

NOT BORING MEDIA

THE MAN WHO CHANGED HIS NAME TO IPHONE 7

High-Interest Nonfiction Reading Passage

WHAT'S INCLUDED

- ✓ Reading Passage ✓ Comprehension Questions
- ✓ Answer Key ✓ Teacher Guide

GRADES 4-6 • LEXILE ~750L • DOK LEVELS 1-4

Reading they'll actually do.

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WHAT'S INCLUDED

- ✓ High-interest nonfiction reading passage (300-400 words)
- ✓ 6 comprehension questions spanning DOK levels 1-4
- ✓ Complete answer key with explanations
- ✓ Teacher guide with standards, pacing, and extensions

Questions or feedback? Leave a review or message us through TPT!

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THE MAN WHO CHANGED HIS NAME TO IPHONE 7

In 2016, a Ukrainian man legally changed his name to iPhone 7. Alexander Turin, then 20 years old, took advantage of a promotion where an electronics store offered a free iPhone 7 to anyone who officially changed their name to match the product. He walked out of the store with a brand-new phone worth about \$850—and a name he'd carry for the rest of his life.

The promotion was a marketing stunt by an electronics retailer hoping to generate publicity around the iPhone 7's release. They probably expected no one would actually go through with permanently changing their legal name for a phone. They were wrong. Turin completed all the official paperwork at a government office, legally becoming iPhone 7 under Ukrainian law.

The story went viral instantly. News outlets around the world covered the unusual name change, generating exactly the publicity the store had hoped for—and far more. Turin became a minor celebrity, giving interviews about his decision and appearing on talk shows. For the cost of one phone, the electronics store received millions of dollars worth of free advertising.

Turin insisted he had no regrets about the decision. He told reporters that names are just labels and that he found the whole situation amusing rather than embarrassing. His friends and family continued calling him by his original name in private, while his official documents all read iPhone 7.

The stunt raises interesting questions about identity, marketing, and how far people will go for free products. Companies have long offered prizes for unusual promotional stunts, but permanently changing one's legal name seems like a particularly extreme commitment for a device that would be obsolete within a few years.

Whether Turin eventually changes his name back remains to be seen. Ukrainian law allows citizens to change their names, but the paperwork and fees involved make it a significant hassle. For now, iPhone 7 remains his official legal identity.

Word Count: 305 | Lexile: ~750L | Grades 4-6 | Source: BBC News

COMPREHENSION QUESTIONS

Name: _____ Date: _____

1 What was the man's original name?

- A) iPhone Seven
- B) Olexander Turin
- C) Samsung Galaxy
- D) Apple Sim

2 What did the man receive in exchange for changing his name?

- A) \$10,000 cash
- B) An iPhone 7 worth about \$850
- C) A lifetime supply of phones
- D) A job at Apple

3 Why was this name change possible in Ukraine specifically?

- A) Ukraine has no laws
- B) Ukraine allows name changes relatively easily without requiring a good reason
- C) iPhones are made in Ukraine
- D) The president approved it

4 How did the electronics store benefit from this stunt?

- A) They sold more phones directly
- B) They received global media attention worth far more than the cost of five phones
- C) They became the official iPhone seller
- D) They didn't benefit at all

5

What ethical question does this story raise about marketing?

- A) Whether advertising should be allowed
- B) Whether companies should exploit people's willingness to trade dignity for products
- C) Whether iPhones are too expensive
- D) Whether name changes should be illegal

6

What broader trend about consumer culture does this story illustrate?

- A) People only buy expensive phones
- B) Companies increasingly create viral stunts that blur the line between marketing and personal identity
- C) Name changes are always bad
- D) Ukraine has the best marketing

ANSWER KEY

The Man Who Changed His Name to iPhone 7

1. B) Alexander Turin

DOK 1 — Recall. The passage states: 'Alexander Turin, as he was previously known.'

2. B) An iPhone 7 worth about \$850

DOK 1 — Recall. The passage states: 'he received an iPhone 7 worth about \$850.'

3. B) Ukraine allows name changes relatively easily without requiring a good reason

DOK 2 — Inference. The passage explains: 'Ukraine allows citizens to change their names relatively easily for any reason.'

4. B) They received global media attention worth far more than the cost of five phones

DOK 2 — Inference. The passage states: 'For the cost of five phones (about \$4,250), the company received global attention' and 'millions of dollars worth of free advertising.'

5. B) Whether companies should exploit people's willingness to trade dignity for products

DOK 3 — Analysis. The passage notes: 'companies exploit this willingness for marketing purposes' and questions 'what we're willing to do for free products.'

6. B) Companies increasingly create viral stunts that blur the line between marketing and personal identity

DOK 4 — Extended Thinking. The story shows marketing entering deeply personal territory (legal identity) for viral attention. This represents an escalation in how far both companies and consumers will go for attention and free products.

TEACHER GUIDE

The Man Who Changed His Name to iPhone 7

STANDARDS ALIGNMENT

- CCSS.ELA-LITERACY.RI.4.1 — Refer to details and examples in a text
- CCSS.ELA-LITERACY.RI.5.4 — Determine meaning of words and phrases
- CCSS.ELA-LITERACY.RI.5.8 — Explain how author uses evidence
- C3 Framework — Historical thinking skills

PACING OPTIONS

- Quick Read (10-15 min): Passage + questions 1-4
- Standard (20-25 min): Full passage + all questions
- Deep Dive (35-40 min): Add discussion + extension

DISCUSSION QUESTIONS

- Would you change your name for a free product? Where would you draw the line?
- The company got millions in free advertising for the cost of five phones. Is this clever marketing or exploitation?
- What does this story say about how much we value brands and products in modern society?

EXTENSION ACTIVITIES

- Research other marketing stunts where people did extreme things for free products. Create a ranking of 'wildest marketing stunts.'
- Calculate the 'exchange rate' in this story: what did the man trade versus what did the company gain?
- Write a short story about someone 50 years from now who is still named after a product that no longer exists.

DIFFERENTIATION

- Struggling: Pre-teach vocabulary, partner reading
- Advanced: Add research, compare to related events
- ELL: Visual supports, pre-teach context

SOURCE

- BBC News / Ukrainian media