congress chief Rahul Gandhi (#rahulgandhi) have got nearly 13 million hits. Total views for political videos is far higher.

Amit Malviya, the BJP's chief of information technology, said the party was tracking TikTok conversations and it was "a brilliant medium for creative expression". The party, however, has no plans as of now to officially join the platform, he said.

A Congress source said the party was exploring joining TikTok and assessing how it could be used to better reach out to people in rural areas in the run-up to the election.