Passage Blogger 16

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On August 23, 1999, Blogger was launched by Pyra Labs. As one of the earliest dedicated blog-publishing tools, it is credited for helping popularize the format. In February 2003, Pyra Labs was acquired by Google under undisclosed terms.

On May 9, 2004, Blogger introduced a major redesign, adding features such as web standards-compliant templates, individual archive

pages for posts, comments, and posting by email. On August 14, 2006, Blogger launched its latest version beta, codenamed

“**Invader**“, alongside the gold release. This migrated users to Google servers and had some new features, including interface language in French, Italian, German and Spanish. In December 2006, this new version of Blogger was taken out of beta. By May 2007, Blogger had completely moved over to Google operated servers. Blogger was ranked 16 on the list of top 50 domains in terms of number of unique visitors in 2007.

As part of the Blogger redesign in 2006, all blogs associated with a user’s Google Account were migrated to Google servers. Blogger claims that the service is now more reliable because of the quality of the servers.

Along with the migration to Google servers, several new features were introduced, including label organization, a drag-and-drop template editing interface, reading permissions (to create private blogs) and new Web feed options. Furthermore, blogs are updated dynamically, as opposed to rewriting HTML files.

Blogger allows its users to choose from various templates available, and fully customize them. Users may also choose to create their own template using CSS. The new design template, known as Dynamic View, was introduced recently. **It**is built with AJAX, HTML5 and CSS3. The time for loading is 40 percent shorter than traditional templates, and allows user to present blog in seven different ways: classic, flipcard, magazine, mosaic, sidebar, snapshot, and timeslide

Blogger has launched mobile applications for users with mobile devices. Users can post and edit blogs, and also share photos and links on Blogger through their mobile devices. Not only advanced mobile devices, such as smart phones, are being considered, since users can also post blogs via traditional cell phones by SMS and MMS.

**1-A 2-D 3-A 4-B 5-C 6-B**

**Questions**

1. **Blogger was owned by Google————————.**
2. around 4 years after it was launched.
3. in August 1999
4. in May 2009
5. around 2 years after it was launched
6. **“Invader” is ———————-**
7. a Google account
8. a Google server
9. a codename for an e-mail
10. a new version of blogger
11. **Along with migration to Google servers, one of the following was not a new feature introduced to the blogger:**
12. Rewriting HTML files
13. Organization of labels
14. New Web feed options
15. Blogs updated dynamically
16. **The underlined pronoun “ it” in paragraph 5 refers to:**
17. AJAX
18. Dynamic View
19. CSS
20. HTML5
21. **Using Blogger mobile applications,——————-**
22. only users of smartphones can post blogs
23. only users of traditional cell phones can post blogs
24. both smartphone and traditional cell phone users can post blogs
25. users found it difficult to share photos and links.
26. **The main idea of the passage is ——————————–**
27. The new features of blogger
28. The development of blogger
29. The advantages of using blogger
30. New application of blogger on cell phones.