

Instagram insists littergram app is renamed

Source: <http://www.bbc.co.uk/news/uk-england-kent-36148093>

Name _____ Date _____

Instagram has ordered the owner of a British anti-litter app to change its name.



Littergram invites people to share pictures of rubbish and report the location to their council.

Lawyers for the US photo-sharing giant, which was bought by Facebook for \$1bn (£629m) in 2012, said the name was "not acceptable".

Owner Danny Lucas has sent Facebook founder Mark Zuckerberg a video asking him not to "kill" his project.

Mr Lucas, 48, from Wrotham, Kent tried to register his brand littergram in December 2015 and has since met lawyers for Instagram to explain his campaign.



He said his mission was to make littering as anti-social as drink-driving and to littergram's owner Danny Lucas makes a personal plea.

<https://www.youtube.com/watch?v=0ng9GsXerq4>

In his video plea to Mr Zuckerberg, he said changing his brand would "destroy all our ingenuity and hard work".

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Bristows' letter said Instagram appreciates the project's social objectives and Mr Lucas's time, money and effort but the name littergram was "still not acceptable".

It said the brand "utilises and relies on social media usage" and they could not allow its use "in relation to services which are core to its world renowned activities in this area".

The firm gave Mr Lucas three to six months to phase out the name.



Image copyright littergram. Image caption: The littergram website invites people to share photos of rubbish.

Mr Lucas said he created the not-for-profit app after sending "telegram postcards" of litter photos to councils in 2014.

A Facebook spokesman said the motivation behind littergram was admirable and it had engaged in a conversation to see if there was a way for them to have an app which operated in a way that was different enough to Instagram to not risk infringing their trademark.

But Facebook said ultimately littergram was a photo-sharing app which operated in a similar way to Instagram and Facebook had therefore asked them to change their name. The social network company said it hoped an agreement could be reached before the case reached the courts.

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Reading

1. What is the purpose of the text?

2. What is littergram?

3. Who created littergram? Why?

(2 marks)

4. Why are Facebook unhappy with littergram? What have they instructed lawyers to do?

(2 marks)

5. What is Mr Lucas's point of view?

(2 marks)

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EXTENSION TASKS

Watch and listen to 'a personal plea to Mark Zuckerberg from littergram founder Danny Lucas' at <https://www.youtube.com/watch?v=Ong9GsXerq4> and then complete the following tasks:

Speaking and Listening

1. In pairs, discuss Mr Lucas's comments and share your own opinions. Do you agree with Mr Lucas, or think that Facebook have a point?
2. Think about and discuss the following words and phrases.
 - a. What does the phrase 'heavy handed' mean?

- b. 'Britain is ranked third most littered nation globally' says Mr Lucas. What does this mean?

- c. 'Littergram has the potential to improve lives, save money and create a brand new way of dealing with an epidemic that is destroying our society' is an example of what kind of persuasive language technique?

- d. What is the purpose of Mr Lucas's appeal to Facebook founder Mark Zuckerberg?

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Reading

1. Using the links on Mr Lucas's YouTube video, download and read the additional documents.

a. Write a brief summary of each document, stating its purpose.

b. What are the differences between the documents? How do the writers use language?

How does the tone or layout differ?

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Curriculum mapping and answers

Functional Skills L1-L2 English mapping

Coverage and range statements provide an indication of the type of content candidates are expected to apply in functional contexts. Relevant content can also be drawn from equivalent (school) National Curriculum levels and the Adult Literacy standards.

✓ indicates the main coverage and range skills that are (or can be) covered in this resource. However, these will vary with the student group and how the resource is used by the teacher. **Reference:** Ofqual (2009), *Functional Skills criteria for English: Entry 1, Entry 2, Entry 3, level 1 and level 2*. <http://www.ofqual.gov.uk/>

Level 1 Reading

Skill standard (SS): Read and understand a range of straightforward texts

Coverage and range statements

- a) Identify the main points and ideas and how they are presented in a variety of texts ✓
- b) Read and understand texts in detail ✓
- c) Utilise information contained in texts ✓
- d) Identify suitable responses to texts ✓

Level 1 Writing

(SS): Write a range of texts to communicate information, ideas and opinions, using formats and styles suitable for their purpose and audience

- a) Write clearly and coherently, including an appropriate level of detail ✓
- b) Present information in a logical sequence ✓
- c) Use language, format and structure suitable for purpose and audience ✓
- d) Use correct grammar, including correct and consistent use of tense ✓
- e) Ensure written work includes generally accurate punctuation / spelling & that meaning is clear ✓

Level 1 Speaking, Listening

(SS): Take full part in formal and informal discussions and exchanges that include unfamiliar subjects

