

Unit 4 New Media - Listening

Listening Section 4

- ① You will hear an expert giving a talk on blogs. Look at Questions 6–10 and answer the following question.

Which three questions need a noun to fill the gap?

- ② (05) Now 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.