Behind the Clip

Trace the sales signals inside a product video.

10.T.C.2.b "Identify overtly commercial influences on texts in audiovisual and digital modes and platforms. (I)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline each detail that openly promotes EchoArc or directs viewers toward a purchase. In the margin, number details that provide a buying path, reveal a financial connection, or pressure viewers to act quickly.

A Gamer's Headphone Video

1. On the video platform LoopLine, popular gamer Nia Vale posts a 90-second clip called "My Sound Setup for Finals Week." She opens with quick shots of the EchoArc X2 headphones beside her keyboard, then says the brand sent her a pair to test. In small white type at the top of the screen, the video reads, "Paid partnership with EchoArc." Nia describes the ear cushions and noise control while upbeat music plays. Each time she names the headphones, a bright EchoArc logo appears in the lower corner. The clip is edited like a personal recommendation, not a traditional television ad.

2. Below the video, a blue button says "Shop EchoArc X2," and it leads to the brand's online store. The description box repeats the button's message, includes the current price, and gives viewers the code NIA15 for 15 percent off. It also says, "Use my link to support the channel." A note after the link states that Nia may earn a commission on qualifying purchases. Near the end, she tells viewers that the code expires Sunday at midnight. Comments asking whether the headphones work with school laptops receive a reply from EchoArc's verified account, which posts the same store link.

3. During the final ten seconds, the screen splits in two. On one side, Nia wears the headphones in a crowded study hall. On the other, an animated meter moves from "ordinary sound" to "focus mode," although the video does not explain how the meter was measured. Large text says, "Hear more. Miss less." A countdown clock appears beside the code, and a voice says, "Tap below before the offer ends." The final frame shows the product, the price, the store button, and the words "Chosen by Nia Vale." Viewers can still learn something about the headphones, but they should examine why the clip presents that information in this particular way.

2 ANSWER WITH EVIDENCE

Use the passage

1. What on-screen disclosure tells viewers that EchoArc has a paid relationship with Nia?

2. Name two ways the post gives viewers direct access to EchoArc's online store.

3. Which two details reveal that Nia may benefit financially when viewers buy the headphones?

4. How do two choices in the final ten seconds encourage viewers to see the headphones as worth buying?

3 YOUR TURN

Your own words

Imagine a 30-second social-media video about a product. Write exactly three sentences that identify two overt commercial influences a viewer should notice and explain how they could shape the viewer's response.

ANSWER KEY

Behind the Clip

GRADE 10 · 10.T.C.2.b

PART 1 · READ AND MARK

Underline each detail that openly promotes EchoArc or directs viewers toward a purchase. In the margin, number details that provide a buying path, reveal a financial connection, or pressure viewers to act quickly. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What on-screen disclosure tells viewers that EchoArc has a paid relationship with Nia?	**"Paid partnership with EchoArc."**
2	Name two ways the post gives viewers direct access to EchoArc's online store.	**The blue "Shop EchoArc X2" button leads to the store, and store links appear in the description and in EchoArc's reply to a comment.**
3	Which two details reveal that Nia may benefit financially when viewers buy the headphones?	**The paid-partnership disclosure and the note that Nia may earn a commission on qualifying purchases.**
4	How do two choices in the final ten seconds encourage viewers to see the headphones as worth buying?	**The unmeasured animated meter makes the headphones seem effective, and the countdown with "Tap below before the offer ends" creates urgency to purchase.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

In a sneaker video, the caption "Paid partnership with SprintStep" shows that the creator has a business relationship with the brand, which may affect how viewers judge the review. A "Buy Now" button that opens the brand store directs viewers straight to a purchase. These details can make the video seem more like promotion than an independent recommendation.

Accept accurately identified promotional details and explanations of how they direct, reward, or pressure viewers to buy. For the open response, accept any plausible product scenario with exactly three sentences, two clear commercial influences, and an explanation of their effect.