

## MOBILE APPS FIND A HOME ON TOUCHSCREEN DEVICES

• IN THIS LESSON YOU WILL PRACTICE USING CONCEPT MAPS, LEARN HOW APPS ARE TRANSFORMING MOBILE DEVICES, AND HOW A WRITER CAN CREATE A COMMON GROUND WITH READERS.

### Before You Read

**I** Answer the following questions.

1. Look at the picture below on the left. It's a touchscreen mobile phone. Do you have a touchscreen mobile phone? Or, do you have any experience using one?
2. Besides mobile phones, what other electronic devices use touchscreen technology?  
Brainstorm with your partner. Which of these devices have you used?
3. Look at the picture below on the right. It's a Blackberry. What do you think of when you hear "Blackberry?" Which professions might use it more?
4. Compare your cell phones with those of your classmates—discuss the different features and the pros and cons.





### Useful Phrases/Vocabulary

*Starter sentences:*

- Yes. I have a touchscreen mobile phone. As a matter of fact, I have it with me now. What I find most interesting about a touchscreen mobile phone is that \_\_\_\_\_ (You may show your touchscreen mobile phone, or elaborate on your experience.)

No. I have never used a touchscreen mobile phone before. But I've seen other people use one. \_\_\_\_\_ (State what you feel about the touchscreen mobile phone).

No. I've never used a touchscreen mobile phone. \_\_\_\_\_ (State whether or not you hope to own one or not).
- In addition to mobile phones, there are other (hi-tech) touchscreen devices like \_\_\_\_\_.

I've used a \_\_\_\_\_ (name) at/in/on \_\_\_\_\_ (location) when \_\_\_\_\_ (situation).

Other than mobile phones, there are touchscreen (electronic) devices like \_\_\_\_\_.
- Not only can it be used when you \_\_\_\_\_ (situation), but also when you \_\_\_\_\_ (other situations).
- A Blackberry may be used by business people, who have to respond to a lot of emails even if they are away from the office. For example, my uncle uses a Blackberry because \_\_\_\_\_. (State the reasons why he uses a Blackberry.)

### **II** Reading Skills and Strategies—Using Concept Maps to Better Comprehend a Text

In this lesson, you are going to review concept mapping. You will learn about the relationship between the three major categories, RIM, Apple and Google. Think about concept mapping as you read the article.

## Reading

### Mobile Apps Find a Home on Touchscreen Devices

Written/reported by Gabriel Madway, edited by Gerald E. McCormick

#### ARTICLE 1

#### Touchscreen Mobile Phones

**Touchscreen** phone users are discovering that much of the fun in their devices stems from applications—those little **nuggets** of convenience, amusement and distraction available for download on the slightest **whim**.

- 5** A good example is Google Inc’s newly updated mobile app for Apple Inc’s iPhone, which has been generating a lot of buzz for one main reason: voice search.

Want to find the nearest pizza place, showtimes for the James Bond movie “**Quantum of Solace**,” or the latest Bruce Springsteen video? Google voice search is uncannily **accurate**.

But it has **obvious** limitations, particularly with names. Say “Barack Obama” and you get a full

- 10** page of data. Try “Emile Zatopek,” the famed Czech distance runner? Forget about it.

Of course, there are many applications available for download on all sorts of mobile phones, but touchscreen devices have **emerged** as consumer favorites.

While the mobile app race is still in its **infancy**, the iPhone is already well ahead of rivals such as Research in Motion Ltd’s BlackBerry and T-Mobile’s G1, which features Google’s Android

- 15** operating system.

But competition is going to get more **intense**. **RIM’s** touch-screen Storm was launched last week, although the app store won’t open until next year. The Android app store opened for business last month, but so far hasn’t generated nearly the momentum of the iPhone app store, which went live in July.

- 20** In the first two months, iPhone users downloaded 100 million apps, choosing from among thousands of options. The programs, the vast majority offered by third-party developers under the watchful eye of Apple, run the **gamut** from **utterly frivolous** time-wasters to the surprisingly useful.

In addition, many handy iPhone apps are available for free, not a small consideration in these

- 25** troubled economic times.

### For Foodies, Eco-Conscious, Music Lovers

The free Shazam mobile app is now available on the Android platform, following its successful debut on the iPhone. The program has developed a devoted following among music lovers as it seeks to solve the age-old question: “What is the name of that song?”

