

section 3

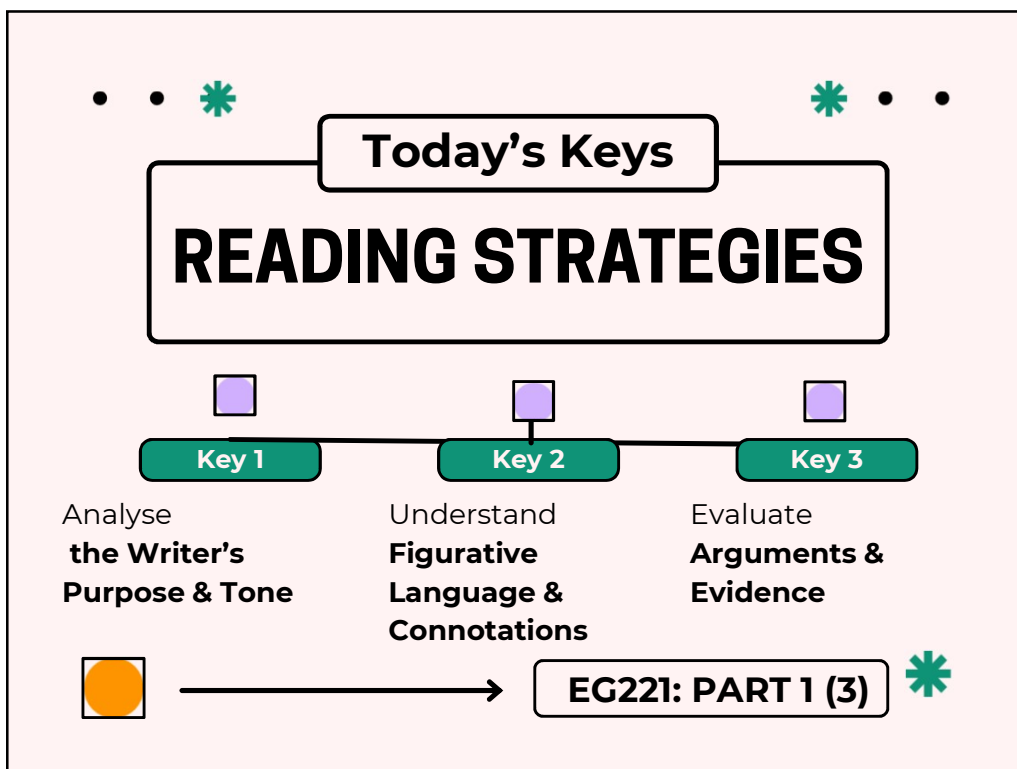
# PART 1

EG221

TH 1.30 - 4.30 PM

→

\* \*



Today's Keys

## READING STRATEGIES

Key 1

Analyse  
the **Writer's**  
Purpose & Tone

Key 2

Understand  
**Figurative**  
Language &  
Connotations

Key 3

Evaluate  
**Arguments &**  
Evidence

→ EG221: PART 1 (3) \*

# CORE IDEAS

Key 1

*how the writer makes the reader 'feel' about the topic*

Analyse the Writer's Purpose & Tone (APPENDIX C)

- 1. To inform
- 2. To persuade
- 3. To entertain

- 1. a neutral tone
- 2. an emotional tone
- 3. a disapproving tone
- 4. a sarcastic tone
- 5. a supportive tone

→ P. 21 - 23

# CORE IDEAS

Exercise 1

**Paragraph 1:** My daughter, now a young teenager, wasn't responsible for the start of her digital footprint. I created that myself, when I posted her 12-week ultrasound on Facebook.

→ P. 21 - 22

# CORE IDEAS



## Exercise 1

Tone: Regretful

**Paragraph 1:** My daughter, now a young teenager, wasn't responsible for the start of her digital footprint. I created that myself, when I posted her 12-week ultrasound on Facebook.

**Purpose:** To introduce the topic of the article, which is the ethical implications of sharing children's digital footprints online



P. 21 - 22



# CORE IDEAS



## Exercise 1

**Paragraph 2:** This decision was unthinking, nudged into being through the ambient pressures of social proof. In the US, for example, over a third of expectant parents were posting sonogram images that year, so my digital environment sent the message that sharing about a child from the first scan was acceptable.



