Behind the Message

Trace the visible and hidden forces behind a text.

11.T.C.2.b "Determine influencers of text, including "invisible" commercial influences. (I)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle each person or organization that could influence a message. Underline details that reveal financial, ownership, audience, or personal incentives, then label each underline with F, O, A, or P to show why it matters.

More Than a Recommendation

1. When sophomore Maya searched for a video about preparing for the SAT, she chose one called "The Study Method Nobody Tells You." The host spoke casually from a bedroom and said the video was not an advertisement. Near the end, however, he displayed a planner app and placed a discount code in the description. The app company paid the creator a commission for each subscription bought with that code. That payment does not prove the advice is false, but it gives the host a financial reason to emphasize the app's benefits and spend less time on its limits or competing tools.

2. Commercial influence can also be hidden in the organizations behind a message. A local news site published an article praising a proposed waterfront stadium as a boost for neighborhood jobs. The article quoted a construction executive, a restaurant owner, and a city council member, but it did not mention that the site's parent company owned land near the proposed project. More visitors could increase the value of that land. Readers who know this connection may still consider the reporting, yet they should ask whether the site selected favorable sources, details, and language because of its owner's interests.

3. Influence is not always monetary. The host's audience, personal experience, and desire for attention can shape a text as well. In Maya's video, the dramatic title may help attract clicks, while the host's own success with a strict schedule may lead him to treat one approach as universal. These influences are more visible when a speaker explains their experience and evidence. Commercial ties are harder to notice when they appear only in a tiny disclosure, a link, or a missing fact. Careful readers separate a claim from the forces that may have encouraged someone to make it.

2 ANSWER WITH EVIDENCE

Use the passage

1. What commercial influence affects the video host, and how could it shape the video's recommendation?

2. What ownership connection does the news site leave out, and why could that connection influence its stadium article?

3. Identify two details in the video that signal the host may have a financial connection to the planner app.

4. Name one noncommercial influence on the video host and explain how it could affect the message.

3 YOUR TURN

Your own words

Write exactly three sentences about an online recommendation you might encounter. Include a claim, one commercial influence that might not be obvious, and one noncommercial influence, and explain how each could shape the message.

ANSWER KEY

Behind the Message

GRADE 11 · 11.T.C.2.b

PART 1 · READ AND MARK

Circle each person or organization that could influence a message. Underline details that reveal financial, ownership, audience, or personal incentives, then label each underline with F, O, A, or P to show why it matters. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What commercial influence affects the video host, and how could it shape the video's recommendation?	**The app company pays the host a commission for subscriptions bought with the discount code. This could lead him to stress the app's benefits and downplay its limits or competitors.**
2	What ownership connection does the news site leave out, and why could that connection influence its stadium article?	**The site's parent company owns land near the proposed stadium. More visitors could raise the land's value, giving the owner an interest in favorable coverage.**
3	Identify two details in the video that signal the host may have a financial connection to the planner app.	**The host displays the planner app and includes a discount code. The passage also states that the company pays a commission for subscriptions made with that code.**
4	Name one noncommercial influence on the video host and explain how it could affect the message.	**His desire for clicks could lead to a dramatic title. His personal success with a strict schedule could also cause him to present that approach as right for everyone.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A fitness creator says a new insulated bottle is the only one runners need. The bottle brand pays her through a marketing agency, a connection viewers may not see, so she may focus on its strengths rather than cheaper bottles. Because her followers expect marathon advice and she has had good experiences with the bottle, she may also present her preference as a rule for every runner.

Accept supported explanations of financial, ownership, audience, or personal influences and their likely effects on claims, source selection, or wording. For the open task, accept any three-sentence response with a clear recommendation, a plausible less-visible commercial influence, and a noncommercial influence explained accurately.