

EPISODE 111
LEVEL B2

READING COMPREHENSION



Blog

BLOGS

Why do people write blogs?

Ann – like many of my school friends, I used to spend hours every day writing a diary. But while they kept them hidden under their beds, I needed an audience, interaction and **feedback** (information or statements of opinion about something, such as a new product, that can tell you if it is successful or liked) . So, I invented a few personalities, the details of which were far more interesting than mine and I **posted** (to leave an electronic message on a website) it all.

Dave – a year ago I was a professional **minding my own business** (to take care of someone or something). I created my own visual for my blog and before I knew it –doing weird stuff like **trackbacks** (sth to make certain that you know what is happening or has happened to someone or something). I had no idea what a trackback was, but I went from 40 **hits** (a request to use a web page on the internet that is then counted to calculate the number of people looking at the page) a day to close to a hundred overnight.

Carol – I’m a lecturer and it’s **refreshing** (pleasantly different and interesting) to be able to step outside my academic interests and into a different world. One of the first lessons I learn is that the **blogosphere** (all the blogs on the internet, and the people who write or read them) is a genuine community. After asking a question in a blog comment about what qualities are needed in a good blog, I soon got **spot-on** (exactly right) advice from a blogger I didn’t even know. Then I had an invitation to a local face-to-face blogger **meet-up** (a meeting with sb), which was an amazing experience.

Debbie – I started my blog for a very practical reason. It was clear to me that blogs were going to become a useful tool in my future job as a journalist and I **figured** (to expect or think that something will happen) blogging as the quickest way get up to speed.



EXERCISE 1

Answer the questions:

1. Who started the blog as a way of improving career prospects?- debbie
2. Who used personal diaries to turn them into a blog? -Ann
3. Who met another blogger? -Carol
4. For whom it was a discovery that a blogosphere is a real community? - Carol

ENGLISH IN USE



Remember that in order to sound polite, you should use more indirect questions. When you build an indirect question, use a structure of a sentence.

EXERCISE 2

1. Do you know _____?
(Where is she?)
2. I wonder _____.
(Where did he work in 1997?)
3. Could you tell me _____?
(Has she been to Great Britain?)
4. I'd like to know _____.
(Can you help me?)
5. Do you know _____?
(Where is the concert?)
6. I'd like to know _____.

(How much does it cost?)

7. Can you tell us _____?
(Where does he live?)

8. Do you think you could tell me _____?
(What is the best time to call her?)

IDIOM CLOSE-UP



BE AT ODDS WITH STH = be in conflict

ON A NEED TO KNOW BASIS = so that sb is told only what they need to know and only when they need to know it

PHRASAL VERBS CLOSE-UP



MULL STH OVER = spend time thinking carefully about a plan or proposal

GIVE SB AWAY = make known sth so that sb wants to keep secret



EXERCISE 3

Fill each gap with the missing preposition.

1. Make sure your body language isn't at oddswhat you are saying.
2. I think he is mulling the ideastoo much.
3. I hope you will not give.....my secret.
4. I want all information on a need know basis.



NEWS

BLOGGING

“Blogging is becoming more and more popular every day. Should you join the blogosphere? Take a look at this list to help you make your decision about blogging.

- 1. To Express Your Thoughts and Opinions** -You have something to say, and blogs provide a place to say it and be heard.
- 2. To Market or Promote Something**- Blogging is a great way to help market or promote yourself or your business, product or service.
- 3. To Help People**- Many blogs are written to help people who may be going through similar situations that the blogger has experienced. Many parenting and health-related blogs are written for this purpose.
- 4. To Establish Yourself as an Expert**- Blogs are wonderful tools to help bloggers **establish** themselves as experts in a field or topic. For example, if you're trying to get a job in a specific field or hoping to publish a book on a specific topic, blogging can help **legitimize** your expertise and expand your online presence and platform.
- 5. To Connect with People Like You**- Blogging brings **like-minded** people together. Starting a blog can help you find those people and share your opinions and thoughts.
- 6. To Make a Difference**- Many blogs are issue-based meaning the blogger is trying to provide information to **sway people's thinking** in a certain direction. Many political blogs and social issues blogs are written by bloggers who are trying to make a difference in their own ways.
- 7. To Stay Active or Knowledgeable in a Field or Topic**- Since successful blogging is partially dependent on posting frequency and providing updated, fresh information, it's a perfect way to help a blogger **stay abreast of** the events in a specific field or topic.
- 8. To Stay Connected with Friends and Family**- The world has shrunk since the Internet has become more accessible. Blogs provide a simple way for family and friends to stay connected from different parts of the world by sharing stories, photos, videos and more.

GLOSSARY

- **to legitimize** = to make something legal or acceptable
- **establish sb as sb** = to be in a successful position over a long period of time
- **like-minded** = having similar opinions or thinking

- **sway people's thinking** = to persuade someone to believe or do one thing rather than another
- **stay abreast of** = to make sure you know all the most recent facts about a subject or situation

KEY TO EXERCISES

Ex.1

1. Debbie
2. Ann
3. Carol
4. Carol

Ex.2

1. Do you know _____ where she is _____?
2. I wonder _____ where he worked in 1977 _____.
3. Could you tell me _____ if she has been to GB _____?
4. I'd like to know _____ if you can help me _____.
5. Do you know _____ where the concert is _____?
6. I'd like to know _____ how much it cost _____.
7. Can you tell us _____ where he lives _____?
8. Do you think you could tell me _____ what the best time to call her is_?

Ex.3

1. Make sure your body language isn't at oddswith.....what you are saying.
2. I think he is mulling the ideasover.....too much.
3. I hope you will not give.....awaymy secret.
4. I want all information on a needto..... know basis.