P. 21 - 22



# CORE IDEAS



## Exercise 1

**Tone: Analytical**

**Paragraph 2:** This decision was unthinking, nudged into being through the ambient pressures of social proof. In the US, for example, over a third of expectant parents were posting sonogram images that year, so my digital environment sent the message that sharing about a child from the first scan was acceptable.

**Purpose:** To explain why the writer made the decision to share her daughter's sonogram image online and to provide context for the decision



P. 21 - 22



# CORE IDEAS



## Exercise 1

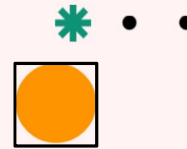
**Paragraph 3:** Since then, publishing prenatal identity markers has become yet more normalized and common, including biological sex, "gender reveal" videos, the name of the eventual baby, due dates and data from pregnancy-tracking apps.



P. 21 - 22



# CORE IDEAS



## Exercise 1

Tone: Concerned

**Paragraph 3:** Since then, publishing prenatal identity markers has become yet more normalized and common, including biological sex, “gender reveal” videos, the name of the eventual baby, due dates and data from pregnancy-tracking apps.

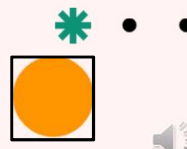
**Purpose:** To show how the practice of sharing prenatal activity markers online has become more common and normalized in recent years



P. 21 - 22



# CORE IDEAS



## Exercise 1

**Paragraph 4:** When today’s expectant parents post a sonogram image—mine featured the hospital’s name as well as my name and date of birth—the surveillance-capitalism system is alerted to the imminent arrival of a new person. Text and metadata from ultrasound posts provide additional context for a new profile: the one that a social media platform immediately starts privately compiling about the future consumer.



P. 21 - 22



# CORE IDEAS



## Exercise 1

Tone: Critical

**Paragraph 4:** When today's expectant parents post a sonogram image—mine featured the hospital's name as well as my name and date of birth—the surveillance-capitalism system is alerted to the imminent arrival of a new person. Text and metadata from ultrasound posts provide additional context for a new profile: the one that a social media platform immediately starts privately compiling about the future consumer.

**Purpose:** To explain how the surveillance-capitalism system uses data from prenatal social media posts to create profiles of future consumers



P. 21 - 22



# CORE IDEAS



## Exercise 1

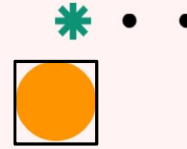
**Paragraph 5:** This is unsettling, but it is the lesser of my worries. While our attention economy may hunger after children's data to supply the burgeoning behavioural futures market, I am more concerned with social and psychological futures. When my social circle showered me with positive reinforcement for my ultrasound post, the trajectory of my digital-age parenting style was set. It was the birth of a habit—a consequential one for my child's psychological development.



P. 21 - 22



# CORE IDEAS



## Exercise 1

**Tone: Reflective**

**Paragraph 5:** This is unsettling, but it is the lesser of my worries. While our attention economy may hunger after children's data to supply the burgeoning behavioural futures market, I am more concerned with social and psychological futures. When my social circle showered me with positive reinforcement for my ultrasound post, the trajectory of my digital-age parenting style was set. It was the birth of a habit—a consequential one for my child's psychological development.

**Purpose:** To express the writer's personal concerns about the social and psychological implications of sharing children's digital footprints online



P. 21 - 22



# CORE IDEAS



## Exercise 2



**Paragraph 1:** Silicon Valley isn't just consumed by youth; often, it's blinded.

**Purpose:** To introduce the issue of Silicon Valley's focus on young users while ignoring older users

**Tone: Critical**



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# CORE IDEAS

## Exercise 2

**Paragraph 2:** Look at Facebook. Mark Zuckerberg created the social network for college students but Facebook has been struggling to hang on to young users for more than a decade; usage by people over 25 has steadily grown over that time, and along with YouTube, Facebook has become the internet's most popular social network among people over 50. This wouldn't seem terrible for a company that makes money from advertising, as Facebook does. After all, older people are the future of business: According to a recent analysis by AARP, people over 50 now account for more than half of the world's consumer spending, and their share is projected to grow to 60 percent by 2050.

