

## Lessons 9–10 **Blogging**



### Reading strategy

There are many different genres for writing blogs, for example *persuasive*, *descriptive*, *expository*, *narrative*.

#### What is a blog?

A blog is similar to an online journal. It has to be updated regularly, probably every day, with new information. Another key feature of a blog is that anybody can respond or leave comments about your blog. Blogs started off being pretty boring with people writing about their daily routine or hobbies. Of course, this is still often the case, but nowadays they tend to be more creative. There are approximately 300 million blogs out there, with blogs covering virtually all aspects of life.

#### Why should I have a blog?

Think about it – if you start your own blog you have the potential to reach an audience of millions. You can write in your own style to your own target audience. You can write about what you feel passionate about, whether it is your pet or your favourite game. What's more, you could potentially earn money from your blog, and might eventually earn enough money to give up your day job!

#### How do I start a blog?

You need to do a few things before you get writing. You need a domain name and a web host. A domain name is your website URL or address – it's what people type in to get to your page. A web host is the company that stores all the information on your page and helps it run effectively.

#### Picking a domain name

You must get creative when it comes to a domain name. It should be short, easy to remember and easy to spell.

#### How to promote your blog

You have to get people to follow you. So, it's really important to have good content and update your blog regularly. You should keep up-to-date by reading other people's blogs related to your subject. Some other good advice is to make comments on these blogs. If people like your comments they are more likely to visit your blog. Another great way to promote your blog is to link it to your other social networking sites.

#### How to make money from your blog

You don't have to try to make money from your blog, but if you are good at it you may be able to. First, you need to have a lot of traffic to your blog site. If you do, then you ought to approach some advertisers who will pay you to advertise on the blog. Other ways to make money from a blog are to sell or endorse a product.

### 1 Read the text below and answer the questions.

- 1 How often is it recommended to revise a blog?
- 2 When people started blogging, what did they write about?
- 3 What are the advantages of having a blog?
- 4 There are a couple of things you need before getting started, what are they?
- 5 How can you cash in on your blog?

