Persuasion Under Review

Evaluate purpose, evidence, and clarity in a transit message.

12.C.4.B "Analyze and critique the effectiveness of media messages by evaluating the purpose, evidence, and clarity for specific purposes with targeted audiences."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline details that serve as evidence, circle words that reveal the purpose or audience, and number places where missing or vague information weakens the message.

Case Study: "One More Ride"

1. The Metro Transit Authority released a 30-second vertical video called "One More Ride" on Instagram, TikTok, and station screens. It targets city commuters, especially people who usually drive alone to work. The video opens with a driver circling a crowded parking garage, then cuts to a rider reading while a train passes traffic. Its purpose is to persuade viewers to try the new weekday express service. The final screen says, "Trade the search for a seat for a seat on the train," and links to a fare calculator.

2. Several details give the message some support. A caption states that the express train leaves every 15 minutes between 7:00 and 9:00 a.m., and the fare calculator lets viewers compare a monthly pass with parking costs. The authority also cites a 2025 rider survey showing that 68 percent of express riders arrived at work on time or early. However, the video does not name the number of survey respondents, explain how they were chosen, or compare train travel times with driving times. Those missing details limit the claim's strength.

3. The video is clear about the action it wants viewers to take: use the calculator and test the express service. Its quick images and short captions suit phone users who may watch without sound. Still, clarity weakens when the ad calls the service "faster" without saying faster than what route, at what time, or from which neighborhoods. A commuter near a station may find the message useful, while a worker far from a stop may not. Adding a map, sample trip times, and survey details would make the message more useful and credible for its intended audience.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is the video's purpose, and which audience is it mainly trying to reach?

2. Which feature provides the most useful evidence for a commuter deciding whether to switch from driving, and why?

3. Explain one reason the 2025 rider survey does not fully support the video's claim.

4. What makes the word "faster" unclear in the video, and what information would improve that claim?

3 YOUR TURN

Your own words

Choose a media message not discussed above, such as an announcement, advertisement, or post. In 90 to 120 words, identify its target audience and purpose, evaluate one piece of evidence and one clarity choice, then propose one specific revision.

ANSWER KEY

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GRADE 12 · 12.C.4.B

PART 1 · READ AND MARK

Underline details that serve as evidence, circle words that reveal the purpose or audience, and number places where missing or vague information weakens the message. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is the video's purpose, and which audience is it mainly trying to reach?	**Its purpose is to persuade viewers to try the weekday express service. It mainly targets city commuters who usually drive alone to work.**
2	Which feature provides the most useful evidence for a commuter deciding whether to switch from driving, and why?	**The fare calculator is most useful because it lets commuters compare the cost of a monthly pass with parking costs.**
3	Explain one reason the 2025 rider survey does not fully support the video's claim.	**The video does not give the number of survey respondents or explain how they were selected. It also does not compare train travel times with driving times.**
4	What makes the word "faster" unclear in the video, and what information would improve that claim?	**The video does not say faster than which route, at what time, or from which neighborhoods. A map and sample trip times would clarify the claim.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A school district's Instagram post asks families to use an online bus-tracking app during winter storms. Its purpose is to reduce calls to the transportation office, and it mainly targets parents and guardians who need pickup information. The post includes a link to the app and says that buses may run late during severe weather. That link is useful evidence that the app exists, but it does not show whether the tracking data is accurate or updated quickly. The large button labeled "Track My Bus" is clear. The post should state how often locations refresh and provide a phone number for families without internet access.

Accept equivalent evaluations that accurately connect a purpose, audience, evidence detail, or clarity issue to the passage. For Part 3, accept varied media examples if the response stays within the word range and evaluates evidence and clarity before proposing a specific revision.