The Technical Description of iPod Nano 3rd Generation

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**Introduction to Your iPod Nano 3rd Generation**

 ***Historical Background Information Pre-Compact Disc***

Before learning about the key components of your iPod Nano, let’s travel back in time to discover what portable music players were popular before the innovation of the original iPod back in 2000. The first portable music players began with transistor radios in 1954 with the Regency TR-1. The device uses circuitry with transistors, hence the name, which allow the radio to amplify electronic signals, such as those associated with radio waves that can transmit sound through those waves in the form of radio stations.

 The trend of improving transistor radios continued into the 1960s. Such a trend of continually updating technology can be seen today when creating the next best iPod such as your iPod Nano. In the 1970s three new portable music devices were developed, the Stereobelt (a portable cassette player), in 1972 the boombox (combining stereo and cassette components) in 1976, and The Walkman (portable audio cassette player) by Sony in 1979. With each iteration the cassette tape is used in different ways, with each version amplifying audio better than the last, such as with the boombox by combining stereo with cassettes in order to create a more powerful signal to speakers (Crofford, 2011).

 ***Historical Background Information Compact Disc and Beyond***

In the 1980s and 1990s a new way to record and play music is found in the compact disc, commonly known as a CD. To transmit the music to you, a CD player has a laser beam that reads small cells of information and much like cassettes; this reading can be amplified through speakers.

 Since the time of the Walkman, headphones had become more popular, this is for personal enjoyment of music through the use of a wire connected to the music player that can amplify music through speakers that can wrap around your head over your ears. Sony also created the Discman in 1984 as a upgrade to the Walkman but instead of using cassettes, the Discman uses CDs.

 Then in the late 1990s another way to transmit music to the ears of listeners is introduced, digital music players and the first of its kind was the MPMan in 1998. This device includes an analog-to-digital converter (ADC) that transforms the analog recording of music to a digital recording that can also be amplified through speakers. A couple of other digital music players followed but with them came the boom of illegally downloading music (Crofford, 2011).

 ***The iPod Innovation***

 The original iPod revolutionized the business of portable music players in 2000 and it did so at the benefit of not only to many music lovers like you, but also to those artists who don’t want their music to be illegally downloaded. With the iPod comes extravagant ease of service providing over a thousand-song libraries with the amount being up to your choice due to your purchase of gigabyte memory you wish to purchase. Gigabytes are a unit of measure for storage on a device like a computer or your iPod. Along with the iPod comes the access to purchase songs on iTunes, music purchasing website. This innovation creates space, no more carrying multiple cassettes or CDs to be able to play a variety of music. With millions of songs to choose from, you can’t go wrong with this device (Kahney, 2016).

**Outer Components**

 ***Specifications***

 This 3rd Generation iPod Nano can come in two different styles that accompany the different types of memory storage for the music player. The 8-Gigabyte (8 GB) version comes in silver, light blue, light green, and black. The 4 GB version is only the color silver. These types of memory can hold up to 1,000 to 2,000 songs or other types of data such as 3,500 to 7,000 photos, or 4 to 8 hours of video. The material that the iPod is made of is a chrome stainless steel. This is a very durable component to withstand falls or accidental hits (everymac.com, 2018).



Figure 1: Outer Functional Components of the iPod Nano 3rd Generation (Apple, 2008)

 ***Functional Outer Components***

 In order to use the device Figure 1 is provided to display what each button is used for. The iPod Nano 3rd Generation comes with a ‘Dock Connector’ at the bottom of the device used as a way to charge the battery of the device. This battery is rechargeable through the USB cord that connects to a charger to a power outlet.

 The USB also has the capability to download music from a laptop or desktop computer using the USB port that is usually located on either side of the computer. To download music, use iTunes to purchase the music. You will also be able to listen to music through iTunes on your computer when downloading the program, iTunes has a step-by-step guide on how to download music when creating an account.

 The ‘Headphones port’ is used as a connector for your earbuds or headphones that come with the device or can be purchased separately at an Apple store or online stores where technology is sold. This allows you to listen to the music by transmitting the electrical sound waves through the amplification of your headphones or earbuds.

 The ‘Click wheel’ helps you to navigate the device with the ‘Play/Pause’ button, the ‘Next/Fast Forward’ button, the ‘Previous Rewind’ button, and the ‘Menu’ button. To turn on the device press any button on the wheel and hold until you see the Apple logo. To turn off the device press and hold the ‘Play/Pause’ button.

