



Listen again and this time, write the answers for the following questions:

- a. How and when did blogs begin?

Began as online diaries and journals in the mid-1990's.

- b. What has happened to blogs since then? Why?

They have exploded in popularity as people continue to experiment with the new communication medium.

- c. According to the article, how many blogs are there?

More than 100 million regularly receive new content usually articles, from their authors.

Other blogs have been abandoned.

- d. What are some usual topics covered by bloggers?

Everyday experiences and thoughts, plus business, politics, travel, current events, writing a blog etc.

- e. According to the article, how do blogs differ from traditional mass media?

They pick up news that the traditional mass media ignores. Plus, they mix videos, music, art, and photos with the written content.

- f. As mentioned in the article, what are some reasons for writing a blog?

To spread the news that the traditional mass media ignores, and to reveal political **scandals**, as well as secrets about companies, industries, and Hollywood celebrities. Bloggers have even **disproved** news stories from traditional media sources. And of course to make MONEY!!!

- g. How much money do most people make from blogs?
Most make \$100.00 or less per month. 10% earn less than 33 cents per day.
- h. How much do the top 10% of bloggers make?
More than \$10,000 per month.
(The very top bloggers claim to earn more than \$1,000,000 per year.)
- i. What industry has **sprung up** about blogging for money?
Websites and blogs to teach you how to make money from blogging. Plus there are courses, seminars, and personal one-to-one coaching to train you.
- j. What is the author's opinion in the final paragraph?
People think that it's easy to become rich or famous from bloggers, but it actually takes a lot of work.