Media Makes It Matter

See how digital media can connect an issue to an audience.

ELA.8.C.5.1 "Integrate diverse digital media to emphasize the relevance of a topic or idea in oral or written tasks."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline every digital media item and circle the words that explain how it makes the tree plan matter to the audience.

A Cooler Schoolyard Plan

1. At Jefferson Middle School, students noticed that the blacktop felt much hotter than the grass during lunch. Their science club proposed more shade trees, but a written claim alone might seem distant to families. For a presentation, the club opened with a digital photograph of students standing beside the bare blacktop and a thermometer reading 118°F. The image gave viewers a real place and a number to consider. It connected the proposal to a space students use every day.

2. Next, the club embedded an interactive map showing summer surface temperatures across the neighborhood. Users could tap their street, compare shaded and unshaded blocks, and see where heat was strongest. This tool mattered because heat is not spread evenly. A family living near a large parking lot could locate its own area instead of treating the issue as someone else's problem. The club also added a 20-second audio clip of a nurse explaining that extreme heat can cause dizziness and dehydration. Hearing a local health expert made the data feel connected to students' safety.

3. Finally, the presentation ended with a simple bar graph made from the club's lunchtime temperature measurements. The graph compared blacktop, grass, and the covered basketball court at the same time each day. It helped the audience see a pattern without reading a table of numbers. Together, the photograph, map, audio clip, and graph did different jobs. The media were not decorations. Each one supplied evidence or a human connection that made the tree plan relevant to people who would vote, volunteer, or use the cooler schoolyard.

2 ANSWER WITH EVIDENCE

Use the passage

1. Which media choice first connects the tree proposal to a place students use every day? Explain how it creates that connection.

2. How does the interactive map make the heat issue relevant to individual families?

3. What does the nurse's audio clip add that the map and graph do not add?

4. Why is using the photograph, map, audio clip, and graph stronger than using the graph alone?

3 YOUR TURN

Your own words

Digital media workshop

Your teacher will provide a school-approved document, slide or drawing tool and supported device access. Create native shapes, chart bars and text; no external images or accounts are needed.

Fictional practice card

An invented courtyard has a reading bench beside a path from the classroom door. The path must remain clear. A planning card lists 0 current shade structures and 2 proposed structures beside the bench. These are fictional proposal counts, not temperature measurements or observed results.

Write a 3–4-sentence plan with a claim and two different media items and their audience relevance. Then actually create and save a short digital written explanation or presentation integrating a labeled courtyard diagram and a bar chart comparing 0 current with 2 proposed shade structures. Label the path, bench and proposed structures; give the chart a number scale starting at zero, category labels and source credit. Connect both media to the written claim about the proposed reading space and explain what each helps readers understand. Use readable contrast. Show the product to a partner and record one actual observation about its relevance to the audience.

ANSWER KEY

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GRADE 8 · ELA.8.C.5.1

PART 1 · READ AND MARK

Underline every digital media item and circle the words that explain how it makes the tree plan matter to the audience. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Which media choice first connects the tree proposal to a place students use every day? Explain how it creates that connection.	**The digital photograph with the thermometer reading. It shows students beside the bare blacktop and gives viewers a concrete temperature at their school.**
2	How does the interactive map make the heat issue relevant to individual families?	**Families can tap their own street and locate nearby hot areas, so the issue does not seem like someone else's problem.**
3	What does the nurse's audio clip add that the map and graph do not add?	**It adds a local health expert's explanation of heat risks, connecting the data to students' safety.**
4	Why is using the photograph, map, audio clip, and graph stronger than using the graph alone?	**The media provide different kinds of support: a real place and temperature, personalized local information, health concerns, and a clear pattern in the data.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Our digital explanation will propose two shade structures beside the fictional courtyard's reading bench. A labeled diagram will show the proposed structures and clear path, helping readers understand where the plan would fit. A bar chart will compare 0 current with 2 proposed structures, making the size of the proposed change clear without claiming measured cooling. Both pieces will connect to our claim about the proposed reading space.

This four-sentence plan is preparation. Inspect the actual saved diagram/chart integrated with the written explanation and the real partner observation.

Accept responses that accurately identify the media and explain their stated audience connection. For Part 3, provide actual device/tool access and inspect the saved integrated digital product, not only future media names. Check two distinct media, explicit connections to the claim and audience relevance, correct diagram features/clear path, labeled zero-based chart and source credit. Verify 2 − 0 = 2 proposed additional structures; no measured temperature benefit is established. Check real partner use/observation. Accept equivalent actual oral or written integration; no video, interactive website or external image quota.