Unit 4 New Media - Listening

Listening Section 4

❶ **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? .....

❷ **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

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Do some reading before starting a post

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

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

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

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

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

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Go on to other blogs and leave comments.

LIVEWORKSHEETS