

### Blogging

#### 1 Pre-reading

Search for *blog* on the Macmillan Online Dictionary [www.macmillandictionary.com](http://www.macmillandictionary.com). Then answer these questions:

- 1 Have you ever read a blog?
- 2 What was it about?
- 3 Have you ever considered writing your own blog?
- 4 What would you tell people about in your blog?

#### 2 Vocabulary

Match the words 1–10 with the definitions a–j. Then do an Internet search for *blogging* and check your answers. You can use these websites to help you:

[blogbasics.com/category/start-up](http://blogbasics.com/category/start-up)  
[blogmeister.pbworks.com/w/page/14829163/Blog%20Vocabulary](http://blogmeister.pbworks.com/w/page/14829163/Blog%20Vocabulary)

- |             |  |
|-------------|--|
| 1 archive   | a a hypertext reference to another website                           |
| 2 comment   | b a key word used to label similar posts                             |
| 3 link      | c a list, usually at the side of a blog page, that shows other blogs |
| 4 permalink | d a place to store old posts   |
| 5 pingback  | e a single entry written by the blogger                              |
| 6 platform  | f a written reaction from a reader                                   |
| 7 publish   | g software you need to put your blog on the internet                 |
| 8 blogroll  | h to make information available for everyone to read                 |
| 9 post      | i notification to a blog or website that it is referenced or linked  |
| 10 tag      | j the internet address to an individual blog entry                   |



#### 3 Reading

Do an Internet search to find out more about blogging. You can use these websites to help you:

[howtoblog.org](http://howtoblog.org)  
[www.eff.org/wp/blog-safely](http://www.eff.org/wp/blog-safely)  
[www.masternewmedia.org/independent\\_publishing/blogging-how-to-blog/guide-to-publishing-first-blog-20071104.htm](http://www.masternewmedia.org/independent_publishing/blogging-how-to-blog/guide-to-publishing-first-blog-20071104.htm)  
[www.bbc.co.uk/webwise/guides/how-to-get-a-blog](http://www.bbc.co.uk/webwise/guides/how-to-get-a-blog)

Now read the sentences about blogs and write *T* (True) or *F* (False).

- |   |              |  |       |
|---|--------------|--|-------|
| 1 A blog is an online journal.                            | <u>  T  </u> | 6 It has links to other websites or blogs.           | ..... |
| 2 You don't update it regularly.                          | .....        | 7 It creates a sense of community.                   | ..... |
| 3 It gives general news, but not personal opinions.       | .....        | 8 You only blog to people you know personally.       | ..... |
| 4 Nobody can comment on a blog.                           | .....        | 9 Blogs can't contain photos, audio, or video links. | ..... |
| 5 You find posts in reverse date order, or in an archive. | .....        |  |       |

### 4 Reading

Match the headings 1–5 with the blog posts a–e. Then check your answers by doing an Internet search for *blogging*. You can use the websites in Exercise 3 to help you.

The screenshot shows a web browser window with the address bar containing 'http://minniesblog.com'. The page title is 'Minnie's Blog' and there are several decorative icons (a bird, a flower, a cat, a star, a monkey, and a butterfly) below the title. The main content area contains a list of five headings on the left and five corresponding text blocks on the right. A curved line connects heading 1 to text block a.

1 How to start a blog	a Anybody: businesses, clubs, or just individuals.
2 Reasons for blogging	b To make money, find a job, gain recognition, to sell things, to find members, or to simply have your say.
3 Tips for a successful blog	c To publish your blog you need to download the software for an online blogging platform. There are free ones like Blogger, Wordpress, or LiveJournal®. Choose one and set up an account with all your details and the information you want to put on your blog. Then just click "publish!"
4 How to protect yourself	d Choose a good title for your blog. Set up appropriate tags, so that people will find your blog and create a blogroll of sites you like. Don't try to be smart! Just keep it clear and simple.
5 Who can write a blog?	e Consider using a pseudonym, but remember permalinks can identify you too. Limit and identify your audience through pingback, or make use of ping servers, which show other people that you are online, but protect your identity.

### 5 Reading

Research the good and bad blogs available on the Internet. Then make some notes about them. You can use these websites to help you:

- [www.time.com/time/specials/packages/0,28757,2075431,00.html](http://www.time.com/time/specials/packages/0,28757,2075431,00.html)
- [www.guardian.co.uk/technology/2008/mar/09/blogs](http://www.guardian.co.uk/technology/2008/mar/09/blogs)

Good	Bad
<i>The Huffington Post tells us about stars, news, social issues...</i>	

### 6 Project

Write a blog in your notebook. Follow the steps listed in Exercise 5 and do these things:

- Decide what you want to write about.
- Think of a blog title.
- Write your first post in your notebook.
- Test your blog out on your class by swapping notebooks and asking them to post comments.