**READING COMPREHENSION ON BUSINESS ENGLISH**

* Read the following text and choose the right option. Correct the false sentences!

**Are you a blogger too?**

Only a few years ago, a “web log” was a little-known way of keeping an online diary.  At that time, it seemed like “blogs” (as they quickly became known) were only for serious computer geeks or obsessives.

This didn’t last long, though, and within a very short period of time, blogs exploded – blogs were everywhere, and it seemed that almost everyone read blogs, or was a blogger.

The blogging craze of a couple of years ago (when it was estimated that ten new blogs were started somewhere in the world every minute) now seems to have died down a bit – yet thousands of blogs (probably the better ones) remain.  Blogs are no now longer seen as the exclusive possession of geeks and obsessives, and are now seen as important and influential sources of news and opinion.  So many people read blogs now, that it has even been suggested that some blogs may have been powerful enough to influence the result of the recent US election.

Blogs are very easy to set up – all you need is a computer, an internet connection and the desire to write something.  The difference between a blog and a traditional internet site is that a blog is one page consisting mostly of text (with perhaps a few pictures), and – importantly – space for people to respond to what you write.  The best blogs are similar to online discussions, where people write in responses to what the blogger has written.  Blogs are regularly updated – busy blogs are updated every day, or even every few hours.

Not all blogs are about politics, however.  There are blogs about music, film, sport, books – any subject you can imagine has its enthusiasts typing away and giving their opinions to fellow enthusiasts or anyone else who cares to read their opinions.

So many people read blogs now that the world of blog writers and blog readers has its own name – the “blogosphere”.

But how influential, or important, is this blogosphere really?  One problem with blogs is that many people who read and write them seem only to communicate with each other.  When people talk about the influence of the blogosphere, they do not take into account the millions of people around the world who are not bloggers, never read blogs, and don’t even have access to a computer, let alone a good internet connection.

Sometimes, it seems that the blogosphere exists only to influence itself, or that its influence is limited to what is actually quite a small community.  Blogs seem to promise a virtual democracy – in which anyone can say anything they like, and have their opinions heard – but who is actually listening to these opinions?  There is still little hard evidence that blogs have influenced people in the way that traditional mass media (television and newspapers) have the ability to do.

**Not long ago, only people who knew a lot about computers had blogs.**

Principio del formulario

True False

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**The increase in popularity of blogs has happened very quickly.**

Principio del formulario

True False

**Final del formulario**

**Today, blogs are becoming less popular.**

Principio del formulario

True False

**Final del formulario**

**Blogs affected the outcome of the US election in 2008.**

Principio del formulario

True False

**Final del formulario**

**If you can use a computer with internet access, you can start a blog.**

Principio del formulario

True False

**Final del formulario**

**On a blog, people respond to what is written.**

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True False

**Final del formulario**

**Blogs concern many different subjects**.

Principio del formulario

True False

**Final del formulario**

**According to the article, bloggers do not reach many people around the world.**

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True False

**Final del formulario**

**The article suggests that it is not true that blogs have a lot of influence**.

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True False

**Final del formulario**

**Television has more influence than blogs.**

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True FalseFinal del formulario