→ P. 23

# CORE IDEAS

## Exercise 2

### Paragraph 2

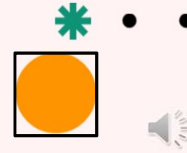
**Purpose:** To show how Facebook's user base has shifted toward older people

**Tone:** Analytical

→ P. 23



# CORE IDEAS



## Exercise 2

**Tone: Doubtful**

**Paragraph 3:** *So is Zuckerberg rejoicing that he owns the preferred online destination of the planet's wealthiest and fastest-growing consumer demographic, tomorrows whales of consumerist desire?*

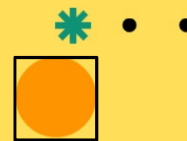
**Purpose:** To ask if Mark Zuckerberg is happy with Facebook's older user base



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# CORE IDEAS



extra

**Tone: Dramatic**

**Paragraph 3:** *So is Zuckerberg rejoicing that he owns the preferred online destination of the planet's wealthiest and fastest-growing consumer demographic, tomorrows whales of consumerist desire?*

**Purpose:** To pose a rhetorical question ...



P. 23



# CORE IDEAS



extra

Tone: Dramatic

*Rhetorical questions are said or written to make a point rather than to solicit an answer from the audience. Rhetorical questions are questions used for dramatic effect, to get a point across.*



P. 23



# CORE IDEAS



Exercise 2

*Paragraph 4: He is not. Instead, he seems embarrassed by it. Documents leaked by a whistle-blower in 2021 showed Facebook product managers obsessed with reversing the app's unpopularity with teens and young adults. In an earnings call with shareholders that year, Zuckerberg promised to refocus the company toward improving its services for young adults "rather than optimizing for the larger number of older people." Right—why optimize for a larger number of wealthier people when you can be cool with the kids?*



P. 23



# CORE IDEAS



## Exercise 2

### Paragraph 4

**Purpose:** To present evidence of Zuckerberg's effort to attract younger users and explain his focus

**Tone:** Sarcastic

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# CORE IDEAS



## Key 2

Understand **Figurative Language** & **Connotations**

1. Simile
2. Metaphor
3. Personification
4. Hyperbole
5. Allusion
6. Synecdoche

1. Positive
2. Neutral
3. Negative

P. 25 - 26





# SIMILE



## Examples

- A part of the Yellow River in China loops through an old village like a snake.
- After the audition, Helen felt as light as a feather.
- She's as brave as a lion.
- The news hit me like a ton of bricks.
- He was drawn to her like a moth to a flame.

→ **Figurative L.**



# METAPHOR



## Examples

- **Laughter is the best medicine.**
- **The Internet is a double-edged sword.**

**V. "be" / Linking verbs**

→ **Figurative L.**



# METAPHOR



## Examples

- Love is a battlefield. *\*abstract\**
- *Laughter is the best medicine.* *\*abstract\**
- My puppy is now a piglet. He eats so much.
- The sound of my mother vacuuming the room is music to my ears.

→ **Figurative L.**



# PERSONIFICATION



## Examples

- **The climate is fighting back.**
- **The moon was smiling down on us.**

- **inanimate object**
- **human quality (v.)**

→ **Figurative L.**



# PERSONIFICATION



## Examples

- The flowers danced in the breeze.
- Lightning danced across the sky.
- The stars winked.
- The sunflower nodded in the wind.
- My alarm clock yells at me every morning.
- My old car immediately complained just when I started the engine.

—————→ **Figurative L.**



# HYPERBOLE



## Examples

- **I've told you a million times to stop it.**
- **I'm so tired I could sleep for a week.**

• **exaggeration**  
(something not literally possible)

—————→ **Figurative L.**



# HYPERBOLE



## Examples

- I was dying of laughter.
- I haven't seen you in ages.
- It's so cold today, even the polar bears wearing gloves.
- Red Bull gives you wings! **\*Advertising\***

→ **Figurative L.**



# ALLUSION



## Examples

- He's the **Bill Gates** of the tech industry.
- Lack of confidence is his **Achilles' heel**.

