

Framing the Plaza

Track how media choices shape meaning.

10.C.4.C “Examine and analyze how media messages are constructed based on varying opinions, values, and viewpoints.”

NAME _____

DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words or details that highlight a benefit or a problem. Circle details that a message includes or leaves out to guide the audience's view.

One Plan, Three Messages

- ① When Harbor City proposed replacing two blocks of downtown parking with a shaded public plaza, local media outlets told noticeably different stories. The Harbor Daily placed the proposal beside a photo of families at a crowded weekend market. Its headline, “A Safer Center for Harbor City,” emphasized benches, trees, and space for festivals. The article quoted a pediatrician who linked walkable public spaces to physical activity and a shop owner who expected more foot traffic. It briefly noted that 86 parking spaces would be removed, but gave no comment from a driver or a business that relies on curbside pickup.
- ② By contrast, a video from the Harbor Drivers Association opened with a delivery van circling the block in rain. Bold text asked, “Where Will We Park?” The narrator called the plan a threat to workers, then interviewed a florist who said customers need quick pickup. The video stated the number of spaces lost three times and showed a map with the planned plaza area shaded red. It did not mention the proposed loading zone on the next street or the city survey showing that many downtown visitors already arrive on foot, by bus, or by bicycle. Its choices aimed attention at inconvenience and cost.
- ③ Harbor Public Radio used a different format. Its segment began with sounds from the market, then presented a city planner, a wheelchair user, a bus rider, and the florist from the drivers’ video. The host explained that the council had not voted yet and listed both a proposed loading zone and concerns about lost parking. A chart compared travel modes from the city survey, while the website linked to the full proposal. This approach still reflected values: it treated access, public input, and evidence as important. Before deciding which message seems most convincing, audience members should notice what is highlighted, what is missing, and whose experience is central.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How do the Harbor Daily and the Harbor Drivers Association use different media choices to frame the plaza proposal?

2 What two details does the Drivers Association video leave out, and how could those omissions affect an audience?

3 What values does Harbor Public Radio emphasize, and which choices in its segment show those values?

4 Which source gives the audience materials to check its claims? Identify two specific choices that support your answer.

3 YOUR TURN _____ Your own words

Choose a school issue that is not the plaza proposal, then write two 2-3 sentence media messages with different viewpoints. Each message must include a headline, a visual or sound choice, and a selected fact or voice, then add two sentences explaining how the choices guide audiences.

PART 1 • READ AND MARK

Underline words or details that highlight a benefit or a problem. Circle details that a message includes or leaves out to guide the audience's view. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the Harbor Daily and the Harbor Drivers Association use different media choices to frame the plaza proposal?	The Daily uses a family-market photo, a positive headline, and supportive experts to frame the plaza as safe and beneficial. The Drivers Association uses a van in rain, a parking question, repeated parking-loss numbers, and a red map to frame it as costly and inconvenient.
2	What two details does the Drivers Association video leave out, and how could those omissions affect an audience?	It leaves out the proposed loading zone and the survey showing that many visitors walk, ride buses, or bicycle. Without those details, viewers may focus only on parking problems and miss possible solutions or other travel options.
3	What values does Harbor Public Radio emphasize, and which choices in its segment show those values?	It emphasizes access, public input, and evidence. It includes several voices, explains both the loading zone and parking concerns, uses a survey chart, and links to the full proposal.
4	Which source gives the audience materials to check its claims? Identify two specific choices that support your answer.	Harbor Public Radio does. Its website links to the full proposal, and its segment includes a chart based on the city survey.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Headline: "Later Bell, Healthier Students." A photo shows a student awake during first period. The post quotes sleep research and highlights students who commute before sunrise. Headline: "Later Start Means Later Practices." A short video shows a coach locking the gym after dark. It lists the cost of rescheduling buses and interviews a parent concerned about late pickups. The first message values student health and makes the change feel urgent by showing alertness and a difficult commute. The second values schedules and costs, directing viewers to consider consequences for teams and families.

Accept equivalent explanations that connect a media choice, such as a headline, image, source, repeated fact, omission, or format, to a viewpoint or value. For Part 3, accept varied school issues if both messages clearly use different construction choices and the explanation accurately connects those choices to audience impact.