Messages That Fit

Study how audience and purpose shape media choices.

10.C.3.C "Create media messages for diverse audiences and purposes."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle each audience, underline each goal or purpose, and box details that change to fit that audience. These marks show how creators shape media messages for different people.

A Stadium Sorting Campaign

1 After students noticed overflowing recycling bins near the stadium, the Green Team planned a campaign called Sort It Right. Their goal was not simply to share facts. They wanted fans to place bottles, cans, and food waste in the correct containers during crowded games. Before designing anything, the team listed its audiences: students leaving school, families attending weekend events, and stadium workers who empty bins. Each group would see the same basic action, but the message, format, and details would change. The team also checked that its claims matched the stadium's actual recycling and compost rules.

2 For students, the team created a 10-second vertical video for the school's social media account. It opens with a student holding a drink cup and says, "Game over? Put your cup in the blue bin." Quick labels point to the blue recycling bin, green compost bin, and black trash bin. A caption gives the location of the nearest bin. The video uses large text, sound-off captions, and translations in Spanish and English. Its purpose is immediate action: help viewers sort an item before they walk away. The team chose a fast video because students often check phones while moving between the bus area and the stadium.

3 For families, the team made a printed map card available at ticket tables. The headline reads, "Keep Our Stadium Clean Together," and the map shows bin stations, restrooms, and exits. It invites adults to help younger children sort items, so its purpose is to prepare people before the event begins. For stadium workers, the team designed a separate staff-room poster. It lists pickup times, shows which bags go to each loading area, and gives a phone extension for reporting a full bin. This poster uses precise directions because its purpose is coordinated work, not public persuasion. Across all three messages, the audience and purpose guide every choice.

2 ANSWER WITH EVIDENCE

Use the passage

1. Why did the Green Team plan different messages instead of using one identical message for everyone?

2. Identify the audience, format, and purpose of the team's vertical video.

3. What two choices make the video easier for more viewers to use or understand?

4. How does the family map card differ from the worker poster in both purpose and content?

3 YOUR TURN

Your own words

Your school library now lends chargers, and teachers collect damaged devices. Create two 35-45-word media messages: a social media post that helps students borrow a charger, and a staff notice asking teachers to report damaged devices. Make each message's language and details fit its audience and purpose.

ANSWER KEY

Messages That Fit

GRADE 10 · 10.C.3.C

PART 1 · READ AND MARK

Circle each audience, underline each goal or purpose, and box details that change to fit that audience. These marks show how creators shape media messages for different people. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Why did the Green Team plan different messages instead of using one identical message for everyone?	**Its audiences had different needs and situations, so the message, format, and details needed to change while keeping the same sorting action.**
2	Identify the audience, format, and purpose of the team's vertical video.	**The audience is students. The format is a 10-second vertical social media video. Its purpose is to prompt students to sort an item immediately.**
3	What two choices make the video easier for more viewers to use or understand?	**It uses large text, sound-off captions, and Spanish and English translations. Any two are acceptable.**
4	How does the family map card differ from the worker poster in both purpose and content?	**The map card prepares families to sort items and shows public locations such as bin stations, restrooms, and exits. The worker poster coordinates staff work with pickup times, loading areas, and a phone extension.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Student social post: Phone at 5%? Borrow a charger from the library before class, lunch, or practice. Bring your student ID, return the charger by 4:00 p.m., and keep your day powered. Ask at the circulation desk for the cable you need. Staff notice: Teachers: Please place damaged library devices in the labeled return crate by 3:30 p.m. Include the device number and a brief note about the problem. This record helps library staff arrange repairs and keeps working equipment available for students.

Accept varied media formats and wording if each message clearly fits its assigned audience and purpose. Each response should include practical, audience-appropriate details and contain 35 to 45 words per message.