• **reference**  
(well-known person, place,  
thing, or event ((( quality )))

→ **Figurative L.**





# ALLUSION

## Examples

- To my dog, our neighbourhood park is the Garden of Eden.
- Such curiosity would open Pandora's box sooner or later.
- Sad rom-coms are my kryptonite.
- Milk is like kryptonite to me.
- I was dying of thirst and some good Samaritan brought me some clean water.

—————→ **Figurative L.**

# ALLUSION

## Examples



—————→ **Figurative L.**

# SYNECDOCHE



## Examples

- He has got a new set of wheels.
- They have too many mouths to feed.

• a specific part of something

→ Figurative L.



# SYNECDOCHE



## Examples

- They have too **many mouths to feed** at home.
- That busy restaurant has **many mouths to feed**.
- That busy restaurant is now hiring some helping hands.

→ Figurative L.



# SYNECDOCHE



extra

**Synecdoche** << involves replacing *a specific part of something* with the whole

**Metonymy** << involves replacing *a word or a phrase* with a related one

→ **Figurative L.**



# SYNECDOCHE



extra

**Synecdoche** (Example: *stars and stripes*)  
= *synecdoche for American flag*

**Metonymy** (Example: *the crown*)  
= *metonymy for 'monarchy'*

→ **Figurative L.**



# CONNOTATIONS



## Examples

1. **N:** Association --- Club --- Gang
2. **N:** Profession/s --- Occupation/s --- Job/s
3. **V:** Persuade --- Influence --- Brainwash
4. **Adj:** Preowned --- Used --- Secondhand
5. **Adj:** Slender --- Thin --- Skinny
6. **Adj:** Unique --- Different --- Peculiar

→ P. 24



# CONNOTATIONS



## Examples

1. **N:** Association --- Club --- Gang  
= organised group
2. **N:** Profession/s --- Occupation/s --- Job/s  
= a post of employment
3. **V:** Persuade --- Influence --- Brainwash  
= to inspire, to motivate, to encourage

→ P. 24



# CONNOTATIONS



## Examples

4. **Adj:** Preowned --- Used --- Secondhand  
= previously owned
5. **Adj:** Slender --- Thin --- Skinny  
= of small diameter / thickness in proportion,  
either to the height or length
6. **Adj:** Unique --- Different --- Peculiar  
= not of the same kind



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# CORE IDEAS



## Exercise 1

**Paragraph 1:** Social media can feel like a **giant newsstand**, with more choices than any newsstand ever. It contains news not only from journalism outlets, but also from **your grandma, your friends, celebrities and people in countries you have never visited**. It is a **bountiful feast**.



P. 25



# CORE IDEAS



## Exercise 1

### Paragraph 1

1. a giant newsstand = simile  
(c. a huge amount of information)
2. your grandma, your friends, celebrities and people in countries you have never visited = synecdoche  
(e. a wide variety of people)
3. a bountiful feast = metaphor  
(a. many different choices)



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# CORE IDEAS



## Exercise 1



**Paragraph 2:** But so often you don't get to pick from **the buffet**. On most social media platforms, algorithms use your behaviour to narrow in on the posts you are shown. If you send a celebrity's post to a friend but breeze past your grandma's, it may display more posts like the celebrity's in your feed. Even when you choose which accounts to follow, the algorithm still **decides which posts to show you and which to bury.**



P. 25



# CORE IDEAS



## Exercise 1

### Paragraph 2

4. the buffet = metaphor  
(f. a self-service selection of options)

5. decides which posts to show you and  
which to bury = personification  
(g. controls the posts displayed)



P. 25



# CORE IDEAS



## Exercise 1



**Paragraph 3:** There are a lot of problems with this model. There is the possibility of being trapped in **filter bubbles**, where we see only news that confirms our existing beliefs. There are **rabbit holes**, where algorithms can push people toward more extreme content. And there are engagement-driven algorithms that often reward content that is outrageous or horrifying.



P. 25



# CORE IDEAS



## Exercise 1

### Paragraph 3

6. filter bubbles = metaphor  
(h. restriction of information and viewpoints)

7. rabbit holes = metaphor  
(d. pathways to deeper content)



P. 25



# CORE IDEAS



## Exercise 1



**Paragraph 4:** Yet not one of those problems is as damaging as the problem of who controls the algorithms. Never has the power to control public discourse been so completely in **the hands** of a few profit-seeking corporations with no requirements to serve the public good.

