

Messages Meet Moments

Analyze how setting and audience shape communication.

9.P.ST.1.b "Consider how context impacts the purposes of the author and the audience. (I/C)"

NAME _____

DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline details that show where, when, or how each message reaches people. Circle words or features that the author chose to fit that audience and purpose.

One Break, Three Messages

- ① On a Tuesday morning, a water main broke beneath Maple Avenue, sending water across sidewalks and closing two blocks near the high school. The city's emergency communication team needed residents to avoid the area, protect their health, and learn where to get updates. By noon, the team had created a short phone alert, a social media post, and a printed notice for a community center. Each message came from the same city office and shared the same basic facts. Yet the writers changed their choices because people would receive the information in different places, at different times, and with different needs.
- ② The phone alert began, "Avoid Maple Avenue between Oak Street and Ninth Street until further notice." It used a direct command because drivers and families might hear it while moving through the neighborhood. The alert also named the city website and a phone number for updates. Rather than explain the repair work, it focused on an immediate choice its audience could make. The author's purpose was to reduce danger quickly before people entered a flooded street or tried to use a closed route during the morning rush.
- ③ The social media post appeared later that afternoon, when many residents could look at a screen and share information with neighbors. It included a map, a photo of the closure signs, and a brief explanation that crews were repairing the broken pipe. The post asked readers to use the marked detour and to check on neighbors who might not see online updates. Here, the author wanted to inform the public and spread the message beyond the city's followers. Visual details and shareable wording suited an audience with time to review, repost, and discuss the situation. The printed notice at the community center gave the detour, the repair hotline, and the location of bottled-water pickup.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How did the context of the phone alert shape both its wording and the author’s purpose? Use one detail from the passage.

2 Why were a map, a photo, and a brief explanation effective choices for the social media post? Explain how those choices fit its audience and purpose.

3 What audience need may have led the team to post a printed notice at the community center? What information in the notice serves that need?

4 What overall goal did all three messages share? Why did the city use different forms to reach that goal?

3 YOUR TURN _____ Your own words

Imagine severe weather closes school early. Choose either students riding buses or caregivers picking up students. Write a 35 to 50 word message from the school, then add one sentence that names the audience, explains the context, and states the message’s purpose.

PART 1 • READ AND MARK

Underline details that show where, when, or how each message reaches people. Circle words or features that the author chose to fit that audience and purpose. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How did the context of the phone alert shape both its wording and the author's purpose? Use one detail from the passage.	Because drivers and families might hear the alert while moving, it uses a direct command. Its purpose is to reduce danger quickly by keeping people away from the flooded, closed street.
2	Why were a map, a photo, and a brief explanation effective choices for the social media post? Explain how those choices fit its audience and purpose.	Residents viewing a screen later in the day could review, share, and discuss visual information. The features helped the author inform the public and spread the message to more people.
3	What audience need may have led the team to post a printed notice at the community center? What information in the notice serves that need?	The notice could serve community-center visitors, including people who might not see online updates and need practical information. It provides the detour, repair hotline, and bottled-water pickup location.
4	What overall goal did all three messages share? Why did the city use different forms to reach that goal?	All three messages aimed to help residents respond safely to the water-main break and find updates. Different forms fit people receiving information in different places, at different times, and with different needs.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Bus riders, report to your usual bus area at 12:15 p.m. today. Buses will leave early because severe weather is expected this afternoon. Bring your belongings, listen for staff directions, and do not wait for after-school activities. The audience is bus riders; because they must act quickly before an early departure, the purpose is to give clear travel directions.

Accept reasonable explanations that connect a message feature to the audience's situation and the author's purpose. For Part 3, accept varied messages if the stated audience, context, purpose, and wording clearly fit one another.