

Creek Cleanup Messages

Analyze how media choices shape a message.

5.C.4 “Examining Media Messages Deconstruct various types of media to identify the characteristics and determine the effectiveness of the intended messages. Identify the purpose, intended audience, and credibility of information (e.g., auditory...”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline details that show a message's purpose or audience. Circle media techniques, and put a star by details that make a source more or less credible.

An Invitation to Help

- ① River Town Library wants families to join its Saturday cleanups along Maple Creek. Its poster shows a bright photo of children holding gloves beside a clear stream. Large blue words say, “Help Our Creek Shine!” A small box lists the date, meeting place, and a library phone number. The poster uses color, a cheerful image, and short words to make the event seem welcoming.
- ② The library also posts a 20-second audio message on its website. Soft water sounds play first. Then a student says, “Bring a friend, pick up a bag, and help protect creek animals.” The message gives the same date and says that bags and gloves are provided. Water sounds and a young speaker may help listeners picture the creek and feel that helping is easy.
- ③ Before deciding to attend, Maya checks a social media post that claims, “Creek water is dangerous, so cleanup volunteers must buy special masks.” The post has no author, source, or contact information. Maya compares it with the library messages and the city parks department webpage. Those sources name their organizations and give matching event details. She decides the unnamed post is less credible because it offers no evidence for its claim.

2 ANSWER WITH EVIDENCE Use the passage

1 What is the poster's purpose, and who is its intended audience?

2 Name two techniques the poster uses, and explain how they may make the event seem welcoming.

3 How does the audio message use different techniques from the poster to interest listeners?

4 Which source is less credible, and what details make it less credible?

3 YOUR TURN Your own words

Create two short media messages that invite people to the same school event. Make one a poster message and one an audio message, and use a different media technique in each message. State the purpose and audience, and include a credible detail or source in each message.

PART 1 • READ AND MARK

Underline details that show a message's purpose or audience. Circle media techniques, and put a star by details that make a source more or less credible. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What is the poster's purpose, and who is its intended audience?	Its purpose is to invite people to the Saturday creek cleanup. Its intended audience is families.
2	Name two techniques the poster uses, and explain how they may make the event seem welcoming.	It uses a bright photo and large blue words. The cheerful image and short, bold message can make the cleanup look friendly and easy to join.
3	How does the audio message use different techniques from the poster to interest listeners?	The audio message uses soft water sounds and a student speaker, while the poster uses a photo, color, and large printed words. The sounds and speaker can help listeners imagine the creek and feel connected to the event.
4	Which source is less credible, and what details make it less credible?	The social media post is less credible because it has no author, source, contact information, or evidence for its claim.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Poster: "Families, join Lincoln School Game Night this Friday at 6:00 in the cafeteria." A bright photo of students playing board games and the Lincoln School Office phone number invite families to attend. Audio: "Hear the game buzzer, then join Lincoln School Game Night this Friday at six!" A buzzer sound and student announcer invite families, and the Lincoln School website is named for event details.

Accept messages for any appropriate school event when both have a clear purpose, audience, and credible detail or named source. The poster and audio message must use clearly different techniques, such as a photo in one and sound effects in the other.