Behind the Bike Video

Analyze how a transit video informs and influences viewers.

7.C.4.B "Analyze media messages for facts, opinions, persuasive messages, word choice, and viewpoint."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline each checkable fact claim, circle opinion or persuasive words, and put a star beside one detail that reveals the video's viewpoint.

Ride Lakeview Video Transcript

1. Posted on the City of Lakeview Transit account, this 45-second video announces a bike-share station near Central Library. Text on screen says, "The station opened May 6 with 24 bicycles." A map marks the library, the station, and three nearby bus stops. The narrator explains that riders unlock a bike with the city transit app. Small print at the bottom says that a 30-minute ride costs $2. Helmets are not included with the rental. Bike docks appear beside the sidewalk.

2. Bright music begins as students pedal past traffic. The narrator calls bike share "the smartest way to move around Lakeview" and tells viewers to "skip the crowded car ride." The screen flashes, "Claim your freedom on two wheels." Sunny streets and empty bike lanes fill the video. A student smiles while arriving at the library. No scenes show rain, steep hills, a broken bike, or a rider carrying groceries. The final image shows the station beside a festival banner.

3. At the end, the video says, "Download the app before the summer festival." A student says, "I get to the library faster now." The video was made by the transit department, which operates the bike-share program. Its message focuses on reasons people might choose a rental bike. The video does not include comments from people who prefer buses, walk, drive, or cannot ride a bike. It also does not compare the rental price with other ways to travel.

2 ANSWER WITH EVIDENCE

Use the passage

1. Write one checkable fact claim from the video. How could a viewer check it?

2. Which phrase gives an opinion about bike sharing? Explain why it is an opinion.

3. What action does the video want viewers to take? Give two details that help persuade viewers.

4. What viewpoint does the transit department present? Name one perspective or detail missing from the video.

3 YOUR TURN

Your own words

Write a three-sentence media message that promotes bus travel to Central Library. Include one checkable fact and one opinion or persuasive phrase, then explain the viewpoint and one detail your message leaves out.

ANSWER KEY

Behind the Bike Video

GRADE 7 · 7.C.4.B

PART 1 · READ AND MARK

Underline each checkable fact claim, circle opinion or persuasive words, and put a star beside one detail that reveals the video's viewpoint. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Write one checkable fact claim from the video. How could a viewer check it?	**Example: The station opened May 6 with 24 bicycles. A viewer could check the station or city transit records.**
2	Which phrase gives an opinion about bike sharing? Explain why it is an opinion.	**"The smartest way to move around Lakeview" is an opinion because "smartest" is a judgment that people may not all share.**
3	What action does the video want viewers to take? Give two details that help persuade viewers.	**It wants viewers to download the app and use a rental bike. Persuasive details include bright music, sunny streets, "claim your freedom," and "skip the crowded car ride."**
4	What viewpoint does the transit department present? Name one perspective or detail missing from the video.	**The department presents bike sharing as an appealing, useful travel choice. Missing details could include bus riders' views, rain, steep hills, broken bikes, accessibility needs, or comparisons of fares.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Ride a bus to Central Library, where the map shows three nearby bus stops. It is the easiest choice for rainy days, so leave your bike at home. This message favors bus travel and does not mention bus schedules or fares.

Accept any accurate checkable claim, opinion or persuasive wording, and supported explanation of the transit department's viewpoint. For Part 3, check that the response has three sentences, includes a fact and persuasion, and identifies both a viewpoint and an omitted detail.