Guided Practice

Model and Apply

- Model for students how to identify and distinguish **elements** and **features** of an Internet advertisement.
- Point out that the advertisement on the next page has the following elements: a description of selling points, enticements to buy, and limitations.
- Have students identify features in the Internet ad. These include "fast and easy one-click downloading," "access to more than 2,500 radio stations," and the risk-free 30-day trial.
- **Turn-and-Talk** Have student pairs discuss what elements and features are essential components of an advertisement. Then, have students address what makes an advertisement persuasive, and why companies spend so much time and money on effective advertising campaigns. Have students identify advertisements they have seen to illustrate their point.

SweetPlayer Documents

Read with a Purpose Read these consumer documents to determine their purpose.

Choosing an MP3 Player Now Juan is ready to use that high-speed modem. His first stop? MP3s and fast downloads! MP3 is an audio format, a software code that turns sounds into information a computer can understand. MP3 squeezes good sound quality into a small package. The sound-size combination makes MP3 the most popular audio format used today. Juan checks out the rules for downloading MP3s on the Internet.



IS IT LEGAL?

The Internet is full of music. You can get your favorite hit in MP3 format with a single click. It's easy, it's free—and it could be illegal. Many music sites contain music that someone has digitally copied from a CD and then placed where other people can download it. It's a convenient and popular practice, but it is not legal. So what is legal?

1. You may rip tracks from a CD you own to a computer as long as they are for your own use and not for the use of other people.
2. You may download free promotional tracks. This is an increasingly popular way for artists to introduce their work to you. Free and promotional tracks are clearly marked, usually under the heading "Free Music." There are often CDs for sale by the artist, too. Watch out, though. If a friend wants the same track, he or she will have to download it. It is not legal for you to copy a CD you downloaded from the Internet.
3. You may buy the track for your own use. Many sites, including those of more and more record companies, are now offering songs for sale in this manner.

Rule of thumb: If the way in which music is to be downloaded doesn't fit any of the three situations described above, the process probably isn't legal. When in doubt, check the copyright notice on the site. A

A **Read and Discuss** What does this box say about downloading music?

Internet

Differentiating Instruction

English-Language Learners

Help students understand the unfamiliar terms and concepts on these pages by reading the following definitions to the class.

- A ***track*** is an individual song.
- To ***rip a track*** is to take it or convert it from a CD.
- ***Downloading*** refers to taking information from the Internet or another network, such as a server, and putting it onto your own computer.
- ***Uploading*** means placing information you have onto a network for others to see (and download).

