Catch Their Eye

Examine how a cleanup campaign pairs words with images.

7.CC.8 "Analyze the ways that the media use words and images to attract the public's attention."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the poster headline and the second post's caption, circle the image description paired with each, and label the matching words and images 1 or 2.

Two Posts for the Creek

1. At Harbor Creek Middle School, students made a digital poster for a Saturday creek cleanup. The headline read, "What washed up here?" Below it, a smaller line said, "Join the cleanup at 9 a.m." The planned image was a close-up of a muddy sneaker beside bright snack wrappers on the creek bank. A wide view of the water might have looked peaceful, but it would have hidden the litter. The students placed the headline above the image so readers would see the question before noticing the mess.

2. For a second post, the team chose a different angle. Its caption began, "One hour can change this corner." Two photos would appear side by side: one showing wrappers caught in reeds, the other showing that same spot after volunteers picked up the litter. A tiny note under the photos would say, "Images taken at last month's cleanup." The team chose pictures of one small area rather than claiming the entire creek was clean. The post ended with the event time and a link to sign up.

3. Before sharing either post, the students asked classmates which one caught their attention first. Several noticed the question on the poster; others pointed to the sharp difference between the two photos in the second post. One classmate said the bright wrappers were easier to spot than the brown sneaker. Another wondered whether the word "change" promised more than a one-hour cleanup could deliver. The team kept the caption but added, "We will focus on litter near the footbridge," to explain what volunteers could actually do.

2 ANSWER WITH EVIDENCE

Use the passage

1. How does the poster's headline invite readers to look closely at its planned image?

2. Why might the poster's close-up catch more attention than a wide view of the creek?

3. How do the second post's caption and side-by-side photos work together to attract attention?

4. How does the added sentence about the footbridge affect the impression made by the word “change”?

3 YOUR TURN

Your own words

Create a post for a school book swap. In three sentences, write a headline, describe a photo you would choose, and explain how the words and photo would work together to catch attention.

ANSWER KEY

Catch Their Eye

GRADE 7 · 7.CC.8

PART 1 · READ AND MARK

Underline the poster headline and the second post's caption, circle the image description paired with each, and label the matching words and images 1 or 2. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How does the poster's headline invite readers to look closely at its planned image?	**The question makes readers curious about what washed up, so they may look at the close-up to find out.**
2	Why might the poster's close-up catch more attention than a wide view of the creek?	**The close-up makes the bright wrappers and litter easy to notice, while a wide view could hide them.**
3	How do the second post's caption and side-by-side photos work together to attract attention?	**The caption promises change, and the two photos show a noticeable difference in one spot after a cleanup.**
4	How does the added sentence about the footbridge affect the impression made by the word “change”?	**It makes clear that volunteers will work on litter in one area, rather than change the entire creek.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My headline is “Your next favorite story is waiting!” My photo would show a student choosing a book from a crowded swap table. The headline sparks curiosity, while the photo shows where students could find a new story.

Accept other supported explanations of how the described words and image choices draw attention. For Part 3, look for a headline, a specific photo choice, and an explanation connecting their effects.