Message Medium Match

Compare how print, digital tools, and video communicate urgent information.

CCSS.ELA-Literacy.RI.8.7 "Evaluate the advantages and disadvantages of using different mediums (e.g., print or digital text, video, multimedia) to present a particular topic or idea."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline one advantage and circle one disadvantage for each medium: the printed guide, the digital map or alert, and the video. Number the medium you think is most useful when information changes quickly, then use the passage to support your choice.

Flood Information in Different Forms

1 When a river rises after days of rain, people need clear safety information. A printed emergency guide can list evacuation routes, shelter addresses, and supplies to pack. Readers can hold the guide during a power outage and write notes on it. However, a printed guide may become outdated if a road closes or a shelter fills. It also cannot show moving water or explain a complicated route as clearly as a video demonstration can for some viewers.

2 A city website can combine an interactive map, short updates, and links to emergency services. During a flood, officials can change the map when a bridge closes, so users can see the newest route. A phone alert can send people directly to that page. Yet this digital information depends on a charged device, internet access, and a working cell network. A crowded map may also confuse users who need one quick instruction instead of several symbols and buttons.

3 Video can add another kind of evidence. In a thirty-second clip, a firefighter can point out how fast water can cover a street and demonstrate why drivers should turn around. Sound, motion, and close-up images may make the danger easier to understand than a list of warnings. Still, a video takes longer to watch than a brief alert, and viewers cannot easily scan it for a shelter address. Captions and spoken descriptions are needed so more people can use it.

2 ANSWER WITH EVIDENCE

Use the passage

1. For a power outage, which medium has an advantage, and what makes it useful?

2. If officials need to change a route after a bridge closes, which medium has an advantage? State one drawback of that medium.

3. What can video communicate more clearly than a list of warnings, and what important detail is harder to find in a video?

4. A person needs one instruction immediately. What feature of the interactive map could be a disadvantage, and why?

3 YOUR TURN

Your own words

A community center is announcing a change to its recycling rules. In exactly three sentences, recommend print, digital text or alerts, video, or a combination. Give one advantage and one disadvantage of your choice, then explain how you would handle the disadvantage.

ANSWER KEY

Message Medium Match

GRADE 8 · RI.8.7

PART 1 · READ AND MARK

Underline one advantage and circle one disadvantage for each medium: the printed guide, the digital map or alert, and the video. Number the medium you think is most useful when information changes quickly, then use the passage to support your choice. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	For a power outage, which medium has an advantage, and what makes it useful?	**The printed emergency guide has an advantage because people can hold and use it during a power outage.**
2	If officials need to change a route after a bridge closes, which medium has an advantage? State one drawback of that medium.	**The city website's interactive map has an advantage because officials can update it with the newest route. It requires a charged device, internet access, and a working cell network.**
3	What can video communicate more clearly than a list of warnings, and what important detail is harder to find in a video?	**Video can show how fast water covers a street and demonstrate the danger. A shelter address is harder to scan for in a video.**
4	A person needs one instruction immediately. What feature of the interactive map could be a disadvantage, and why?	**Its many symbols and buttons could be confusing to someone who needs one quick instruction.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

I would use a short video and a printed handout to explain the new recycling rules. The video can show which items belong in each bin, but some families may lack internet access or time to watch it. The handout gives those families a quick list they can keep near their bins.

Accept equivalent answers that identify the stated medium and accurately explain its benefit or limitation. For Part 3, accept any reasonable recommendation that includes an advantage, a disadvantage, and a practical way to address the disadvantage.