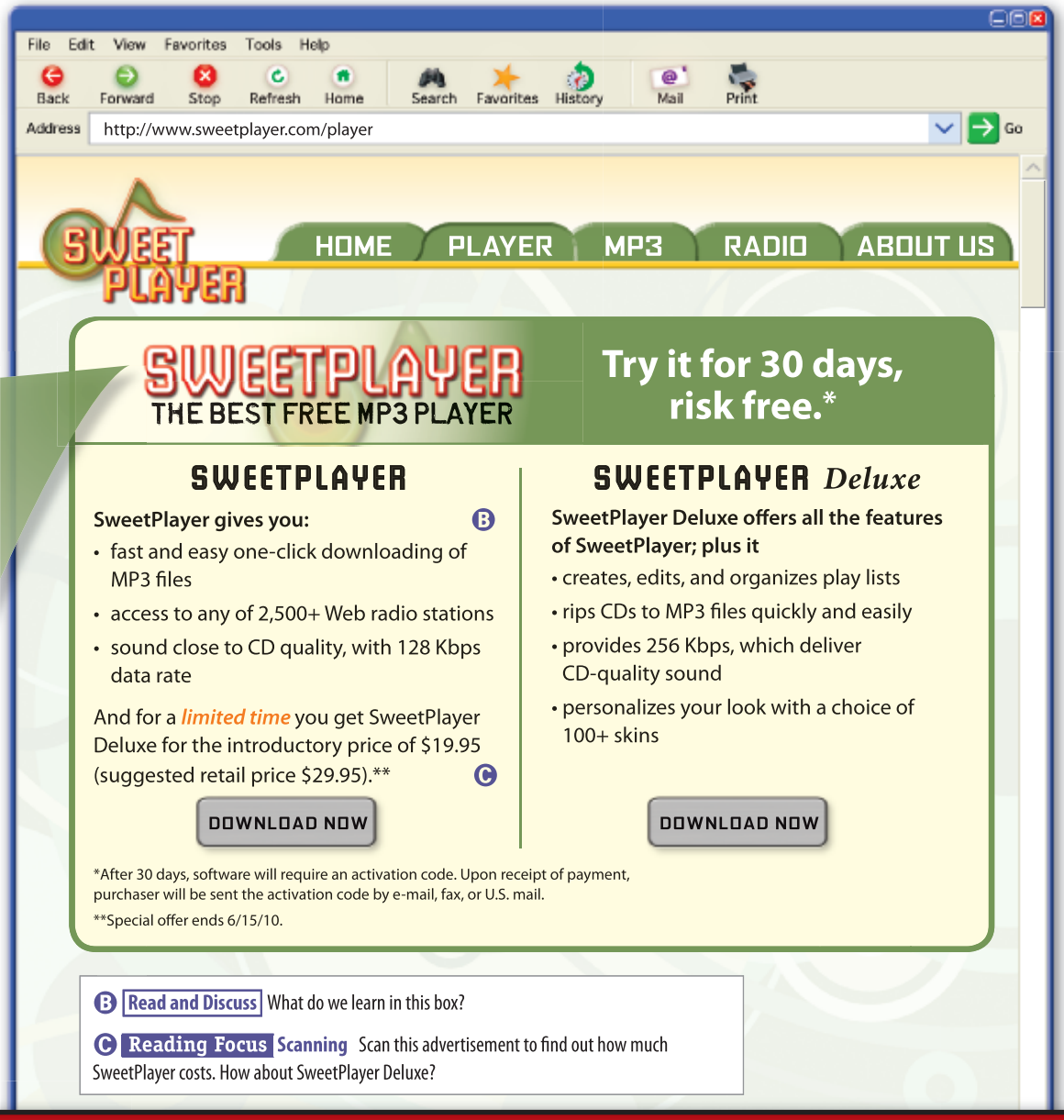
Call on volunteers to use each of the words in a sentence.

Advanced Learners

Acceleration Ask students why they think it is illegal to download or share music available on the Internet. Have students think about the rights of the artist, the record company, record stores, and the consumer.

ADVERTISEMENT

Juan can't wait to start listening to music on the family's computer. He needs the right software and has narrowed his search to a product called SweetPlayer—but which version should he get? Let's look at the Internet advertisement.



- Ask the following questions and have students discuss their thoughts in small groups: What are the penalties of downloading music illegally? Do you think downloading music should be illegal? Why or why not? If it should be illegal, what should the penalties be? How can manufacturers limit illegal downloading?
- Students can present either an essay on the morality and legality of downloading music, or a research paper explaining the current laws and penalties pertaining to music downloading. Suggest that students research the costs associated with creating and producing a CD versus the price consumers pay for a CD.

Think About/Talk About

Read with a Purpose Have students read the Read with a Purpose statement. Ask them what types of consumer materials they would read before buying and installing a software program.

Comprehension

A Read and Discuss

Possible response: *Downloading music is fast and easy, but it is only legal when it is clearly marked "free," or when you pay for it.*

B Read and Discuss

Possible response: *In this box, the consumer learns that there are two versions of the software.*

C Reading Focus

Possible response: *Both products are free for a 30-day trial. SweetPlayer Deluxe is offered for a limited introductory price of $19.95. No price is given for SweetPlayer, which implies that all consumers get a free upgrade to SweetPlayer Deluxe.*

Extend the Discussion

Make Inferences Why do you think this company would offer a 30-day risk-free trial? ***Possible responses:*** *The company hopes consumers will try it for free and enjoy it so much, they will pay for the software.*

Guided Practice

Model and Apply

- Tell students that **skimming** and **scanning** instructions can give them certain information. For example, this page has given Download Directions in seven steps.
- Explain that by scanning the document, you learn that you must reboot your computer once the installation is complete. Then, tell students to add this information to their graphic organizers.

