

# Internet Activity Presentation Planner

## Introduction to Business Chapter 24 Protecting Consumers

In Chapter 24, you learned that, “Many state and federal agencies have been set up to protect consumers.” One of these agencies is the Federal Trade Commission (FTC). The FTC is responsible for keeping the nation’s markets functioning competitively. Produce and present a 10-minute talk about the FTC. Discuss the different divisions of the FTC, and what their purposes are.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

*Think about these fascinating facts and what they might have to do with issues related to the FTC.*

#### **[begin bulleted list]**

- President Woodrow Wilson signed the FTC Act into law on September 26, 1914.
- The FTC has no jurisdiction over banks.
- False advertising is a form of unfair and deceptive commerce.
- Bait and switch advertising is the offering of certain products or services at bargain prices with no intention of selling them as advertised.
- The FTC has a Bureau of Consumer Protection.
- In 2003, 9.9 million people were victims of identity theft.

#### **[end bulleted list]**

#### **Questions to Ponder**

*Think about these questions and what they might have to do with issues related to the FTC.*

#### **[begin bulleted list]**

- What was the original mission of the FTC?
- Why was the FTC created?
- Do other countries have similar agencies?
- What is the no-call list?
- How can I file a complaint with the FTC?

[end bulleted list]

**Key Search Words**

*Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

consumer protection, false advertising, identity theft, FTC

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**Web Sites**

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## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Consumer Protection > FTC > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

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#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

