Message Match Plan

Study how a campaign matches messages to readers.

8.P.EICC.4.b "Plan how to organize the text by selecting modes, genres, and structures that will achieve the purpose and meet the needs of the target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle each genre, underline the target audiences, and box words that show a mode or an order. Your marks should show how the team plans messages for its purpose and readers.

A Field Day Campaign

1. At Riverbend Middle School, the Eco Team wants students and families to bring reusable water bottles to the spring field day. The team first names its purpose: reduce single-use plastic while keeping everyone hydrated. Its main audience is students, who need quick, practical information, but families also need details about water stations. Instead of writing one long announcement, the team plans three connected pieces. Each piece will use a different genre and mode so readers can find the information they need.

2. For students, the team chooses a persuasive poster with a bold headline, a bottle image, and three brief reasons to refill instead of buying a drink. This visual format can hang near lockers and the gym, where students make fast choices. For families, the team chooses an informative email sent before field day. The email begins with the event date and water-station locations, then gives a short list of what to pack. This order lets busy adults find essential details before reading extra explanation.

3. To connect both groups, the final piece is a short narrative-style social media post for the school account. It opens with a student arriving at field day with an empty bottle, moves to the refill station, and ends with the campaign message, "Refill, Reuse, Repeat." The post links to the email information for families and repeats the poster's main idea. The team schedules the poster one week before the event, the email three days before, and the post the morning of field day. The sequence builds awareness, supplies details, and offers a final reminder.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is the Eco Team's purpose, and who are its two target audiences?

2. Why is a persuasive poster a fitting choice for students? Use two details from the plan.

3. How is the family email organized, and how does that order meet families' needs?

4. What three genres does the team use, and how does the release schedule support the campaign?

3 YOUR TURN

Your own words

Plan a three-piece message set that encourages students to attend a school talent showcase. State your purpose and audience, then name three genres. For each genre, identify its mode and structure or order, and explain why it fits the audience.

ANSWER KEY

Message Match Plan

GRADE 8 · 8.P.EICC.4.b

PART 1 · READ AND MARK

Circle each genre, underline the target audiences, and box words that show a mode or an order. Your marks should show how the team plans messages for its purpose and readers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is the Eco Team's purpose, and who are its two target audiences?	**Its purpose is to reduce single-use plastic while keeping people hydrated. Its audiences are students and families.**
2	Why is a persuasive poster a fitting choice for students? Use two details from the plan.	**Students need quick information and make fast choices near lockers and the gym. The poster uses a bold headline, an image, and three brief reasons that can be scanned quickly.**
3	How is the family email organized, and how does that order meet families' needs?	**It gives the event date and water-station locations first, then a packing list. Busy adults can find essential details before extra explanation.**
4	What three genres does the team use, and how does the release schedule support the campaign?	**The team uses a poster, an email, and a social media post. Releasing them one week before, three days before, and the morning of the event builds awareness, gives details, and provides a final reminder.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Purpose: persuade students to attend the talent showcase. Audience: students who may not know the performers. A persuasive poster uses a claim, performer photos, and three reasons to attend, so students can scan it in the hallway. An informative social media carousel uses slides in priority order, from the date and ticket cost to the acts and arrival details, so students can save key facts. A narrative morning-announcement script follows a performer from rehearsal to the stage and ends with a ticket reminder, making the event feel personal.

Accept varied, logical plans when the student clearly states a purpose and audience and matches each genre, mode, and structure to audience needs. The three pieces may use different genres than the sample if the explanations are specific and reasonable.