“The iPod Turns 10” from *Entertainment Weekly* (October 28, 2011) KEY

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| S | Identify the speaker (hint: keep in mind the publication)  Writer who knows about pop culture  Writer who knows about technology |
| O | Occasion: Outline below the evolution of the iPod and how/why its debut either:   * fit/followed the circumstances of the time ❑ defied the circumstances of the time   Either one would work:  Fit/followed: music industry was changing, as with Napster, and people wanted more accessible, digital music, which the iPod provided  Defied: people were downloading music illegally, and iPod/iTunes provided a way for people to buy music legally and so protect artists |
| A | Audience: For whom is the article intended? How do you know? Cite one piece of evidence (textual or visual) as support.  People who are interested in pop culture (note that it was published in *Entertainment Weekly*)  People who use an iPod  People who are interested in the development of technology (see “evolution” images)  People who appreciate the creative genius of Steve Jobs |
| P | Purpose: Why was this written? Cite one piece of evidence as support.  To celebrate the 10th anniversary of the iPod release  To praise/appreciate Steve Jobs/Apple for changing the music industry  To explain how the iPod came to be  (see title and subtitle) |
| S | Subject: In one sentence, what is this piece about?  The piece is about the legacy of the iPod.  The piece is about the creation of the iPod. |
| Tone | What is the author’s opinion about the material? Choose a tone word (revisit bookmark) and include two pieces of evidence as support.  The author is **praising, appreciative, complimentary** of Apple, Steve Jobs, and the iPod (see subtitle about “paying tribute”) |