8. the hands = metaphor  
(b. influence or power)



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Key 2

**EXERCISE 2**

p. 26

Have you ever used a dating app? If you're happily married to your high school sweetheart—congratulations, you dodged a bullet. The rest of us know exactly where this going: Dating apps suck. No, it's not you.

Online dating works well in theory. Swipe right on people you find attractive. Swipe left on people you don't. If you both swipe right, the app opens a chat between the two of you where you have some delightful banter before exchanging numbers, meeting for a coffee, and eventually having 2.5 kids in the suburbs.

Key 2

**EXERCISE 2**

p. 26

The reality looks a lot more bleak. Only about 16 percent of first messages get a reply, and most of those don't lead to a date. If you do start chatting, the conversations all start feel the same, like a bad sitcom on repeat: How is your week? Is that your dog?

But as our world becomes more digital, online dating also feels inevitable. As of 2017, 40 percent of couples claimed to have met online, nearly double those in 2010. After a year of pandemic lockdowns during which online work and education became the new normal, half of us forgot how to make eye contact. It's tough to imagine serendipitously meeting your future partner at the corner bookstore.

Key 2

**EXERCISE 2**

p. 26

The end result is that more singles are giving up on dating altogether. In fact, over half of U.S. singles are not looking to date at all. Challenges with dating ultimately contribute to “epidemic of loneliness and social isolation” that the surgeon general says is sweeping the country. It’s not just in our heads: Studies show that loneliness increases risk of premature death as much as smoking 15 cigarettes a day.

**Instruction: Complete the paragraphs that follow.**

Key 1

**EXERCISE 2**

In the article, the writer uses metaphors to vividly depict the challenges of modern dating. The writer calls a romantic partner a \_\_\_\_\_, suggesting that happy marriages are fortunate and that people in them have avoided the troubles of dating apps. The phrase \_\_\_\_\_ is used to reinforce this idea, while the phrase \_\_\_\_\_ is employed to compare boring dating app conversations to uninteresting TV shows. The writer also uses the word \_\_\_\_\_ to describe the widespread problem of loneliness and isolation caused by dating issues. Additionally, the writer employs personification when using the word \_\_\_\_\_ to emphasize the impact of this problem, giving it human-like qualities.

Instruction: Complete the paragraphs that follow.

Key 1

## EXERCISE 2

Throughout this article, some words have \_\_\_\_\_ connotations, such as “happily married,” delightful banter,” and “serendipitously meeting.” These words suggest happiness, fun conversations, and chance encounters. On the other hand, there are also words with \_\_\_\_\_ connotations, such as “suck,” bleak,” and “loneliness.” These words express \_\_\_\_\_ with dating apps, the challenges of the dating reality, and the emotional impact of isolation. Together, these words help show the different emotions and experiences tied to online dating and its effects.

Instruction: Complete the paragraphs that follow.

Key 1

## EXERCISE 2

In the article, the writer uses metaphors to vividly depict the challenges of modern dating. The writer calls a romantic partner a **sweetheart**, suggesting that happy marriages are fortunate and that people in them have avoided the troubles of dating apps. The phrase **dodged a bullet** is used to reinforce this idea, while the phrase **a bad sitcom** is employed to compare boring dating app conversations to uninteresting TV shows. The writer also uses the word **epidemic** to describe the widespread problem of loneliness and isolation caused by dating issues. Additionally, the writer employs personification when using the word **sweeping** to emphasize the impact of this problem, giving it human-like qualities.

**Instruction: Complete the paragraphs that follow.**

Key 1

## EXERCISE 2

Throughout this article, some words have **positive** connotations, such as “happily married,” “delightful banter,” and “serendipitously meeting.” These words suggest happiness, fun conversations, and chance encounters. On the other hand, there are also words with **negative** connotations, such as “suck,” “bleak,” and “loneliness.” These words express **dissatisfaction** with dating apps, the challenges of the dating reality, and the emotional impact of isolation. Together, these words help show the different emotions and experiences tied to online dating and its effects.

