Messages on the Move

Compare how sources shape public debate about a local proposal.

11.C.4 "Examining Media Messages Analyze the sources and viewpoint(s) of publications including advertisements, editorials, blogs, and websites. Analyze and critique how media reach the targeted audience for specific purposes. Analyze, compare..."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle words that reveal a source or viewpoint. Underline persuasive verbal or visual choices, and number 1, 2, or 3 beside clues about the intended audience.

A Debate Over Bike Lanes

1 On Instagram, a sponsored post from the Bright Streets Coalition asks residents to support a proposed protected bike-lane network in Riverton. The coalition describes itself as a group of downtown businesses, health advocates, and cycling organizations, so its viewpoint favors easier bicycle travel. The image shows a parent and child riding beside a wide green barrier, while car traffic appears small and distant. Its caption says, "A safer ride, a stronger city," then links to a petition. By appearing in users' feeds and using a brief slogan, the ad seeks quick support from younger residents and people who already follow local recreation accounts.

2 The Riverton Ledger's unsigned editorial takes the opposite position. Speaking for the paper's editorial board, it argues that the proposal could remove parking and slow deliveries, although it does not discuss crash data or the coalition's safety claims. A photograph of a delivery truck waiting behind traffic sits above the headline, "Before We Paint the Lanes, Count the Cost." The editorial uses cautious verbs such as "could" and "may," which make its prediction sound reasonable rather than certain. Published on the newspaper's website and in print, it is likely aimed at voters, shop owners, and city officials who worry about downtown access.

3 Meanwhile, the city transportation department's website presents an interactive map, project budget, and dates for public meetings. Because the department must inform all residents, its language is formal and avoids slogans, yet the map highlights streets where crashes were reported. A student blog, Ride Riverton, shares the coalition's ad and calls the lanes "freedom for streets," but readers comment that cyclists need safer routes and that merchants need loading zones. The website may reach people searching for details, while the blog can spread quickly through student networks. Together, these messages may shape public opinion by making safety, cost, and street access the main terms of debate.

2 ANSWER WITH EVIDENCE

Use the passage

1. Identify the source behind the Instagram ad and the source behind the editorial. How does each source's viewpoint frame the bike-lane proposal?

2. Compare one visual choice and one verbal choice in the Instagram ad with one visual choice and one verbal choice in the editorial.

3. What information does the editorial leave out, and how could that choice influence its audience?

4. Which publication is better suited to residents seeking detailed project information, and which one is more likely to spread quickly among students? Use details from the passage.

3 YOUR TURN

Your own words

Choose a school or community issue. In 55-70 words and exactly three sentences, compare two imaginary media messages about the issue, naming each source, its viewpoint, its intended audience, one visual choice, one verbal choice, and which message would likely be more effective.

ANSWER KEY

Messages on the Move

GRADE 11 · 11.C.4

PART 1 · READ AND MARK

Circle words that reveal a source or viewpoint. Underline persuasive verbal or visual choices, and number 1, 2, or 3 beside clues about the intended audience. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Identify the source behind the Instagram ad and the source behind the editorial. How does each source's viewpoint frame the bike-lane proposal?	**The Bright Streets Coalition, made up of businesses, health advocates, and cycling organizations, favors easier bicycle travel and supports the lanes. The Riverton Ledger editorial board focuses on possible parking and delivery problems and opposes the proposal.**
2	Compare one visual choice and one verbal choice in the Instagram ad with one visual choice and one verbal choice in the editorial.	**The ad uses an image of a parent and child beside a green barrier and the slogan "A safer ride, a stronger city." The editorial uses a photo of a delayed delivery truck and the headline about counting the cost, along with cautious words such as "could" and "may."**
3	What information does the editorial leave out, and how could that choice influence its audience?	**It leaves out crash data and the coalition's safety claims. This omission can make readers focus more on parking, deliveries, and cost than on safety benefits.**
4	Which publication is better suited to residents seeking detailed project information, and which one is more likely to spread quickly among students? Use details from the passage.	**The city transportation department website is better for detailed information because it includes an interactive map, budget, and meeting dates. The Ride Riverton blog is more likely to spread quickly among students through student networks.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A school newspaper editorial from its student editors urges a later start time, using the headline "Sleep Is a Safety Issue" and a photo of a tired student at a bus stop. A district website opposes the change with a bus-route chart and formal cost estimates for families. The editorial would probably persuade students more because its emotional image and direct wording match their daily experience.

Accept supported interpretations of viewpoint, audience, purpose, and effectiveness when students cite relevant details from the passage. For Part 3, accept varied issues and positions if the response meets the word count, sentence count, and required media-analysis elements.