

Campaign Lens

Trace how media choices shape a public message.

12.C.4.C “Analyze and evaluate how the media's use of symbolism, imagery, metaphor, and bias impacts the message.”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline words or descriptions that create symbolism, imagery, or metaphor. Circle clues about each campaign's point of view or interests, then number the marks 1 for Build Harbor and 2 for Save Our Shore.

Two Visions of Bayport

- ① After a coastal storm flooded Bayport's waterfront, two groups released media campaigns about a proposed seawall. Build Harbor's poster shows the city seal above a child holding a bright yellow umbrella beside dry shops. Its headline reads, “Stand Above the Next Storm.” Small print says the wall would protect downtown businesses and allow new waterfront housing. The poster was paid for by the Bayport Business Alliance, a group whose members include property owners and retailers. It uses blue-gray water and a clean white skyline, with no people shown near the construction zone.
- ② Save Our Shore answered with a ninety-second video titled “What Will Remain?” The opening follows a great blue heron lifting from a tidal marsh as slow music plays. Then the screen cuts to a bulldozer and a rendering of the seawall crossing the same shoreline. A narrator calls the marsh “the city’s lungs” and says the wall could squeeze the coast until it cannot breathe. The video states that construction may disturb habitat and shift flood pressure toward nearby neighborhoods. Save Our Shore is funded by local fishing guides and a regional conservation group.
- ③ At a public meeting, residents viewed both pieces on a large screen before speaking about the plan. The city clerk later posted the poster and video on the meeting website, alongside the proposal’s date and a map of the planned wall route. Neither campaign links to engineering studies, cost estimates, or habitat surveys. In local comments, several speakers mentioned jobs, insurance rates, fishing, and emergency access. The council has not yet voted on the seawall. Its decision is scheduled after two additional hearings in October.

2 ANSWER WITH EVIDENCE Use the passage

1 How do the city seal, yellow umbrella, and dry shops shape the impact of Build Harbor's message?

2 Analyze the effect of Save Our Shore's heron imagery and its description of the marsh as "the city's lungs." What message do these choices create?

3 Compare the information each campaign emphasizes. What relevant consideration receives little or no attention in each one?

4 How might the listed funding sources lead a careful viewer to question possible bias in each campaign?

3 YOUR TURN Your own words

Write a 100-130 word neutral post for Bayport's meeting website. Explain how one visual or phrase from each campaign may affect viewers, identify one missing kind of evidence, and recommend two sources viewers should check before deciding.

PART 1 • READ AND MARK

Underline words or descriptions that create symbolism, imagery, or metaphor. Circle clues about each campaign's point of view or interests, then number the marks 1 for Build Harbor and 2 for Save Our Shore. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the city seal, yellow umbrella, and dry shops shape the impact of Build Harbor's message?	They suggest civic protection, personal safety, and economic security, framing the seawall as a dependable shield against storms.
2	Analyze the effect of Save Our Shore's heron imagery and its description of the marsh as "the city's lungs." What message do these choices create?	The heron makes the marsh seem living and vulnerable, while the metaphor makes harm to the marsh feel like harm to the whole city. Together, they portray the seawall as a threat to an essential natural system.
3	Compare the information each campaign emphasizes. What relevant consideration receives little or no attention in each one?	Build Harbor emphasizes protection, businesses, and housing but gives little attention to construction effects or habitat. Save Our Shore emphasizes habitat and possible shifted flooding but gives little attention to the wall's economic or protective benefits.
4	How might the listed funding sources lead a careful viewer to question possible bias in each campaign?	The Business Alliance may favor development and protection of commercial property, while fishing guides and conservation groups may emphasize ecological risks. The funding does not prove either claim false, but it gives viewers a reason to seek independent evidence.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Before commenting on Bayport's seawall, viewers should notice how each campaign directs attention. Build Harbor pairs a child's yellow umbrella with dry shops, an image that can make protection feel immediate and personal. Save Our Shore calls the marsh "the city's lungs," a phrase that makes habitat loss seem like harm to the whole community. Neither campaign provides linked engineering studies or habitat surveys. Viewers should read an independent flood-risk study and a habitat assessment, then compare those findings with the proposal map. They should also consider costs, access, and effects on nearby neighborhoods. Funding disclosures can help them ask whose interests each message serves.

Accept equivalent analyses that connect a media choice to its likely effect on an audience and support claims with passage details. For the open response, accept varied neutral recommendations if the student addresses both campaigns, missing evidence, and two appropriate sources.