If you hear a song playing—on the radio, or blasting from a car stereo—and want to know more, launch Shazam and the program will capture the song, check it against its database and display the song information.

Another popular free app for the iPhone is offered by UrbanSpoon, which features user-generated restaurant reviews, but with a twist. If you feel like trying something new, just punch in your criteria, shake your iPhone, and UrbanSpoon will pick a restaurant for you.

The clever interface looks like a slot machine, and is a good way to break out of a food rut.

Ever been at the supermarket and found yourself wondering how safe or green a certain product might be? The free GoodGuide app—still an iPhone-only offering—features ratings on more than 60,000 household and personal use products.

Just punch in the product name and GoodGuide gives you a ranking based on environmental safety, impact and labor policy.

Consumers can expect to see many more mobile apps in the coming months, as the sheer creativity of small, third-party software developers should keep the market buzzing for some time.

Retrieved at: <http://www.reuters.com/article/technologyNews/idUSTRE4AO8N220081125?feedType=RSS&feedName=technologyNews>

### iPhone vs BlackBerry: Side By Side, Two Week Comparison

by Mark Hendrickson on July 25, 2007

ARTICLE 2

With the Wi-Fi-equipped BlackBerry 8820 coming soon to an AT&T store near you, business folks around the country will be faced with the decision of switching to the trendy new iPhone or upgrading to a more iPhonesque version of their trusty CrackBerry. To determine whether the grass really is greener on the iPhone side of the fence, we have chronicled the experience of a venture capitalist (who wishes to remain anonymous) who has been using an iPhone and a BlackBerry 8800 side-by-side for the past few weeks. His conclusion: despite the overall

attractiveness of the iPhone, it lacks too many vital features to replace the BlackBerry as the corporate weapon of choice.

For starters, a BlackBerry set up with Microsoft Exchange Server sports intelligent push email while the iPhone does not. When an email is sent to an account on a BlackBerry, the message is

- 10 downloaded immediately and an LED on the phone notifies the user that he or she has a new message. The iPhone, on the other hand, recognizes new messages at most every 15 minutes, and must be checked actively to see if anything has arrived. This deficiency makes handling email on the iPhone slower and less efficient; it also translates into wasted battery power, as users need to perform the extra step of opening the iPhone's email program every time they
- 15 want to check for new mail.

Perhaps even more significantly, the iPhone fails to **synchronize** as well as the BlackBerry. When a BlackBerry user changes a calendar event or some contact information on his or her desktop computer in Exchange, the changes automatically appear on the BlackBerry.

- 20 This makes keeping track of basic business information a snap, because one never has to worry about acting on outdated data or manually updating one's handheld. In contrast, the iPhone does not synchronize calendar and contact information wirelessly, which makes it less dependable for information ultimately stored on a server.

In addition to these major drawbacks of the iPhone, our venture capitalist cites the following as reasons to prefer the BlackBerry:

- 25 • The BlackBerry 8800 possesses GPS, which makes Google Maps much more useful, especially for turn-by-turn directions
- The iPhone lacks basic cut and paste capabilities
  - Despite Apple's reputation for superior user interface design, the BlackBerry possesses keyboard shortcuts that make navigation around and between applications a breeze
- 30 • The BlackBerry's phone quality is better than the iPhone's
- The Safari browser is certainly more stunning than the BlackBerry's primitive browser, but the iPhone seems to load even text-only pages more slowly than the BlackBerry over the EDGE network
  - The BlackBerry possesses a general contacts application that makes contacting people by any
- 35 given method more convenient
- The battery runs out faster on the iPhone simply because it is used for more tasks. This