 The ‘Click wheel’ can increase or decrease volume by moving your finger clockwise (in the right direction) to increase the volume of the sound and moving your finger counter-clockwise (in the left direction) to decrease the volume of the sound. To turn off the functioning of the ‘Click wheel’ move the ‘Hold switch’, which is left of the ‘Dock Connector’, as shown in Figure 2 below (Apple, 2008).



Figure 2: Move ‘Hold Switch’ to the right until you see an ‘orange strip’ on the switch to turn off the ‘Click wheel’s’ functions

**Inner Components**

 ***Display and Battery Life Information***

 The display on this device is 2 inches, which is smaller than some of the earlier versions of the iPod since it has a smaller capacity for storage. While this device can range from 4 to 8 GB per iPod, some other iPods can have larger storage ranges such as 16 or 32 GB or more. This iPod is modeled after the iPod Classic, a model that had come out the same year in 2007. The display is LCD (flat panel display) that includes color to view photos, videos, and a album cover flow of the songs you may be currently listening to on your device. There is also a blue-white LED backlight to brighten the screen. The display can provide 320 to 240-pixel resolution that calculates the quality of the images on the device.

 When only playing music a full battery charge can last for 24 hours while the battery life will reduce faster if the device is being used to view downloaded videos. The time it will last is about 3 to 5 hours at a time. This is due to the fact that more battery is needed to provide that information in both audio and video capacity instead of just audio for when listening to music (everymac.com, 2018).

***Product Dimensions***

This is small version of the iPod, so the dimensions happen to be smaller than many other models, including the original. That is part of the reason why this particular iPod is so great. As many commercials depict, this iPod is very easy to carry in a pocket wherever you go without having to worry that you are carrying too much weight during your morning or evening commutes or during the day relaxing.

 Therefore the product dimensions showcase the ‘nano’ portion of the iPod Nano because it is rather small, but it carries a lot of information as you read in the previous section. The iPod is 2.75 by 2.06 by .26 inches and only weighs 1.74 ounces (everymac.com, 2018). This is part of the reason why it is considered a handheld device much like a compact cellphone or the size of a small change purse. The ease with which you can bring along the iPod Nano 3rd Generation holds true and can meet your daily music playing needs without the need for a radio signal or bringing around a computer to listen to your iTunes playlists.

**Other Functions of the iPod Nano**

 ***Using your menu screen to your advantage***

 In Figure 3 below you will see the ‘Menu’ screen that appears when you turn on your iPod. With this screen you can access all sorts of material to customize settings, access extras, and even play games that you can download onto your device. You can customize date and time settings by scrolling to the settings tab on the ‘Menu’ screen with your ‘Click wheel’ and choosing the settings using the middle button of the ‘Click wheel’ from here many other settings can also be found.

 Another feature that is definitely worth mentioning is being able to choose how you want to hear your music. You can play all of your music in order of albums, musical artists, or songs. You can even choose to listen to one type of music at a time, one artist at a time, or even shuffle your entire iPod music library. Shuffling the music is similar to shuffling cards in a playing deck. You get to have a mix of different songs from different artists play in a different order than they normally would.

 Another key function to customization of your iPod is creating playlists for different events during your day such as your commute to work or school, your fitness routine, or when you are just relaxing.



Figure 3: ‘Menu’ Screen that appears when turning on you iPod

**Where to Find More Information**

 ***The keys to finding out more***

There are many places online and in real life that can provide information about your iPod device. Retailers that sell iPods can help with any troubleshooting that you may have. The website <https://manuals.info.apple.com> can also provide more tutorials about how to work your device. Apple stores have Apple Geniuses where you can make an appointment to speak with a Genius at the Genius Bar to help with any problems you may have with your device. You can also purchase a replacement charger or USB cord with an Apple store or online at <https://www.apple.com>. If you don’t have a Mac computer from Apple with iTunes already downloaded onto your computer, you can download the application using this website as well.

**Summary**

 *Congratulations* Thank you for purchasing your iPod Nano 3rd Generation. Please enjoy all the features provided by your new portable music player. After understanding the history behind portable music players from its foundation in transistor radios to now with the revolutionary innovation of the iPod, you can see the great impact of this device on people’s lives within society. Not only can people use their iPod to access their music using the latest technology available, but also they don’t have to worry about what hindered people in the past from always being able to enjoy the pleasures of music. The iPod Nano is being made with convenience in mind, no hassle of carrying you entire music library in CDs or cassettes. Now you have an updated device that can contain that information digitally on a chip holding 4 to 8 GB with over 1,000 music options to choose from if you please. A device that fits in a pocket made for personal use through providing a ‘Headphone port’ and through customization of playlists and randomization of music through shuffling to create variety in your daily life.

