Spot the Spin

Read a campaign video closely to spot techniques that influence viewers.

7.C.4.A "Explain persuasive/informative techniques used in media to sway the audience (e.g., innuendo, card stacking, bandwagon, and appeal to emotions)."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words or details meant to stir feelings, circle claims that popularity or carefully chosen facts make the plan sound best, and number statements that hint at wrongdoing. Use your marks to explain how the video tries to sway viewers.

The Skate Park Video

1. During a city council meeting, students presented a video supporting a new skate park near Willow Creek. The video opened with slow music and photos of scraped knees, crowded sidewalks, and a child holding a broken skateboard. A narrator said, "Every kid deserves a safe place to ride." The screen then showed a parent saying that a skate park could give families "peace of mind." At the bottom, a small logo showed a skateboard inside a blue circle, followed by the words, "Willow Creek Riders."

2. Next, the video showed a line of teenagers carrying boards toward the meeting room. Text across the screen read, "Join the hundreds who want the park now." Several students cheered, and one said, "All my friends have signed the petition." The video included interviews with two local business owners who expected more customers near the park. A chart displayed projected sales increases for shops near the proposed site. One owner described the park as "the boost our block needs." The screen listed names of petition signers.

3. Near the end, a speaker asked, "Why are certain council members still delaying this?" The video flashed photos of two council members beside the words "What are they protecting?" It then cut to a bright park design and the message, "Choose a safer, stronger neighborhood." Viewers were asked to email council members before Friday's vote. A final image showed children riding beneath the city seal while upbeat music played. The screen faded to the campaign's logo, a green skateboard inside a circle.

2 ANSWER WITH EVIDENCE

Use the passage

1. Which details from the first paragraph appeal to viewers' emotions? Name a feeling the details may create.

2. Quote one bandwagon statement from the video. How might it influence a viewer?

3. What favorable evidence does the middle paragraph present about the skate park? Explain how showing this evidence could be card stacking.

4. What words create innuendo about the council members? What suspicion might those words cause viewers to have?

3 YOUR TURN

Your own words

Write exactly two sentences, 35 to 50 words total, promoting a community idea. Use an appeal to emotions and either bandwagon, card stacking, or innuendo. Put a bracketed label after each technique you use.

ANSWER KEY

Spot the Spin

GRADE 7 · 7.C.4.A

PART 1 · READ AND MARK

Underline words or details meant to stir feelings, circle claims that popularity or carefully chosen facts make the plan sound best, and number statements that hint at wrongdoing. Use your marks to explain how the video tries to sway viewers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Which details from the first paragraph appeal to viewers' emotions? Name a feeling the details may create.	**The scraped knees, crowded sidewalks, broken skateboard, slow music, and words about a safe place and "peace of mind" may create worry and concern for children's safety.**
2	Quote one bandwagon statement from the video. How might it influence a viewer?	**"Join the hundreds who want the park now" or "All my friends have signed the petition" suggests that many people support the park, which may pressure viewers to join.**
3	What favorable evidence does the middle paragraph present about the skate park? Explain how showing this evidence could be card stacking.	**The video shows business owners expecting more customers and a chart of projected sales increases. This can be card stacking because it highlights positive business predictions to make the park seem beneficial.**
4	What words create innuendo about the council members? What suspicion might those words cause viewers to have?	**"What are they protecting?" creates innuendo. It may cause viewers to suspect that the council members have a hidden or selfish reason for delaying the park.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Picture students trudging through rain to reach the overcrowded bus stop, wishing for a covered shelter [appeal to emotions]. Join the 300 riders who have already signed the shelter petition, which lists safer waiting areas and dry seats [bandwagon, card stacking].

Accept accurate identifications and explanations that connect a technique to its likely effect on viewers. For Part 3, accept any community idea if the response has exactly two sentences, meets the word range, includes the required techniques, and labels them accurately.