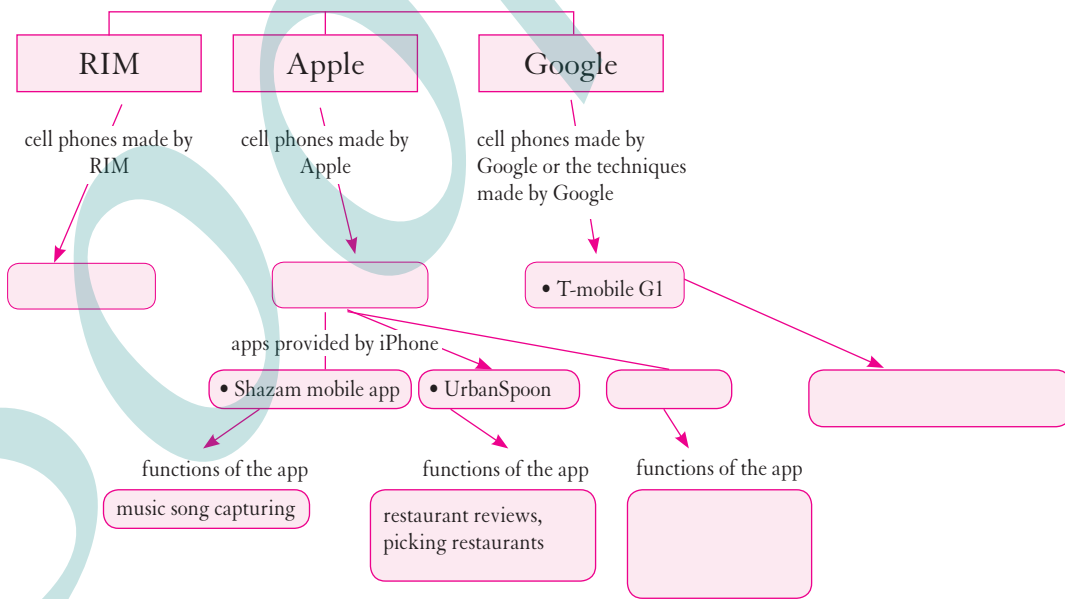
makes it less reliable for when one must take the device somewhere overnight without the opportunity to recharge.

Despite all of these criticisms of the iPhone, our venture capitalist admits that he would switch over to the iPhone if only it supported push email, calendar and contacts synchronization, and GPS. For him, the prospect of ridding his pockets of a separate device for music (an iPod nano), as well as enjoying all of the iPhone’s slick features (such as full-featured web browsing, stocks and weather apps, and its YouTube program), makes the iPhone very tempting. However, until Apple resolves these shortcomings (and perhaps Google makes its applications, especially Gmail, work as seamlessly with the iPhone as Microsoft makes Exchange work with the BlackBerry), others are going to have to pry his BlackBerry from his cold, dead hands (his words, mind you, not ours).

Retrieved at <http://www.techcrunch.com/2007/07/25/iphone-v-blackberry-side-by-side-two-week-comparison/>

## After You Read

**I** According to what you have read in the article, list different types of mobile phones and link the various applications to the corresponding devices. (You may add more boxes if you want onto the map.)



- II**
1. The author mentioned that some applications of touchscreen phones are distractions but failed to give an example. Can you think of one?
  2. Nearly every mobile phone has various applications. Name one or two applications that you find most interesting to play with. Elaborate.
  3. What do Research in Motion Ltd's Blackberry and T-Mobile's G1 feature?
  4. In this article, applications for foodies, the eco-conscious, and music lovers are mentioned. What are they?
  5. According to the article, what application is only offered by iPhone?
  6. When you punch in the product name under the application GoodGuide, what information can it give you?
  7. What is the author's attitude (the author of the article "Mobile Apps Find a Home on Touchscreen Devices") towards iPhones and Blackberries? That is, which one, if either, does the author favor?
- III** Article 2 compares Blackberries and iPhones. You can complete the chart below by using the information provided in the article. You can also search the Internet for more information.

	Blackberry	iPhone
advantages		
disadvantages		

## Vocabulary Comprehension

### ESP Vocabulary

*This vocabulary is commonly used in the field of information technology.*

touchscreen	<i>n</i>	A touchscreen is a display that is interactive. It senses when and where we touch the display area.
quantum	<i>n</i>	a unit used for measuring very small amounts of energy
RIM	<i>n</i>	RIM (Research In Motion Limited) is the Canadian company that produces the Blackberry handheld communication device.
CrackBerry	<i>n</i>	CrackBerry is a nickname for the RIM BlackBerry. It is derived from the word “crack,” which is a highly addictive form of cocaine. The meaning is that the Blackberry is very addictive.

