

Message by Design

Compare how emergency information changes across forms.

12.P.AC.3.c "Apply knowledge of how mode and genre impact how ideas and information are structured and arranged in texts. (I/C)"

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline words that signal a change in mode or genre, then number the passage's three major organizational moves to show how the writer builds the explanation.

When Warnings Change Shape

- ① At 6:10 a.m., a coastal resident may hear a phone chime, see a colored map on television, and find a neighbor posting an evacuation route online. Each message can carry the same urgent fact, yet its design changes with its mode and genre. A wireless emergency alert must deliver a location and action within limited space, so it puts the command near the beginning. A television weather segment can slow down, show radar, and explain uncertainty. A social media post can link to fuller directions but may spread before officials verify it. In an emergency, arrangement affects what people notice first.
- ② Public agencies therefore build messages in layers. On an agency website, an evacuation bulletin usually begins with a headline naming the area and deadline. It follows with numbered instructions, shelter locations, and links for transportation or medical help. That sequence lets a reader act before reading every detail. By contrast, a news report may open with the newest development, then add quotations, background, and estimates from officials. The report's order helps readers understand what changed and how reliable each claim is. Neither arrangement is automatically better. The chosen genre reflects the audience's immediate need: action, explanation, or ongoing coverage.
- ③ Readers also need to recognize when a form's limits matter. A short alert cannot include every reason behind a closure, while a detailed report may arrive too late for a person deciding whether to leave. For that reason, responsible communicators often connect genres: an alert directs people to an official page, and the page supplies maps, updates, and answers to common questions. The messages should agree on crucial facts, even though their order differs. When readers compare the forms, they can ask not only whether information is true, but also whether the structure makes the right information usable at the right moment.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How do the wireless emergency alert and the television weather segment arrange information differently, and why does each arrangement fit its mode?

2 What information comes first, next, and later in the agency website evacuation bulletin? How does that order serve readers?

3 How is the news report structured differently from the evacuation bulletin, and what audience need does that structure address?

4 Why does the final paragraph explain the limits of short alerts and detailed reports before recommending that communicators connect genres?

3 YOUR TURN _____ Your own words

Choose a school safety or schedule situation. Write a 35-50 word emergency alert and a 70-90 word news update about the same situation. Put immediate action and essential facts first in the alert, then put the newest development first, followed by background and an attributed source in the update.

PART 1 • READ AND MARK

Underline words that signal a change in mode or genre, then number the passage's three major organizational moves to show how the writer builds the explanation. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the wireless emergency alert and the television weather segment arrange information differently, and why does each arrangement fit its mode?	The alert puts the command near the beginning because it has limited space and requires quick action. The television segment can use radar and a slower explanation because it has more room to show and explain uncertainty.
2	What information comes first, next, and later in the agency website evacuation bulletin? How does that order serve readers?	It begins with the area and deadline, follows with numbered instructions, then gives shelter locations and links for help. Readers can act before reading every detail.
3	How is the news report structured differently from the evacuation bulletin, and what audience need does that structure address?	The news report begins with the newest development and then adds quotations, background, and official estimates. This order helps readers understand what changed and judge the reliability of claims.
4	Why does the final paragraph explain the limits of short alerts and detailed reports before recommending that communicators connect genres?	The limitations show why one form cannot meet every need. The recommendation follows logically because linked genres can provide both immediate direction and fuller information.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Emergency Alert: Water service is off at Northside High because of a broken pipe. Do not use drinking fountains or restrooms. Students should remain in assigned classrooms until staff provide directions. Dismissal will occur at 1:30 p.m. Buses will use the east entrance. News Update: Northside High will dismiss students at 1:30 p.m. today after a broken water pipe shut off service to the building. The school asked students to stay in their classrooms and told families that buses will leave from the east entrance. Principal Maya Chen said maintenance crews are assessing the pipe and that drinking fountains and restrooms cannot be used. The district will post an update before tomorrow's classes on its website.

Accept answers that accurately identify the passage's structural choices and explain how those choices match purpose, audience, and mode or genre. For Part 3, accept varied situations if both texts meet the length requirements and clearly use different, appropriate arrangements.