Message Detective

Examine who made a message, who it targets, and whether it deserves trust.

5.C.4.B "Identify the purpose, intended audience, and credibility of information (e.g., auditory, visual, and written media messages) being presented."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words that show each message's purpose. Circle words that show its intended audience, then number three details that help you judge whether the message is credible.

Three Messages About River Litter

1. A written flyer from the Riverton Parks Department says, "Join Saturday's Riverbank Cleanup, 9:00 a.m. to noon." It lists gloves, a meeting place, a phone number, and the city website. The flyer asks neighborhood families and local clubs to help remove litter before spring rains. Because it names the city office and gives ways to check the details, readers can investigate whether the message is trustworthy.

2. An online poster shows a fish swimming beside plastic bottles. Large letters say, "One bottle will ruin the whole river forever!" The poster has no author, date, or link to research. It ends with, "Share this now!" The picture may catch the attention of people scrolling online, but the extreme claim and missing source make it hard to trust. Its goal may be to get quick shares rather than give careful facts.

3. In a short radio interview, Dr. Lena Ortiz, a watershed scientist at the state university, explains that trash can harm animals and clog storm drains. She says listeners can find the study she mentions on the university's water lab webpage. Her calm explanation is meant for students and families who want to learn how litter affects nearby streams. Her job and named study give listeners reasons to consider the interview more credible.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is the main purpose of the Riverton Parks Department flyer?

2. Who is the radio interview mainly meant for? Use one detail from the passage to support your answer.

3. Which message is least credible? Give two details that explain why.

4. Give one reason the flyer is credible and one reason the radio interview is credible.

3 YOUR TURN

Your own words

Create a plan for one written, visual, or audio message that asks people at your school to save water. State its purpose and intended audience, then include at least two details that would help people judge it as credible.

ANSWER KEY

Message Detective

GRADE 5 · 5.C.4.B

PART 1 · READ AND MARK

Underline words that show each message's purpose. Circle words that show its intended audience, then number three details that help you judge whether the message is credible. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is the main purpose of the Riverton Parks Department flyer?	**To invite neighborhood families and local clubs to join a riverbank cleanup.**
2	Who is the radio interview mainly meant for? Use one detail from the passage to support your answer.	**It is meant for students and families. The passage says it is for people who want to learn how litter affects nearby streams.**
3	Which message is least credible? Give two details that explain why.	**The online poster is least credible because it has no author, date, or research link, and it makes an extreme claim.**
4	Give one reason the flyer is credible and one reason the radio interview is credible.	**The flyer names the city office and gives contact details or a website. The interview features a watershed scientist and names a study on a university webpage.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

The school library will play a 30-second audio announcement that asks students to report leaking faucets. Its purpose is to reduce wasted water, and its audience is students and staff. The announcement names the school facilities manager, includes the date, and links to facts from the local water department.

Accept answers that accurately identify a message's goal, target audience, and passage-based credibility evidence. For Part 3, accept varied media plans if the student clearly states a purpose and audience and includes at least two realistic credibility details.