

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 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.