## CORE IDEAS

Key 3

= the support  
(of the claim)

### Evaluate Arguments & Evidence

= the statement that  
the writer is trying to prove

- to identify the claim (main point)
- usu. the conclusion of the argument  
(the bottom line)

1. Relevance

2. Reliability

(Source credibility)

3. Bias-free

(Accuracy / Objectivity)

P. 27 - 30

M - E - C - R - A

**EXAMPLE**

The death penalty can prevent crime. According to a study by the National Research Council, states that have the death penalty have lower murder rates than states that do not. This suggests that the death penalty is an effective way to reduce crime.

→ p. 27

M - E - C - R - A

**MAIN CLAIM**

The death penalty can prevent crime.

→ p. 27

M - E - C - R - A

**EVIDENCE**

A study by the National Research Council found that states that have the death penalty have lower murder rates than states that do not.

→ p. 27

M - E - C - R - A

**CREDIBILITY OF SOURCE**

The study by the National Research Council is from a credible source, which enhances the reliability of the evidence.

→ p. 27

M - E - C - R - A

**RELEVANCE OF EVIDENCE**

The study's findings are directly relevant to the claim that the death penalty can prevent crime.

→ p. 27

M - E - C - R - A

**ACCURACY & BIAS**

The evidence is presented accurately. However, it is important to note that correlation does not equal causation. Just because states with the death penalty have lower murder rates does not mean that the death penalty is causing the decrease in murder rates. There could be other factors that are contributing to the lower murder rates.

→ p. 27

\* • •

**Key 3**

# PRACTICE

**Exercise 1**

Select **THREE pieces of logical evidence** that provide *direct support* for each main claim.

Page 28

**Exercise 2**

• M - E - C - R - A  
**\*\* Homework \*\***

Page 29 - 30

→

**Exercise 1**

**#1**  
\*\* • •

**Main Claim #1: High-heeled shoes are a health risk.**

\_\_\_ a. Women do not wear high-heeled shoes when participating in sports events.

\_\_\_ b. Although males have worn high-heeled shoes in some cultures and historical periods, they do not wear high-heeled shoes in our society.

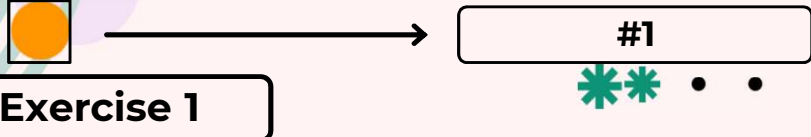
\_\_\_ c. Long-term wearing of high-heeled shoes increases the likelihood of developing back and foot disorders.

\_\_\_ d. Many women wear high-heeled shoes to work.

\_\_\_ e. High-heeled shoes increase the risk of falling on a slippery surface.

\_\_\_ f. High, pointed heels easily catch in sidewalk cracks and gratings, resulting in falls.





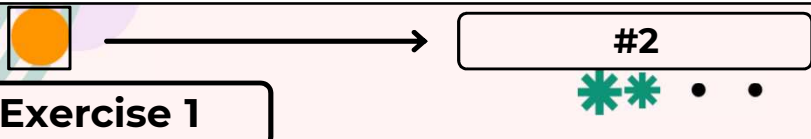
**Exercise 1**

**Main Claim #1: High-heeled shoes are a health risk.**

**c. Long-term wearing of high-heeled shoes increases the likelihood of developing back and foot disorders.**

**e. High-heeled shoes increase the risk of falling on a slippery surface.**

**f. High, pointed heels easily catch in sidewalk cracks and gratings, resulting in falls.**



**Exercise 1**

**Main Claim #2: People of all ages can benefit from a hobby.**

\_\_\_ a. Some people become so obsessed with crosswords puzzles that they spend all their waking hours doing them.

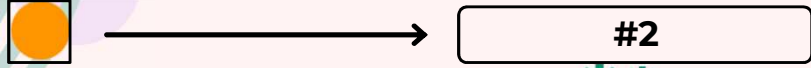
\_\_\_ b. Stressed-out adults can find healthful relaxation in a hobby they enjoy.

\_\_\_ c. A hobby can help a retired person adjust to and enjoy a more leisurely schedule.

\_\_\_ d. Gardening may be the most popular hobby in the country.

\_\_\_ e. Hobbies help people develop talents and skills that may otherwise be ignored.

\_\_\_ f. It can be difficult for commuters to find time in their busy lifestyle for a hobby.



