

# LISTENING

- ★ 1  9.2 You are going to listen to an interview with a young person talking about managing her popular blog. Which of the things below would you expect her to mention? Then listen and find out which ones she mentions.

advertising     followers     interviews   
blog post     photos     qualifications   
video tutorial     blog traffic

- ★ 2  9.3 Listen again and choose the correct answer (A, B or C).

- How does Lyndsey feel about the followers of her blog?  
A grateful that they are prepared to read her blog  
B surprised that so many are interested  
C keen to get more people to follow her
- Why did Lyndsey start her blog?  
A Her friend begged her to.  
B She wanted to teach other people.  
C She was working on a school project.
- What does Lyndsey find difficult about writing her blog?  
A getting unusual ideas  
B writing in a readable style  
C giving the right amount of information
- How does Lyndsey feel about being organised?  
A She accepts the need to keep followers informed.  
B She finds it hard to meet deadlines.  
C She realises the need for keeping detailed paperwork.
- Lyndsey puts a lot of photos on her blog  
A to avoid misunderstandings.  
B to spend less time writing.  
C to make her tutorials more interesting.
- What does Lyndsey say about following a routine?  
A It's tough to identify a useful one.  
B It can be adapted when necessary.  
C It improves the quality of her writing.
- What advice does Lyndsey give about blogging?  
A Practise using different media.  
B Never turn away from new ideas.  
C Be aware of your responsibilities.

## Extend

- ★ 3 Match the phrases (1–6) from the interview with the meanings (A–F).

- get inspiration
  - motivate myself (to do something)
  - be productive
  - leaving it until the last minute
  - shared it with (her friends)
  - get in the way of (your creativity)
- A do a lot of work/get good results  
B doing something at the latest opportunity  
C find ideas for something  
D showed to other people  
E prevent something from happening  
F find a reason to do something

- ★ 4 Complete the sentences with the correct form of the phrases in Ex 3.

- His lyrics are so unusual. I can't imagine where he ..... from!
- The scholarship application deadline is tomorrow and you haven't finished. Why did you ..... ?
- Sally looks like she's ..... but really she is just pretending to work.
- Don't let the talent spotters ..... of your performance. Just do your best!
- It's been difficult to ..... to write my essay – I just don't feel like doing it!
- Jane will love this video! I have to ..... her.

