

7. [Track 5] Listen and answer questions 1 – 10.

Questions 1–5

Complete the summary below.

Write **ONE OR TWO WORDS** for each answer.

**Blogs and the History of Blogging**

A blog can perhaps be best described as a website that consists of a kind of journal that is regularly updated. Blogs cover a very wide variety of topics and many of them are personal diaries.

Blogs are usually not 1 ..... because they have interactive elements, which may lead to friendships or even 2 ..... relationships between people.

The first 'blog' was probably created in 1994 by a student and he called it his '3 .....

Similar websites were then created and these included both links and 4 ..... In 1999, someone changed the term used for these websites by creating the phrase '5 ..... and therefore invented the term 'blog'.

Questions 6–10

Complete the flow chart below.

Write **ONE WORD ONLY** for each answer.

**Blogging Workflow – Advice**

Decide what the 6 ..... of your posts will be

Do some reading before starting a post

As you compose the post, keep a record of 7 ..... and links

After creating the post, add some tags to it to improve searchability

Use social networking sites to 8 ..... a post you think is outstanding

Look at the 9 ..... relating to the post

Don't simply say 10 ..... to people who have responded to your post

Go on to other blogs and leave comments.