

Message Detectives

Inspect media choices and check claims against a source.

5.C.4 “Examining Media Messages Deconstruct various types of media to identify the characteristics and determine the effectiveness of the intended messages. Identify the purpose, intended audience, and credibility of information (e.g., auditory...”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

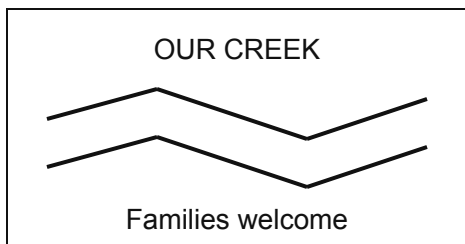
YOUR JOB Read the event listing and both visible messages. Underline event claims. Compare them with the listing before deciding which message to trust.

Fictional Sources for This Investigation

- ① All organizations, messages and event details here are invented. Event listing from River Town Library: Family Creek Cleanup, Saturday at 9 a.m., meeting outside the library. Entry is free. Bags and gloves are provided. Ask the library desk to confirm details.
- ② Message A is the library's printed poster. Message B is a community social post from @CleanupFan. A headline, image, layout or excited wording can attract attention without proving that a claim is accurate. Compare specific claims with the event listing.
- ③ For your own messages, use these NEW practice facts from River Town Library: Family Book Share, Friday at 3 p.m., library meeting room. Entry is free. Bring one gently used book to exchange. Ask the library desk for details.

A · River Town Library: printed poster

Help Our Creek Shine!



Families: join our creek cleanup Saturday at 9 a.m. Meet outside the library. Free entry; bags and gloves provided.

Event details: ask the library desk.

B · @CleanupFan: community social post

Best Saturday Ever!



Families, meet outside the library at 11 a.m. for the creek cleanup! Bring \$5 for an entry ticket. Pass this along!

No link or explanation of the time or ticket claim.

2 ANSWER WITH EVIDENCE ————— Use the media and background

1 What purpose and audience do A and B share? How does each try to attract that audience?

2 Which two claims in B conflict with the listing? Give the correct details.

3 Which message is better supported here, and what should a reader check before acting?

3 YOUR TURN _____ Your own words

Using the NEW Book Share facts, make a printed poster in Message 1 and a community social post in Message 2. Include the audience, time, place, entry cost, what to bring and source in each. Add a useful visual or layout choice; use a different attention-getting technique in each. On the lines, explain the intended effect of one technique and how a reader can verify your claims. Have a partner compare both products with the facts and correct any mismatch.

Message 1: write and draw the complete text

Message 2: write and draw the complete text

PART 1 • READ AND MARK

Read the event listing and both visible messages. Underline event claims. Compare them with the listing before deciding which message to trust. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What purpose and audience do A and B share? How does each try to attract that audience?	Both invite families to a creek cleanup. A uses a prominent invitation and a simple creek drawing; B uses an excited headline, an exclamation and a framed Share prompt.
2	Which two claims in B conflict with the listing? Give the correct details.	B says 11 a.m. and a \$5 entry ticket. The library listing says 9 a.m. and free entry.
3	Which message is better supported here, and what should a reader check before acting?	A matches the supplied listing and directs readers to the library desk. A reader should confirm the time and entry cost with the library. An exciting design or named account alone does not prove accuracy.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Poster: Families, Share a Story! Family Book Share, Friday at 3 p.m., library meeting room. Free entry. Bring one gently used book to exchange. Source: River Town Library; ask the desk for details. Add a drawing of two books changing hands. Social post: Got a book to share? Join the Family Book Share Friday at 3 p.m. in the library meeting room. Free entry; bring one gently used book to exchange. River Town Library has the details at its desk. Use a framed question as the attention-getting technique. The book drawing shows exchange; the question invites interest. Readers can confirm claims with the library desk.

Compare actual visible messages and the supplied fictional listing. B conflicts on two checkable facts; its excitement or account name alone is not evidence of truth or falsity. Accept supported explanations of likely effects, not claims that every viewer reacts alike. Both created products need all supplied logistics, an audience and an accurate source. Look for distinct techniques and completed visuals or purposeful layout, not merely descriptions of an imagined product. Student messages must not repeat B's false time or ticket cost. A partner checks both against the new Book Share facts.