One Message, Three Ways

Compare how media tools shape a cleanup message.

4.C.4 "Examining Media Messages Differentiate between auditory, visual, and written media messages (e.g., videos, podcasts, print advertisements) and their purposes (to explain, to inform, to persuade)..."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline each media format, circle words or phrases that tell its purpose, and number details that show how the poster, video, and podcast present the idea.

Cleaning the Creek

1. On Monday, Maya noticed snack wrappers beside the town creek. The Green Team wanted neighbors to use trash cans, so it shared the same idea in three kinds of media. A printed poster hung at the library. A short video played on the town website. A podcast message aired on the school's morning announcements that week.

2. The poster used visual and written parts. It used a large photo of a turtle near a wrapper. Its bold written words said, "Keep Our Creek Clean." The photo and short command were meant to persuade people to throw trash away. Readers could study the picture and words quietly, and the poster could stay on a wall for many days.

3. The video was a visual and auditory message. It showed an animation of a wrapper floating toward the creek, then showed a child picking it up. Soft music became brighter after the creek was cleaned. The podcast was an auditory message with no pictures. It used a rushing-water sound and a student's voice to explain where trash can travel after rain. Both messages informed people, but they used different tools.

2 ANSWER WITH EVIDENCE

Use the passage

1. Which message uses both visual and written parts? What is its purpose, and which two details help it meet that purpose?

2. How does the video use animation and music to show the cleanup idea?

3. Which message is auditory and has no pictures? What does it explain?

4. What purpose do the video and podcast share? Give one way their tools are different.

3 YOUR TURN

Your own words

Create a cleanup message for two different media formats. Write 2 or 3 sentences that name each format, state its purpose, and explain one different tool each format would use.

ANSWER KEY

One Message, Three Ways

GRADE 4 · 4.C.4

PART 1 · READ AND MARK

Underline each media format, circle words or phrases that tell its purpose, and number details that show how the poster, video, and podcast present the idea. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Which message uses both visual and written parts? What is its purpose, and which two details help it meet that purpose?	**The printed poster. Its purpose is to persuade people to throw away trash. It uses a turtle photo and the bold command, "Keep Our Creek Clean."**
2	How does the video use animation and music to show the cleanup idea?	**The animation shows a wrapper floating toward the creek and a child picking it up. The music becomes brighter after the creek is cleaned.**
3	Which message is auditory and has no pictures? What does it explain?	**The podcast. It explains where trash can travel after rain.**
4	What purpose do the video and podcast share? Give one way their tools are different.	**Both messages inform people. The video uses animation and music, while the podcast uses rushing-water sound and a student's voice.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

I would make a print ad to persuade people to carry reusable water bottles, using a photo of a bottle beside a full trash can. I would make a podcast to inform listeners about refill stations, using a map description and the sound of water filling a bottle.

Accept accurate identifications of media type, purpose, and media tools supported by the passage. For the open task, accept any two formats with clear purposes and different, appropriate visual, auditory, or written tools.