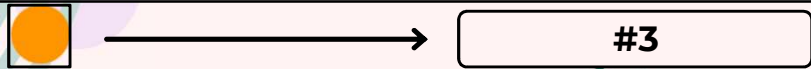
**Exercise 1**

**Main Claim #2: People of all ages can benefit from a hobby.**

**b. Stressed-out adults can find healthful relaxation in a hobby they enjoy.**

**c. A hobby can help a retired person adjust to and enjoy a more leisurely schedule.**

**e. Hobbies help people develop talents and skills that may otherwise be ignored.**



**Exercise 1**

**Main Claim #3: Cities should build more bicycle lanes.**

\_\_\_ a. Some roads are too narrow to make room for bicycle lanes.

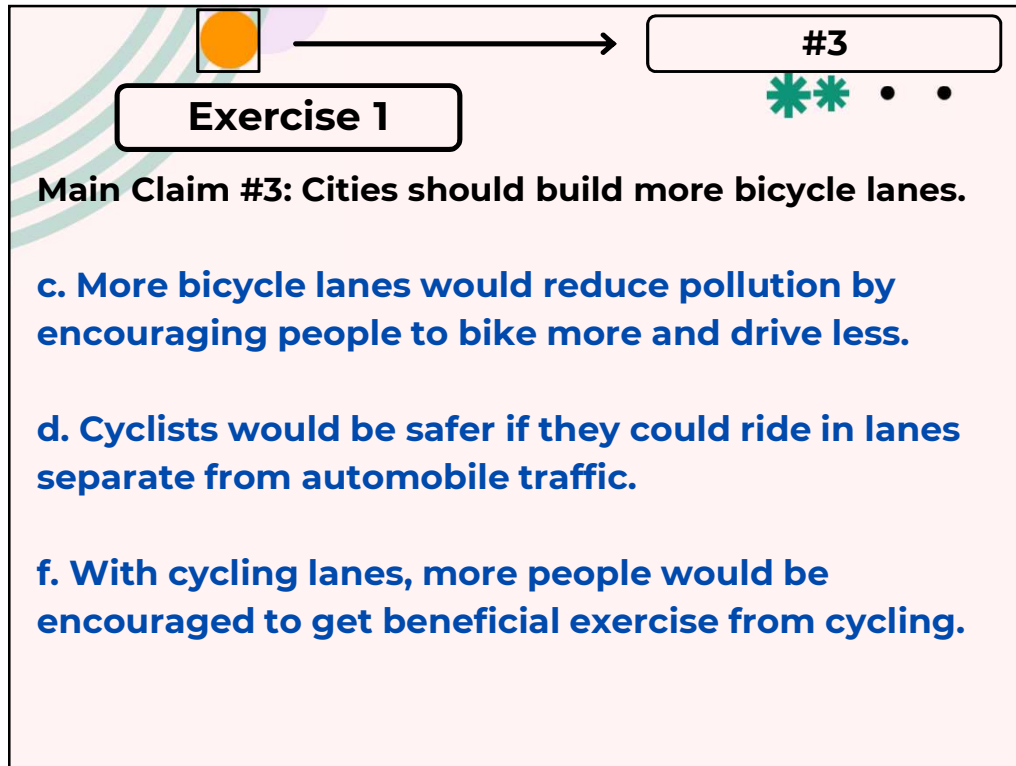
\_\_\_ b. Cycling is an event in the summer Olympics.

\_\_\_ c. More bicycle lanes would reduce pollution by encouraging people to bike more and drive less.

\_\_\_ d. Cyclists would be safer if they could ride in lanes separate from automobile traffic.

\_\_\_ e. Bicycles can have different gears.

\_\_\_ f. With cycling lanes, more people would be encouraged to get beneficial exercise from cycling.



**Exercise 1**

**#3**

**Main Claim #3: Cities should build more bicycle lanes.**

**c. More bicycle lanes would reduce pollution by encouraging people to bike more and drive less.**

**d. Cyclists would be safer if they could ride in lanes separate from automobile traffic.**

**f. With cycling lanes, more people would be encouraged to get beneficial exercise from cycling.**



**Week 3**

**THANK YOU**

FOR YOUR ATTENTION

**Any Questions?**