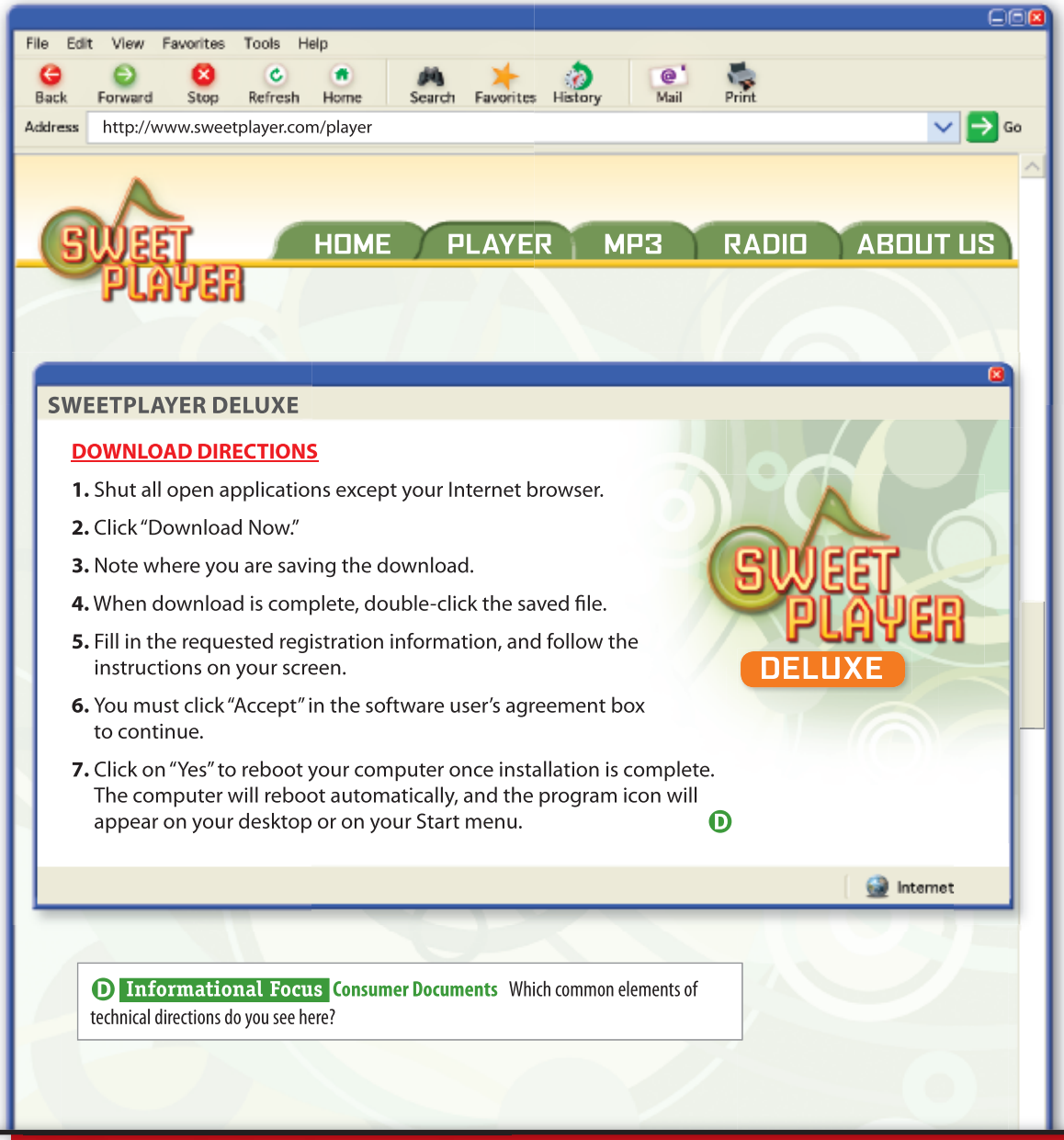
Document	Skimming
SweetPlayer Deluxe Download Directions	Seven steps for downloading

Scanning
Reboot your computer

- **Turn-and-Talk** Have students discuss with a partner whether these directions provide consumers with everything they need to know to successfully download the application. Are there any ways the directions could be improved?