### General Vocabulary

*This vocabulary is used for general purposes.*

accurate	<i>adj</i>	correct or true in every detail
obvious	<i>adj</i>	clear to almost anyone
emerge	<i>v</i>	to appear; to become recognized
intense	<i>adj</i>	extreme
criteria	<i>n</i>	“criteria” is the plural form of the word criterion, which means a standard that is used for judging something or for making a decision about something.
nugget	<i>n</i>	a small piece of information or advice that can be useful or important
whim	<i>n</i>	a sudden feeling that you must have or do something
solace	<i>n</i>	something that makes you feel better when you are sad or upset
infancy	<i>n</i>	the time when a person or thing is in the earliest stage of development
gamut	<i>n</i>	the complete range of things of a particular type Note: run the gamut from ___ to ___ (= include the widest possible range)
utterly	<i>adv</i>	completely, totally



frivolous	<i>adj</i> behaving in a silly way in situations where you should be behaving in a serious or sensible way
waster	<i>n</i> someone or something that wastes time, money or other valuable things
debut	<i>n</i> the first time that someone or something appears in public
rut	<i>n</i> (usually singular) a situation that is boring and difficult to change
corporate	<i>adj</i> relating to large companies, or to a particular large company
chronicle	<i>v</i> to make a record of events in the order in which they happened
synchronize	<i>v</i> to make two or more things happen at the same time
venture	<i>n</i> a new business or activity

### Exercise

#### Antonym analogies

**Antonyms are words that have opposite meanings, like big and small.**

Analogy questions often appear in the following form: A : B = C : D

In analogy questions, you need to work out the relationship between a given pair of words, and then find two words that have the same relationship. In this example you will focus on antonyms. For example:

happy : sad = joyful : \_\_\_\_\_

A) unhappy    B) pleasant    C) pleasurable    D) enjoyable

The answer is A) because **unhappy** is the antonym of **joyful**, and these two words have the same relationship as **happy** and **sad**

1. enthusiastic : lukewarm = obvious : \_\_\_\_\_.

A) unapparent    B) clear    C) palpable    D) evident

2. fold : unfold = emerge : \_\_\_\_\_

A) appear    B) come out    C) surface    D) disappear

3. optimistic : pessimistic = accurate : \_\_\_\_\_

A) wrong    B) right    C) true    D) exact

4. heavy : light = intense : \_\_\_\_\_  
 A) strong    B) powerful    C) mild    D) forceful
5. fat : thin = utterly : \_\_\_\_\_  
 A) completely    B) incompletely    C) thoroughly    D) entirely
6. beautiful : ugly = frivolous : \_\_\_\_\_  
 A) playful    B) merry    C) lighthearted    D) serious

## Language Focus

### Collocation

As discussed in the reading, today touchscreen phone users **are faced with** numerous choices of downloadable mobile applications that help them **keep track of** information in an instant. The table below shows that these four important verb phrases—*break out of*, *be faced with*, *keep track of*, and *act on*—share the same collocation pattern: **Verb Phrase + Noun**. Pay careful attention to the nouns which frequently follow these verbs.

#### Verb Phrase + Noun

Verb Phrase	Noun	Example
break out of	a food rut	The clever interface looks like a slot machine, and is a good way to <b>break out of a food rut</b> . (Article 1, Line 35)
be faced with	the decision	...business folks around the country will be <b>faced with the decision</b> of switching to the trendy new iPhone or upgrading to a more iPhonesque version of their trusty BlackBerry. (Article 2, Line 1)
keep track of	information	This makes <b>keeping track of information</b> a snap because one never has to worry about acting on outdated data or manually updating one's handheld. (Article 2, Line 12)
act on	the data	This makes keeping track of information a snap because one never has to worry about <b>acting on outdated data</b> or manually updating one's handheld. (Article 2, Line 19)

## Corpus Tutorial: Time Magazine Corpus (TIME)

In this section, you are going to use **TIME**, introduced in the previous lesson to examine the collocation pattern **Verb Phrase + Noun**. Follow the step-by-step instructions below to find other nouns that commonly follow the verb phrases above.

### Step-by-step Instructions

1. Go to **TIME** at <http://corpus.byu.edu/time/>.
2. Find **DISPLAY** on the left side of the page. Select **FREQUENCY** in the drop-down menu of **SORT**.
3. Type **break out of** in the **WORDS** box in the **SEARCH STRING**. Click on **COLLOCATE**, and select **0** from the first number drop-down list and **4** for the second drop-down list. **Note:** The first number **0** and second **4** together mean that we only want to find words which collocate with **break out of** only within the range of 0 words before **break out of** and 4 words after.
4. Now, click on **POS LIST** (Part Of Speech List), and select **noun.ALL** from the drop-down list. You will see **[nn\*]** automatically pop up in the **COLLOCATE** box. Then click **SEARCH**. Remember, **POS LIST** means that we only want to look at a specific part of the word. **COLLOCATE** refers to the specific linguistic situation of our collocation search. In this case, we want to find **all nouns** that follow and collocate with **break out of**.
5. Complete the table below: Select two nouns that frequently collocate with **break out of** and share similar definitions. Analyze and describe the attribute which these two nouns belong to. An example has been done for you.

