

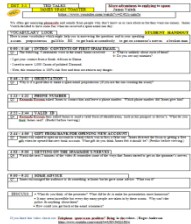


# TED TALKS

## JAMES SPAM TOASTER



### Part A SET IT UP



### Step 1 INVOLVING THE STUDENTS

Ask them if they get any spam with their email or on their mobile phones.

### Step 2 INTRODUCE THE VIDEO

Say that the video is about a man who got tired of receiving so much spam and decided to have a bit of fun with the spam sender.

### Step 3 PRETEACH VOCABULARY

Give the students the handout and go over the vocabulary.

### VOCABULARY LOOK

a scam    preposterous    gullible    BS    to get back at somebody    to get on someone's nerves    a broken man

#### 0:00 – 0:46 INTRO: CONTENTS OF FIRST SPAM EMAIL

Q1 The following 3 statements were in the email James received. a- What is unlikely about each of them?  
b- Do you see any mistakes?

- I got your **contact** from a South African in Ghana. *I got your name and address from a South African contact (?) in Ghana.*
- I need to move 1,000 Carats of polished **Diamond**. *polished diamonds (Note: weight of 1,000 carats = about 200 grams)*
- Note, **this** transaction is 100% risk free and **dose** not **attracts** any danger. *does not attract*

#### 0:46 – 1:02 ORIENTATION

Q2 Why is it a good idea to make a spam email preposterous (if you are the one creating the scam)?

*Because you can filter out everybody except the most gullible and you will be appealing directly to them.*

#### 1:23 – 1:32 PHONE NUMBER

Q3 **Kamanda Koroma** asked James to contact him and leave a phone number. Which phone number did James give him?

*Goldman Sachs, the bank*

#### 3:22 – 3:44 VALID ID

Q4 **Kamanda Koroma** then asked James to send a valid form of identification, such as his passport or driver's. What do you think James sent? (Predict before viewing.)

*His Blockbusters membership card*

#### 3:44 – 4:05 GIFT FROM BANK FOR OPENING NEW ACCOUNT

Q5 James was asked to open an account in a bank which was in fact, a false one. James diverted the focus by insisting he was expecting a gift when he opened that new bank account. What gift do you think James felt it should be? (Predict before viewing.)

*A free toaster*

#### 4:05 – 9:00 GETTING ON THE SPAMMER'S NERVES

Q6 Watch the next 5 minutes of the video & remember some of the ways that James started to get on the spammer's nerves.

*His main technique of irritating the spammer is to interpret what he says literally or to focus on his errors in English and play with them. For example:*

- (4'41) "When are you leaving Earth?"
- (5'25) "Where's Mass? Is that where the toaster is?"
- (5'49) "Are we counting Pluto then?"
- (6'42) "Dear Costumer care"
- (7'41) "Then how do you explain this?" (his Photoshop ad for a free toaster)
- (8'25) "What are my options? I could do with a new kettle."
- (8'41) "Just to be clear; are you saying that..."

#### 9:00 – 9:32 SOME ADVICE

Q7 James encouraged the audience to do something at home but he gave some advice. What was it?

*Get a false email and have some fun with these spammers. The more you tie up their time, the fewer real victims they'll be able to harass or take advantage of.*

### Part B WATCH VIDEO

#### 1 step PLAY THE VIDEO

Have the students watch the video section by section, a few times if necessary, and compare answers before going over it in class.

### Part C DISCUSS

#### 1 step DISCUSSION

Place the students into groups of 3 or 4 to discuss the issues. Encourage them to develop their arguments and to respond to what others say.

- DISCUSS 1 What did you think of the presenter? What did he do to make his presentation more humorous?
- DISCUSS 2 It may seem incredible but every day many people are taken in by these scams. Why can't the police do anything?
- DISCUSS 3 How could you get back at the email scammers?