INSTRUCTIONS

Following Download Directions Juan clicks on the button to download SweetPlayer Deluxe. The following downloading directions appear on the screen:



D **Informational Focus** **Consumer Documents** Which common elements of technical directions do you see here?

Differentiating Instruction

Visual Learners

Challenge students to translate the download directions into a visual or pictorial guideline. Pictures could vary widely, from detailed cartoon-like illustrations of someone following the steps, diagrams representing the steps using a combination of words and graphics, or to drawings replicating the sequence as it would look on a computer screen. Invite students to post their work on a wall in the classroom and ask the class to vote on which set of student-created directions are the most engaging and clear.

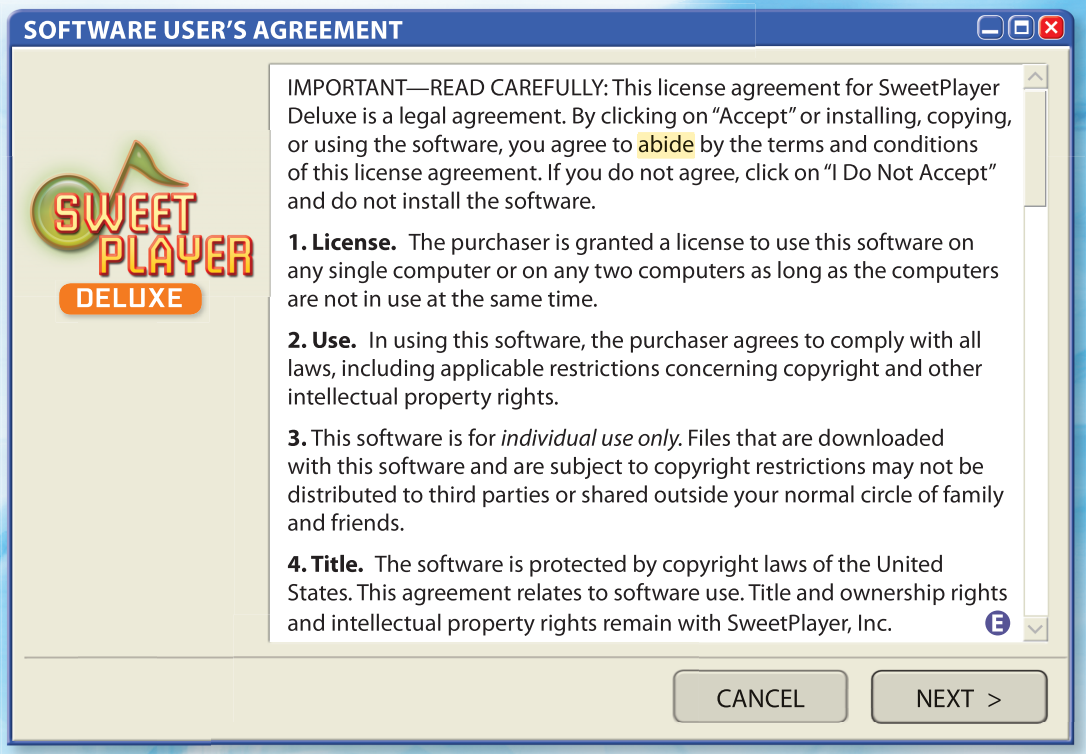
Verbal Learners

Explain to students that the software user's agreement is a legal document and is therefore written in a format called *legalese*.

- Explain to students that *legalese* is the highly formal version of the English-language used in written legal documents.
- Challenge students to rewrite the SweetPlayer Deluxe user agreement into standard and easily accessible language.

CONTRACT

Reading a Software User's Agreement Even though he plans to click "Accept," Juan reads the software user's agreement carefully. (Remember that a user agreement is a form of contract.) It is long and complicated. Here are the parts that grab Juan's attention.



E **Reading Focus** **Skimming** Why would it be a mistake just to skim a software user's agreement before you accept it?

Vocabulary **abide** (uh BYD) (with *by*) *v.*: accept and follow.