Verb Phrase	Noun	Description of Noun Attribute
be faced with	the decision the dilemma	Something that provides options and needs to be decided
break out of		

### Exercise

Use **TIME** (<http://corpus.byu.edu/time/>) and repeat steps 2-5 to complete the table below.

Verb Phrase	Noun	Description of Noun Attribute
keep track of		
act on		

### Language Spot—How to Establish Common Ground

When speakers/writers want to close the distance between themselves and their audience, they often try to show that they share similar backgrounds, knowledge, attitudes, experiences or values. This is known as the **common ground** between people. In order to establish common ground, the speaker/writer needs to identify possible similarities through audience analysis.

Then, techniques like using **personal pronouns** (we/our/you/your), asking **rhetorical questions**, and drawing on **common experiences** can be adopted to establish rapport with the audience.

In the example below, notice how the **personal pronouns** are used.

The government understands that the typhoon has caused great damage to **your** towns and cities.

**We** understand that the typhoon has caused great damage to **our** towns and cities.

**Rhetorical questions** do not need an answer, but simply imply that the audience agrees with the speaker. For example: **Do we want better education for our children?**

A third way to establish common ground is to allude to a **shared personal experience**. For example, “This typhoon has caused great damage. Last year, **my own house flooded**, and most of the furniture was damaged. I can’t forget how upset I was at that moment.”

- Here is an example of using **rhetorical questions** to establish common ground in the first article: Want to find the nearest pizza place, showtimes for the James Bond movie “Quantum of Solace,” or the latest Bruce Springsteen video? Google voice search is uncannily accurate.
- In contrast, the 2nd article uses **personal pronouns** instead to establish common ground: With the Wi-Fi-equipped BlackBerry 8820 coming soon to an AT&T store near you, business folks around the country will be faced with the decision of switching to the trendy new iPhone or upgrading to a more iPhonesque version of their trusty CrackBerry.

## Tasks

**I** In this activity, you will give a sales presentation to persuade a business audience that they should move from Blackberries to iPhones. Work in pairs.

Look at the picture below. This is a picture of an iPhone, which is a touchscreen electronic device. What functions does it have, besides “free GoodGuide” and “free Shazam” mentioned in the article?

Hint: If you have used an iPhone, you can present your own experience. If you have one with you, you can even demonstrate to your partners how to use the numerous functions. However, if you have not used an iPhone before, you can go on the Internet, and learn more about this device.



### Tips

1. Use **rhetorical questions** or **personal pronouns** to establish **common ground** in your presentation.
2. Try to use the words introduced in this lesson in your presentation.

### Useful Phrases/Vocabulary

Do you ever get lost on the way to an important meeting? —● **rhetorical questions**

I'm going to demonstrate how to use the iPhone “map search” function accurately.

└● **academic word**

**II** A thesis statement tells readers what information can be expected from the rest of the article, and it can be stated either explicitly or implicitly. Therefore, a thesis statement declares the main ideas that express the writer's attitude towards the topic, and the direction that the article is likely to take.

Here are some tips for writing a successful thesis statement.

**Tip 1 Be Specific:** A thesis statement should be specific rather than be general. Essentially, it is a one line summary of your article

**Tip 2 The location of a thesis statement:** A thesis statement is usually placed at the end of the first paragraph.

**Tip 3 Revise:** As you revise your text, the thesis statement will also probably need to be altered in order to reflect the main ideas of the article. Therefore, when you read your final draft, be sure that the thesis statement is an accurate summary of what follows.

**Examples of an expository (explanatory) thesis statement:**

**Article 1:**

In Unit 1 Lesson 3, 3D Facial Recognition System, the sentence “A facial recognition system is a computer application for automatically identifying or verifying a person from a digital image or a video frame from a video source.” is the thesis statement.

**Article 2:**

As stated earlier, “His conclusion: despite the overall attractiveness of the iPhone, it lacks too many vital features to replace the BlackBerry as the corporate weapon of choice.” is the thesis statement of article 2.