

Language functions: **discussing issues; reading comprehension**
 Topic/Vocabulary area: **blogging, Internet, communication**

BLOG THIS!

TEACHER WORKSHEET

LEVEL: ★ ★ ☆

What does **BLOG THIS** mean?

-When you are browsing other blogs, you can see links 'blog this'. These links enable you to blog about these entries on your own blog

blog - an online personal journal, in which its owner regularly adds new entries



focus on talking

ACTIVITY 1 **WHOLE GROUP**

Discuss the following questions.

1. Do you run your own blog? If yes, what does it contain? How long have you been running it?
2. Have you ever thought of writing a blog? If yes, why would you like to do it? What would your blog contain?
3. Do you read any blogs regularly? If yes, what is their content and why do you find them interesting?

focus on reading

ACTIVITY 2 **INDIVIDUALLY > CHECK ANSWERS WITH WHOLE GROUP**

Read the text on Page 2 to find out:

- what the origin of the word 'blog' is
- in what way blogging is different to writing a traditional personal journal
- how blogs differ from traditional sites.

Blogs aren't as new as some people might think. Since the early days of the Internet users have been keeping online diaries recording their opinions and adding hyperlinks to websites they visit. **In 1997 the name 'weblog' was used for the first time by Jorn Barger who called his site in this way. The term 'blog' was coined three years later by Peter Merholz who broke the word 'weblog' into 'we blog' and the new word 'blog' started to function as both a verb and a noun.**

In 1999 there were only a few blogs, today a new blog is created almost every second. Millions of bloggers find in them a perfect outlet for self-expression adding regularly new entries – posts, voicing their opinions and recommending other blogs or websites. These online journals differ from traditional journals. **Conventional journals usually come in chronological order, whereas blogs are presented in reverse chronological order, with the most recent entry on top. What is even more important, traditional journals were private or even secret affairs. By contrast, blogs are open to the public.**

A blog has also certain features that distinguish it from a standard webpage. Bloggers use simple forms that let them create new pages easily. Special software takes care of most administrative tasks allowing the author to focus mostly on the content of their blog.

focus on vocabulary

ACTIVITY 3 PAIRS > CHECK WITH WHOLE GROUP

Here are some terms connected with blogging. Can you match them with their definitions?

1-F 2-D 3-G 4-C 5-E 6-A 7-B

- | | |
|-----------------------|---|
| 1. blogger | A. a blog containing photos |
| 2. blogosphere | B. a blog containing video |
| 3. blogroll | C. a 'fake' blog written usually by someone hired by the marketing department of some company |
| 4. flog | D. all blogs or the blogging community |
| 5. permalink | E. an archive page where each post is stored |
| 6. photoblog | F. a person who runs a blog |
| 7. vlog | G. favourite blogs listed in the sidebar of the author's webpage |

focus on discussion

ACTIVITY 4 **WHOLE GROUP DISCUSSION**
Discuss the following questions.

- **Jung von Matt, a German advertising firm, called blogs ‘the toilet of the internet’. What do you think they meant by saying this?**
- **What, in your opinion, are the main reasons why people run blogs?**
- **Some people think that blogging is a manifestation of exhibitionism. Do you agree with this opinion?**
- **According to Technorati, a search engine for blogs, 41% of blogs are in Japanese, 28% in English, 14% in Chinese and only 1% in German. How can you explain these statistics?**
- **Mr Bhatia, who started Hotmail, thinks that in five years everybody will have a blog. Do you believe in this prediction?**
- **Some critics worry that bloggers do not present credible news and if their influence is bigger we can be easily manipulated. Do you share these fears?**
- **Some companies employ bloggers to promote their products or services. Do you think such activities are fair?**

