

Semester Test on Reading

I. Read the text and do the task.

STARTING YOUR OWN BLOG.

I was sitting in my local cybercafé yesterday; I like to get away from my "home office" from time to time and it's a great place to go for a cup of Espresso and to meet interesting people. The rather attractive lady sitting next to me was typing away and, when she had finished, I asked her what she was writing so furiously. It turned out she was a blogger and she was updating her web site. She was really interested in vegetarian and she was adding a new restaurant review to her blog.

If you spend any time at all online, you can notice blogs are becoming popular; and they are great way of building an online presence without the need for any technical knowledge.

A blog is an abbreviation of the term "web log". Quite a few years ago, web surfers began collecting information and links that they encountered during their online travels. As time passed, they started to create logs of information that they collected and they started to develop their own web logs. These blogs enabled them to update the information and links as often as they wished. Blogs are more permanent than posts to an online forum or to a discussion list; they are much more dynamic than the traditional home pages. They are also more personal than journaling, and more public than diaries. A blog is often a mixture of what is happening in a person's life and what is happening on the Web. Therefore, there are as many unique types of blogs as there are people.

There are a few common characteristics of a blog, but there may be slight variations. Some blogs provide brief descriptions of links within the chosen theme of the blog. Some others contain commentaries and links to the news of the day. Other ones are political, intellectual, or merry, blogs are posts that are short, informal and deeply personal no matter what the topic of discussion is. They can be characterized by their conversational tone, two blogs' greatest strengths are their ability to filter and spread information to a wide audience, and the position outside the mainstream of mass media.

If a person has a web presence but is disappointed with a static homepage, then blogging provides an ideal platform. There are many different options available to the new and experienced blogger alike. Some blog scripts are available to install on your own domain and these require at least a basic understanding of FTP and HTML. There are many hosted blog services available, some free and some paid. If you were serious about blogging, then I would strongly recommend you to use the best system that you can afford. My recommended choice of hosted blogging service would have to be the system that includes a wide variety of high quality features that enables you to generate an income from all your readers!

II. Find the sentence that reflects the main idea best

1. The text mostly tells us about...

- a) an occasional meeting in the cybercafé
- b) blogs' geneses
- c) blogs in general and blogging tips

2. The second paragraph says that ...

- a) blog often substitutes a diary
- b) a blog is a kind of hybrid of a diary and web site
- c) blog are less permanent than posts to an online forum

3. The third paragraph of the text mentions ...

- a) blog kinds and features briefly
- b) blogs as the main news resources
- c) detailed blog characteristic

4. The last paragraph contains

- a) information about hosted blog services
- b) information about different blog options
- c) blogging tips

III. Complete the sentences with the most suitable endings to clarify the details.

1. According to the text, cybercafé is a great place to ...

- a) have a lunch and receive information
- b) go for a cup of Espresso and work
- c) drink coffee and communicate

2. As we can understand, the woman that the author met was ...

- a) an experienced blogger
- b) an occasional visitor
- c) his old friend

3. Quite a few years ago, blogs appeared because ...

- a) the term "web log" appeared
- b) surfers began to create logs of the information and develop
- c) blogs were more permanent than posts to an online forum

4. There are as many exceptional types of blogs as there are ...

- a) TV and radio programmers
- b) people who use them
- c) homepages and sites

5. Usually blogs are posts that ...

- a) are brief, unofficial and private no matter what is being discussed
- b) provide brief descriptions of links
- c) are political, intellectual, or merry

6. Some blog scripts are ...

- a) available to a web presence
- b) available to the new and experienced bloggers
- c) available to install on your own domain

7. The author recommends choosing the system that includes ...

- a) the best features of hosted blogs
- b) a large diversity of the highest class characteristics
- c) a wide variety of special programme features

IV . Mark the statements as true (T) or false (F)

1. Blogs are a great way of building an online presence without any technical knowledge.
2. Blogs allow people to update the information and links as often as they wish.
3. Some blogs can be characterized by their legal tone.
4. Those who are dissatisfied with ordinary homepages can start a blog.