The Welcome Plan

Read a public announcement for its claims, structure, and irony.

12.CL.5 "Evaluate structural and organizational details in texts to determine the author's purpose, including cases in which the meaning is ironic or satirical."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline two promises that sound positive, and circle two details that undermine them. Write 1 beside the shift from praise to residents' concerns and 2 beside the final ironic turn.

A More Welcoming Plaza

1 Our city is proud to announce a bold improvement to Marlow Plaza: the removal of every bench. For decades, benches offered a place to pause, which meant visitors sometimes stayed long enough to notice the square around them. Our new Open Flow Initiative protects the plaza from this kind of delay. With no seats to interrupt circulation, people can pass from the bus stop to the parking garage in record time. The city calls this a victory for access. At the ribbon cutting, officials will unveil a plaque listing all the ways to enjoy the plaza while standing.

2 Of course, some residents have asked where older visitors or people with limited mobility should rest. We have listened closely and placed a single folding chair inside the visitor center, available during its weekday hours. To reserve it, visitors may scan a code posted beside the locked center door. Those without a phone can request a paper form at the same desk where the chair is stored. This streamlined process ensures that no one must compete for a seat outdoors. It also leaves more room for the sponsored banners that now line the former bench sites.

3 The banners read, "A place for everyone," and we intend to honor every word. Everyone may cross the plaza; everyone may admire its clean edges; everyone may keep moving. Next month, the city will ask visitors to rate their experience using a survey that takes about ten minutes to complete. The survey kiosk stands near the old fountain, where a bench once gave people somewhere to sit and answer questions. We expect glowing reviews from those who remain long enough to finish. If anyone cannot, their silence will be counted as satisfaction.

2 ANSWER WITH EVIDENCE

Use the passage

1. Why does the announcement begin with the claim that removing benches is an improvement rather than with residents' concerns?

2. How does the order of details about the folding chair turn the claim "We have listened closely" into irony?

3. What effect does the repeated word "everyone" have after you have read about who might need a bench?

4. How does the final sentence change the meaning of the planned survey, and what purpose does that ending reveal?

3 YOUR TURN

Your own words

Write a four- or five-sentence satirical announcement about a different public setting. Begin with a positive claim, add details that undermine it, and end with an ironic measure of success; then write one sentence explaining how that order helps reveal your purpose.

ANSWER KEY

The Welcome Plan

GRADE 12 · 12.CL.5

PART 1 · READ AND MARK

Underline two promises that sound positive, and circle two details that undermine them. Write 1 beside the shift from praise to residents' concerns and 2 beside the final ironic turn. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Why does the announcement begin with the claim that removing benches is an improvement rather than with residents' concerns?	**The opening imitates an upbeat official announcement. Putting the claim first invites readers to notice how later details contradict it.**
2	How does the order of details about the folding chair turn the claim "We have listened closely" into irony?	**The announcement offers a chair, then reveals that it is inside a center with limited hours and an impractical reservation process. The supposed response does little to meet residents' needs.**
3	What effect does the repeated word "everyone" have after you have read about who might need a bench?	**The repetition makes the slogan sound inclusive, but the only activities offered are crossing or standing. It exposes the gap between the city's language and access for people who need to rest.**
4	How does the final sentence change the meaning of the planned survey, and what purpose does that ending reveal?	**Counting unfinished surveys as satisfaction makes the survey a way to hide criticism rather than gather it. The ending reveals the author's satirical criticism of officials who present exclusion as success.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

The school is delighted to announce Faster Lunch, a plan to make waiting in line a thing of the past. Starting Monday, the cafeteria will serve meals only during the first five minutes of lunch. Students who arrive later may enjoy the spacious, empty line while studying posters about healthy eating. Anyone with questions can speak to a staff member after lunch, when the cafeteria is closed. We are confident that fewer meals served will prove how efficiently students are fed. By beginning with a promise and ending with an absurd measure of success, the announcement exposes how the plan prizes numbers over students.

Accept interpretations grounded in the announcement's order and specific wording. For Part 3, look for four or five announcement sentences followed by one explanation sentence that identifies the effect of the chosen order.