- When students have completed their translations, have them share their work with the class.
- As an extension, have students write a simplified user agreement to an everyday item, such as a pencil sharpener or calculator. Have students present their agreements to the class. If time permits, guide a question/answer session in which students provide constructive criticism about the presentation.

Think About/Talk About

Comprehension

E Reading Focus

Possible response: *Skimming only reveals the data that manufacturers want you to see or random information, so important details can be overlooked.*

Analysis

D Informational Focus

Possible response: *The common elements include numbered instructions, information about what will happen next, and technical terms.*

? Extend the Discussion

Drawing Conclusions Why do you think the download directions include the step of accepting the software user's agreement? ***Possible response:*** *Downloading the software means you can then use it on your computer. You have to agree to the company's terms of use (no copying, or sharing, and so on) before they will allow this.*

Making Inferences Why do you think the software is only for individual use? ***Possible response:*** *If many people use the software to download music, then not everyone is paying for the songs, which is illegal.*

Think About/Talk About

Comprehension

G Read and Discuss

Possible response: *He agrees to the terms of use and understands what his own and the company's legal rights and obligations are; he is now allowed to use the software.*

Analysis

F Informational Focus

Possible response: *The software is guaranteed for sixty days; SweetPlayer has several ways to meet its obligation; SweetPlayer will only honor the warranty if told of the problem during the warranty period; SweetPlayer will not pay more than the cost of the product.*

Check for Understanding

Monitor Students' Progress Use the Read with a Purpose follow-up question to assess students' understanding. ***Possible response:*** *The consumer documents inform consumers of their rights and responsibilities. They also explain the software and how to install it.*

SKILLS FOCUS p. 637

Informational Skills
- Analyze consumer documents.

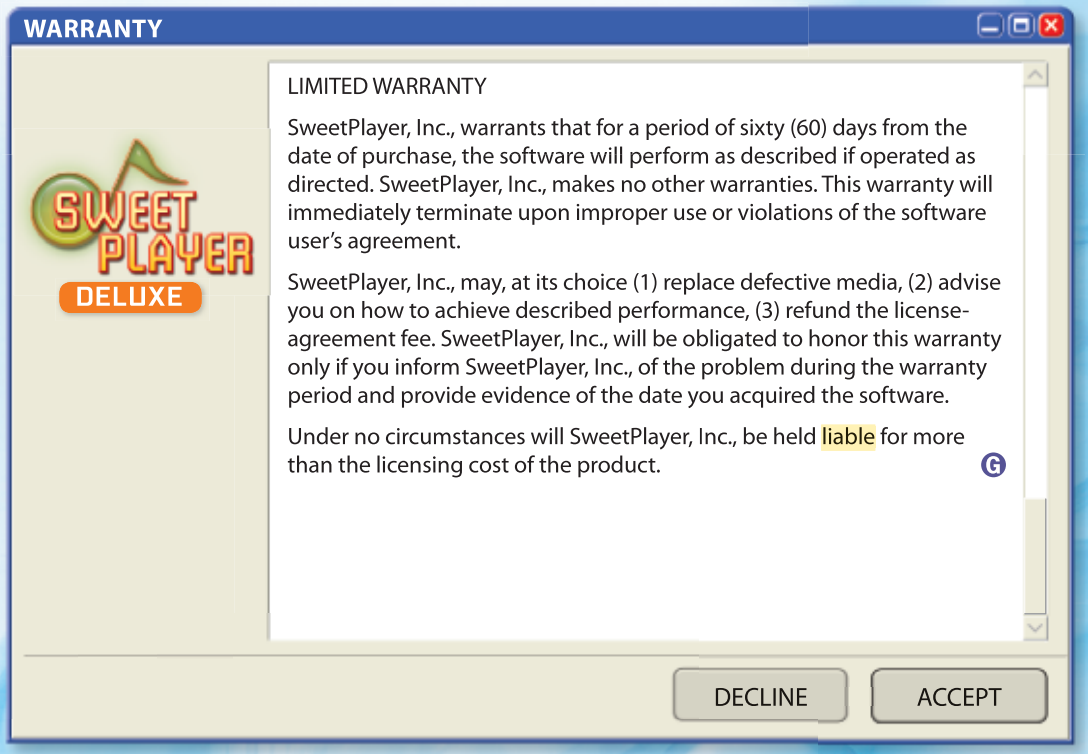
Reading Skills
- Skim and scan.