- a) Make relevant and extended contributions to discussions, allowing for and responding to others' input ✓
- b) Prepare for and contribute to the formal discussion of ideas and opinions ✓
- c) Make different kinds of contributions to discussions
- f) Present information/points of view clearly and in appropriate language ✓

Level 2 Reading

(SS): Select, read, understand and compare texts and use them to gather information, ideas, arguments and opinions

- a) Select and use different types of texts to obtain and utilise relevant information ✓
- b) Read and summarise, succinctly, information/ideas from different sources ✓
- c) Identify the purposes of texts and comment on how meaning is conveyed ✓
- d) Detect point of view, implicit meaning and/or bias ✓
- e) Analyse texts in relation to audience needs and consider suitable responses ✓

Level 2 Writing

(SS): Write a range of texts, including extended written documents, communicating information, ideas and opinions, effectively and persuasively

- a) Present information on complex subjects clearly and concisely ✓
- b) Present information/ideas concisely, logically, and persuasively ✓
- c) Use a range of writing styles for different purposes ✓
- d) Use a range of sentence structures, including complex sentences, and paragraphs to organise written communication effectively ✓
- e) Punctuate written text using commas, apostrophes and inverted commas accurately ✓
- f) Ensure written work is fit for purpose and audience, with accurate spelling and grammar that supports clear meaning ✓

Level 2 Speaking, Listening

(SS): Make a range of contributions to discussions in a range of contexts, including those that are unfamiliar, and make effective presentations

- a) Consider complex information and give a relevant, cogent response in appropriate language ✓
- b) Present information and ideas clearly and persuasively to others
- c) Adapt contributions to suit audience, purpose and situation
- d) Make significant contributions to discussions, taking a range of roles and helping to move discussion forward

* This resource also covers many adult literacy curriculum <http://www.excellencegateway.org.uk/content/etf1286> elements.

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Curriculum mapping and answers



NOTE: Some answers are suggestions or examples only. Other answers are possible. Check with your tutor.

READING

1. To inform/tell.
2. Littergram is a free app where users share pictures of rubbish and the location is reported to the relevant local council.
3. Littergram was created by Mr Danny Lucas. He created the app after sending notifications about litter to his local council in 2014.
4. Facebook owners are unhappy because littergram is a photo-sharing app that works in a very similar way to Instagram and Facebook and has a very similar name (to Instagram).
5. Danny Lucas' s view is that all his hard work will be lost if he has to change the brand name of Littergram and his project to reduce littering will be 'killed'.

EXTENSION TASKS

S&L

2.
 - a. 'Heavy handed' – using too much force or power.
 - b. 'Britain is ranked third most littered nation globally' – across the world there are only two countries that have litter problems that are worse than those in Great Britain.
 - c. 'Littergram has the potential to improve lives, save money and create a brand new way of dealing with an epidemic that is destroying our society' is an example of the following persuasive language techniques:
 - Rule of three – is used to make points more memorable and effective (readers tend to remember lists of three).
 - Metaphor / hyperbole – 'an epidemic that is destroying our society'
 - d. The purpose of the video is to persuade Mark Zuckerberg to change his mind and not proceed with legal action. It is also being used to spread publicity about Littergram and inform YouTube viewers of the situation.

READING

1.
 - a.
 - i. Formal letter - sent from Instagram's lawyers to Littergram Ltd (Danny Lucas) explaining that, despite seeing his presentation and considering the points discussed at a meeting, their client (Mark Zuckerberg) is insisting that Littergram is re-branded within the next 3-6 months.
Purpose- to inform / instruct
 - ii Semi-formal personal letter – sent from Danny Lucas to Mark Zuckerberg (owner of Instagram/Facebook) addressing him directly and asking him to reconsider his approach and, instead, to support Danny's campaign against littering.
Purpose – to persuade/ inform
 - b.
 - i. The formal letter from lawyers uses a standard formal letter layout and a very formal and impersonal, yet polite, tone. There is no use of informal or colloquial English.
 - ii. The personal letter includes colour and the Littergram logo. It is much longer than the lawyer's letter (4 pages) and has many very short paragraphs. It uses direct address (e.g. Mark, I am a year in...; I would urge you to...). There is no address at the top of the letter and the greeting is informal (Dear Mark – compared to Dear Sirs). It also includes hyperlinks (so it is meant to be read online) to videos and other web sites with more information. Colloquialisms / clichés / informal language are used profusely (e.g. The penny has dropped...; about to be wiped out by Facebook; show the kids...; ...really cool). However, it is also polite and overall has a friendly but strong /persuasive tone.

WRITING

Check with your tutor that you have covered all the Functional Skills writing criteria at Level 1 (or Level 2)
– see page 7 of this resource for details.