Framing the Street

Analyze how media choices shape public views of a city plan.

12.C.4.D "Explain and analyze how values and viewpoints are included or excluded and how media influences beliefs, interpretations, and behaviors."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline material that a source includes, circle words that describe information omitted or cropped, and put a star beside each statement explaining how media may influence people.

A Plan in the Feed

1. Riverton plans to replace two downtown parking lanes with protected bike lanes and wider sidewalks. Before the council vote, the transit agency posted a ninety-second video on its website. It showed parents cycling with children, a wheelchair user crossing a shorter distance, and a map predicting slower car speeds during rush hour. The narrator called the project a "safer route for everyone." The video did not include interviews with delivery drivers, store owners, or bus riders whose stops would move. By choosing cheerful images and safety language, the agency centered people walking, rolling, and biking.

2. That afternoon, the Riverton Ledger led with a photograph of a crowded loading zone and quoted a florist who feared late deliveries. Its article included the agency's estimate that car trips make up 62 percent of downtown arrivals, but it did not report how many of those trips were less than one mile or describe the planned protected barrier. The headline, "Bike Plan Threatens Main Street Deliveries," framed inconvenience as the central problem. Readers who saw only this article might conclude that the project mainly harms local commerce, even though the article mentioned no pedestrian or cyclist interviews.

3. On social media, a neighborhood group shared the agency video with the caption, "Let children travel without traffic beside them." The post included a link to the full proposal and invited followers to attend the hearing. Comments then spread a cropped image of the new bike lane, without the slower-speed map or the proposal's loading-zone changes. One commenter wrote that drivers would "lose every street." The cropped image made the plan seem larger and more sudden than the full proposal. Repeated posts can shape interpretation, prompting supporters to attend the hearing and opponents to share alarmed comments before reading the plan.

2 ANSWER WITH EVIDENCE

Use the passage

1. What values does the transit agency's video emphasize, and which viewpoints does it exclude?

2. Identify two details the Riverton Ledger leaves out. How could leaving them out shape a reader's interpretation?

3. What information is missing from the cropped social-media image, and what impression does the crop create?

4. What two different behaviors can repeated social-media posts encourage, according to the passage?

3 YOUR TURN

Your own words

Write exactly three sentences, 45 to 60 words total, for a social-media post about a proposed school or community change. Name a viewpoint or value you highlight, a relevant viewpoint you leave out, and the likely effect of that selection on readers.

ANSWER KEY

Framing the Street

GRADE 12 · 12.C.4.D

PART 1 · READ AND MARK

Underline material that a source includes, circle words that describe information omitted or cropped, and put a star beside each statement explaining how media may influence people. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What values does the transit agency's video emphasize, and which viewpoints does it exclude?	**The video emphasizes safety and access for people walking, rolling, and biking. It excludes delivery drivers, store owners, and bus riders whose stops would move.**
2	Identify two details the Riverton Ledger leaves out. How could leaving them out shape a reader's interpretation?	**It leaves out the number of short car trips and the planned protected barrier. These omissions can make the project seem mainly harmful to commerce and less focused on safety or alternatives to driving.**
3	What information is missing from the cropped social-media image, and what impression does the crop create?	**The crop leaves out the slower-speed map and the loading-zone changes. It makes the plan appear larger and more sudden than the full proposal.**
4	What two different behaviors can repeated social-media posts encourage, according to the passage?	**They can prompt supporters to attend the hearing and opponents to share alarmed comments before reading the full plan.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

At our school, the proposed later start time would give tired students more sleep and could improve attention in first period. This post highlights student health but leaves out families who rely on early drop-off because of work schedules. Readers may support the change quickly unless they consider those families' needs.

Accept varied school or community topics if the response is exactly three sentences and 45 to 60 words. The response should identify both included and excluded viewpoints or values and explain a plausible effect on beliefs or behavior.