# Message in Motion

Shape one message for different audiences and formats

**10.7.W** "Students will create engaging multimodal content that intentionally addresses an audience and accomplishes a purpose."

NAME _____ DATE _____

## 1 READ AND MARK

Read it twice

**YOUR JOB** Underline two phrases aimed at athletes, circle one visual choice and one sound choice, and number the calls to action in the poster, announcement, and app message. Notice how each choice helps the campaign reach students.

### Refill After Practice

1. At fictional Cedar High, a student campaign asks athletes to refill reusable water bottles after practice. The poster plan places REFILL in large black letters on white paper, where students rushing past the gym can spot it. Beneath that headline, the poster says, "Water station: across from the gym doors." Its last line reads, "Next practice, bring your bottle." The location answers an immediate question, while the last line gives students a reason to plan ahead. There is no long explanation on the poster; its short lines must work during a quick walk down the hall.

2. The same campaign includes a fifteen-second announcement for the gym speakers. It begins with the sound of a basketball bouncing twice, then a student voice says, "Practice is over. Before you head out, fill your bottle at the station across from the gym doors." A second voice adds, "No bottle today? Put one in your bag for next time." The bounce catches the attention of players who may not be looking at a poster. Spoken directions also reach students while they pack up, but the message stays short enough not to interrupt the busy exit.

3. For the team's school app, the campaign uses a phone-friendly message aimed at students checking practice updates. Its opening line is "Heading to practice?" followed by "Pack your reusable bottle." The next line reads, "Refill after practice: station across from the gym doors." The final line asks, "Which teammate can remind you?" Each instruction stands on its own line so a student can scan it between notifications. Unlike the gym announcement, this message arrives before practice, when students can still put a bottle in their bags. All three versions ask for a doable action, but each meets students at a different moment.

## 2 ANSWER WITH EVIDENCE

Use the passage

1. Why does the poster put REFILL in large black letters and keep its directions short? Identify who will see it and how.

2. Why is a bouncing basketball a purposeful sound for the gym announcement?

3. How does the app message time its request differently from the gym announcement, and why does that matter?

4. Choose one call to action from the campaign. Explain how its wording fits its format and audience.

## 3 YOUR TURN

Your own words

Create a two-part campaign inviting incoming ninth graders to use the library as a quiet place to study. Write an eye-catching hallway poster headline and one short direction, then script a 10-second audio announcement with a sound cue and a direct invitation; say where the poster goes and when the audio plays.

ANSWER KEY

# Message in Motion

GRADE 10 · 10.7.W

## PART 1 · READ AND MARK

Underline two phrases aimed at athletes, circle one visual choice and one sound choice, and number the calls to action in the poster, announcement, and app message. Notice how each choice helps the campaign reach students. Accept any marking that follows this job and points at the right text.

## PART 2 · ANSWERS

| # | QUESTION | ANSWER |
|---|---|---|
| 1 | Why does the poster put REFILL in large black letters and keep its directions short? Identify who will see it and how. | **Athletes rushing past the gym can spot the large headline and understand the short directions without stopping.** |
| 2 | Why is a bouncing basketball a purposeful sound for the gym announcement? | **The familiar sound catches players' attention, including those who are packing up instead of looking at a poster.** |
| 3 | How does the app message time its request differently from the gym announcement, and why does that matter? | **The app message reaches students before practice, when they can still pack a bottle. The announcement reaches them as they leave the gym.** |
| 4 | Choose one call to action from the campaign. Explain how its wording fits its format and audience. | **"Next practice, bring your bottle" is short enough for athletes to read while passing the poster and gives them an action to remember for their next visit.** |

## PART 3 · YOUR TURN (SAMPLE ANSWER)

Poster near ninth-grade lockers: NINTH GRADERS: FIND YOUR FOCUS. Study in the library after school. Audio at the end of the last class: [Bell chime] "Need a quiet study spot? Ninth graders, come to the library after school and choose a seat."

Accept other passage-supported explanations that connect a specific choice to its audience, format, and purpose. For Part 3, look for distinct poster and audio choices, both inviting ninth graders to study in the library.