Vocabulary Skills
- Demonstrate knowledge of literal meanings of words and their usage.

Writing Skills
- Write to explain.

WARRANTY

Reading a Limited Warranty Before clicking on "Accept," Juan also reads the warranty. F



Now Juan is ready to go! He knows what he can legally do and what the company must legally provide. He clicks "Accept."

F **Informational Focus** **Consumer Documents** Identify four specific features of the SweetPlayer warranty.

G **Read and Discuss** When Juan accepts the user's agreement, what does that mean?

Vocabulary **liable** (LY uh buhl) *adj.*: legally responsible.

Read with a Purpose What is the purpose of these consumer documents?

Compare and Contrast

After students have read the selections and answered the Applying Your Skills questions, have them compare the consumer documents. Use the following discussion questions:

- Which product has the most informative documents? Explain. ***Possible response:*** *The WarpSpeedNet documents are the most informative. The SweetPlayer documents mostly discuss the legality of downloading music.*
- What documents presented can you skim? Why? ***Possible response:*** *You can skim the advertisements and the instructions because they are not contracts or legal documents.*
- Does each product have the same documents? ***Possible response:*** *Yes; both have an advertisement, consumer agreement, instructions, and warranty*
- Which product has the most persuasive ad campaign? ***Possible response:*** *They are equally persuasive because they both offer incentives for consumers.*

SweetPlayer Documents

Practicing the Standards

Informational Text and Vocabulary

1. The SweetPlayer **download directions** are most like —
   - **A** a warranty
   - **B** a contract
   - **C** an instruction manual
   - **D** product information

2. The "Accept" button on the **software user's agreement** takes the place of a —
   - **A** description of services
   - **B** catalog of equipment
   - **C** feature of a warranty
   - **D** signature on a contract

3. The **advertisement** and the **software user's agreement** are alike in that they both —
   - **A** offer important information about the product
   - **B** entice the reader to buy the product
   - **C** discuss legal terms and conditions of use
   - **D** tell the buyer how to get a refund

4. The **software user's agreement** and the **warranty** are different in that the first —
   - **A** describes the product, while the second describes the company
   - **B** is a legal document, while the second is not
   - **C** outlines mainly what the seller must do, while the second outlines mainly what the buyer must do
   - **D** outlines mainly what the buyer must do, while the second outlines mainly what the seller must do

5. If you are *liable* for something, you are —
   - **A** responsible for it
   - **B** unhappy with it
   - **C** not connected with it
   - **D** limited by it

6. When a writer encourages people to *abide* by a law, she wants readers to —
   - **A** challenge the law
   - **B** rewrite the law
   - **C** follow the law
   - **D** shorten the law

Writing Focus Constructed Response

7. In a short essay, explain the benefits and risks of skimming these consumer documents. List two examples of how skimming is helpful and two examples of how it can be harmful.

What Do You Think Now?

After reading these documents, what specific questions would you ask before making a major purchase?

Review

Independent Practice

Answers and Explanations

1. ***C*** *"Directions" and "instructions" are synonyms.*
2. ***D*** *Clicking "Accept" means agreeing to legal terms and conditions.*
3. ***A*** *The agreement does not entice (B), while the ad does not discuss terms and conditions (C) or tell the buyer how to get a refund (D).*
4. ***D*** *The warranty describes the seller's legal obligations and any restrictions to those obligations. A synonym for warranty is guarantee, which the seller provides.*
5. ***A*** *Liability means "responsibility."*
6. ***C*** *Abiding by a law means obeying it, not changing it.*

Writing Focus

7. ***Possible response:*** *Skimming helps give consumers a general idea about the product, but it can be harmful if important information is not read thoroughly.*

What Do You Think Now?

Have students recall how they first answered the question and what they learned by reading these documents. Have students suggest questions and write them on the board.

Assess

Collection 6 Resources, Selection Test, p. 15

Teacher One Stop™, editable Selection Test

Holt Online Assessment, Selection Test

Reteach

ThinkCentral Online Remediation