

Media With Purpose

See how digital media can strengthen a presentation.

ELA.6.C.5.1 "Integrate diverse digital media to enhance audience engagement in oral or written tasks."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each digital media choice, number the choices, and write a short note in the margin telling how each one helps the audience understand or connect with the proposal.

A Garden Proposal

- ① When the student Green Team proposed a pollinator garden near the library, they did not rely on a written speech alone. Their presentation opened with a full-screen photo of a monarch butterfly feeding on a flower. The photo gave the audience a close view of the animal the garden could support. Next, the speakers showed a simple digital map of the campus. A bright circle marked the sunny space beside the library where the garden could fit without blocking walkways.
- ② Then the team played a twenty-second audio clip of bees buzzing and birds calling in a nearby garden. The sound helped listeners imagine how a planted space might change the area. A bar graph followed. It compared the number of flowering plants in the proposed garden with the number in the current grass patch. The graph made the plan's main difference quick to notice. Each media choice supported the same message, but each reached the audience in a different way: seeing, hearing, or comparing information.
- ③ Before presenting, the Green Team checked whether every digital item was easy to understand. They added captions to the audio clip so people who could not hear it could still follow the idea. They used large labels and high contrast on the map and graph. They also named the source of the photo and the plant-count data. During the question period, the speakers returned to the map when a parent asked about location. The media was not decoration. It gave the audience evidence, details, and several ways to connect with the proposal.

2 ANSWER WITH EVIDENCE Use the passage

- 1 Which digital media choice helped the audience understand where the garden would go? What detail on it made the location clear?

- 2 How did the photo and the audio clip engage the audience in different ways?

- 3 What information did the bar graph compare, and why was that useful for the presentation?

- 4 Name two choices the team made to help more people understand or trust the digital media.

3 YOUR TURN Your own words

Plan a one-minute oral proposal for one improvement at your school. Write a 3-4 sentence outline that names two different digital media choices, explains how each helps the audience, and includes one access feature or source credit.

PART 1 • READ AND MARK

Underline each digital media choice, number the choices, and write a short note in the margin telling how each one helps the audience understand or connect with the proposal. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Which digital media choice helped the audience understand where the garden would go? What detail on it made the location clear?	The digital campus map helped. A bright circle marked the sunny space beside the library.
2	How did the photo and the audio clip engage the audience in different ways?	The photo let the audience see a monarch butterfly, while the audio clip let listeners imagine the sounds of a planted space.
3	What information did the bar graph compare, and why was that useful for the presentation?	It compared the number of flowering plants in the proposed garden and the current grass patch. It made the plan's main difference quick to notice.
4	Name two choices the team made to help more people understand or trust the digital media.	Answers may include adding captions, using large labels, using high contrast, or naming the sources of the photo and plant-count data.

PART 3 • YOUR TURN (SAMPLE ANSWER)

I will propose a water-bottle refill station near the gym. A short video will show students waiting at the crowded fountain, helping the audience see the problem. A simple digital chart will compare the school's current bottle purchases with projected use after a refill station is added, so listeners can compare results. I will caption the video and list the source for the bottle data.

Accept responses that select media suited to the student's proposal and clearly explain how each medium informs or engages the audience. The outline must include two different digital media choices and at least one accessibility feature or source credit.