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**Reflection**

 With the assignment due date fast approaching I didn’t exactly know what type of product I would describe. Then I came across what I do in my daily life. I go to school and come back home on the subway and the thing I find myself most enjoying on my commute is listening to music. The only way I like to listen to music is separate from my smartphone and in order to do this I choose to download music onto my iPod Nano. I got this music player when I was about seven or eight years old and didn’t use it much at the time except for downloading some CDs that I had when I was that age, such as Disney Channel movie songs and playlists. Then as I got older and more into listening to music I decided to go find the iPod and download what I liked onto it. It became part of my daily routine to take out this device and listen to music on my commutes to and from school. Then I listened to music all of the time. I cherish my iPod for this reason because it brings me a lot of relaxing moments, happy moments, and can be used in my personal space to listen to music without the connection to my cellphone with its notifications and idle games.

 The genre of this assignment is a technical description. A technical description pertains to the parts and characteristics of an object. It is used to outline the object’s features and function that correlate to those portions. My assignment on the iPod Nano 3rd Generation follows the components of technical description because it describes the background information establishing the audience of the product prior to describing the features. The features are separated into inner and outer components that include specifications of things such as the type of display being LCD with a backlight of LED to create a flat screen display. Other specifications are crucial to the customer purchasing the product, such as the amount of time a battery charge lasts so that they can use the device when it is fully functional. Graphics are also included to depict the device in various portions, such as the outer buttons like the ‘Click wheel’.

 The media of this assignment is multimodal through print and digital means. This portion of the assignment, the paper of the technical description is the print because a print copy will be distributed to four other classmates to use as a first draft and then a print version will also be given as a final draft. The first portion of this assignment included the Blackboard discussions tab where I had to give a short summary of my device and respond to three other people’s device summaries. The final draft will also be digital and handed in on Blackboard as well as in person.

 My stance, attitude, about the topic is one of disbelief that many young children may not know what an iPod is and its importance in shaping the music industry of today. It was the beginning of being able to listen to music whenever you want. That is an innovative feat that should be celebrated. Many young children don’t even know what an iPod is because now smartphones are capable of allowing anyone to listen to their music anytime. I was on my afternoon commute from school during senior year of high school and I was listening to music. A young girl maybe seven or eight years old asked what type of device I was listening to music on because she thought it was a tiny cellphone. I was surprised that she didn’t know and it was the first time that I realized that many people might never want to know the importance of iPods because better technology has come to pass.

 My purpose, why I’m writing this technical description, is because of my daily routine of listening to music on my iPod. I’ve always loved music but the iPod Nano gives me the ability to indulge in listening to some of my favorite songs wherever I go. It also gives me a reason to listen to new music artists.

 The exigence for this technical description is the memory of that young girl not knowing what the iPod is and its impact on society. Many people don’t stop to think how things cam about and what updates to new technology actually create new conveniences in your daily lives. Some of transitions between different portable music players were somewhat seamless such as handing over a Walkman cassette player for Discman CD player. Not much had changed except for the object that is placed into the device to allow people to listen to music. Digital music changed the industry much like how being able to record music on records and being able to listen to recorded music changed the industry to become a more personal experience.

 The audience of this piece, the people who read or hear what I’ve written, is anyone who has purchased a new iPod Nano 3rd Generation. This technical description is very specific throughout as to why the user is not necessarily a manufacturer or worker at Apple creating the device. More information about technology specifications would have been included. The necessary technological specifications included shaped the purpose of this assignment of introducing this iPod to those who want to know more general information about it. For those who desire a more in depth look of the device, citations are given for them to do so along with a section dedicated to support those looking for troubleshooting information that could easily double as an area for understanding more specific information such as would be provided on the Apple website.

 This assignment meets Course Learning Outcomes 3, 4, and 5. It meets number 3 by including the reflection portion to understand what portions of the rhetorical situation were met within the technical description and how they might have been used such as with the paragraph on the genre of this assignment that includes a sentence describing how genre is impacted by the description of the display on the iPod. It meets number 4 by the collaboration of the online discussion group and in class first draft handout to four people to critique the work. This is meant to get feedback on work in order to improve for the final draft. It meets number 5 by using two different types of writing in a multimodal form of media using print and digital. As discussed in media paragraph of the reflection section, the technical description is print when used as hard copies of first and final drafts and digital when discussing topics online in the discussion board on Blackboard and when handing in the final draft online.