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

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| S | Identify the speaker (hint: keep in mind the publication) |
| 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 |
| A | Audience: For whom is the article intended? How do you know? Cite one piece of evidence (textual or visual) as support. |
| P | Purpose: Why was this written? Cite one piece of evidence as support. |
| S | Subject: In one sentence, what is this piece about? |
| Tone | What is the author’s opinion about the material? Choose a tone word (revisit bookmark) and include two pieces of evidence as support. |

**WRAP UP**: Clearly visual advertising has been instrumental in the iPod’s popularity. Consider a textual addition; using the following devices, create a one-sentence explanation of the iPod that could potentially be used in an ad:

Metaphor:

Internal Rhyme:

Assonance or consonance: