

Message Behind Media

Compare persuasive choices across three media formats.

8.C.4 "Examining Media Messages Examine how the media can influence beliefs, behaviors, and interpretations by using persuasive techniques (e.g., name calling, innuendo, glittering generalities, card stacking, bandwagon, testimonials...)"

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each claim about refill stations, circle words or details meant to persuade you, and put a question mark beside information that is missing or unsupported. These marks will help you evaluate each message's purpose and effect.

One Plan, Three Messages

- ① On Monday, the Riverton Youth Council posted a bright online graphic about its plan for refill stations at city parks. Across the top, it read, "Every smart family chooses reusable bottles." The graphic showed smiling children beside a clean fountain and stated that disposable bottles are "a careless habit." It also listed one benefit, fewer trash bags near fields, but did not mention the cost of installing or maintaining stations. The council wants the city board to approve its proposal next month.
- ② The next day, the Riverton Daily ran a print article using the same proposal. Its headline said, "Council Seeks Park Refill Stations." The article quoted a council member, a parks employee, and a local shop owner who sells bottled drinks. It reported that the council estimated a \$24,000 installation cost and that the parks department had not yet estimated yearly repairs. Unlike the graphic, the article included both possible savings from less litter pickup and concerns about upkeep. Its purpose was to inform readers about a public decision.
- ③ That evening, a popular video creator shared a 20-second clip about the plan. Wearing a team jersey, she told viewers, "Join thousands of responsible neighbors who support refill stations." Quick shots showed overflowing bins, then athletes filling bottles. She said the stations would make parks "healthier and happier," but gave no source for that claim. The creator's channel earns money from ads, and the video included a link to the Youth Council's petition. The petition asks the board to approve the proposal at its next meeting.

2 ANSWER WITH EVIDENCE _____ Use the passage

- 1** Identify two persuasive techniques in the Youth Council graphic. Quote the words that show each technique.

- 2** How does the print article present the proposal differently from the online graphic? Use two details from the passage.

- 3** What two techniques does the video use to influence viewers? Explain how each technique could affect a viewer.

- 4** What details suggest the video creator's possible motives and intent? Explain why a careful viewer should consider those details.

3 YOUR TURN _____ Your own words

Choose a school issue. Write two 30-40-word messages about it, a neutral print-news brief and a persuasive social-media post. After each message, identify its format, intent, one persuasive technique used or avoided, and a likely motive.

PART 1 • READ AND MARK

Underline each claim about refill stations, circle words or details meant to persuade you, and put a question mark beside information that is missing or unsupported. These marks will help you evaluate each message's purpose and effect. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Identify two persuasive techniques in the Youth Council graphic. Quote the words that show each technique.	Snobbery appears in "Every smart family chooses reusable bottles," which suggests reusable-bottle users are better than others. Name calling appears in "a careless habit," which gives disposable bottles a negative label.
2	How does the print article present the proposal differently from the online graphic? Use two details from the passage.	The article gives a more balanced view. It includes the \$24,000 installation estimate, unknown repair costs, possible litter-pickup savings, and concerns about upkeep, while the graphic gives one benefit and leaves out costs.
3	What two techniques does the video use to influence viewers? Explain how each technique could affect a viewer.	The phrase "Join thousands" uses bandwagon pressure by making support seem popular. Images of overflowing bins and the positive phrase "healthier and happier" appeal to emotions and create a favorable feeling about the plan.
4	What details suggest the video creator's possible motives and intent? Explain why a careful viewer should consider those details.	Her channel earns money from ads, and her video links to the Youth Council petition. These details suggest possible commercial and advocacy motives, so viewers should notice that the clip encourages support rather than offering a balanced evaluation.

PART 3 • YOUR TURN (SAMPLE ANSWER)

On Thursday, Lakeview Middle will vote on adding compost bins to the cafeteria. The proposal estimates \$1,800 for bins and training. Students may speak at the meeting, and the principal will publish the vote. Format: print-news brief. Intent: inform. Technique avoided: emotional or bandwagon language. Likely motive: help the school community understand a public decision. Stop sending lunch scraps to the landfill. Join caring Lakeview students and support compost bins today. Cleaner cafeteria floors and a greener future are within reach, so tell the school board that composting belongs in every lunch period. Format: social-media post. Intent: persuade. Technique: bandwagon, shown by "Join caring Lakeview students." Likely motive: gain support for compost bins.

Accept equivalent technique names when students support them with accurate passage evidence. For the open task, accept varied school issues if both messages address the same issue, fit the stated word range, and accurately identify intent, technique, and motive.