One Plan, Three Messages

Compare source choices, persuasive techniques, and purposes.

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 Circle words or phrases that try to persuade, underline details that can be checked, and write 1 by the electronic city post, 2 by the print newspaper article, and 3 by the campaign poster so you can compare each message.

A Bike Lane Debate

1. **Electronic city post.** On its transportation webpage, the Riverton Transportation Department announced a proposed six-month protected bike lane on Oak Avenue from Third Street to Tenth Street. The post says the lane would replace twelve curbside parking spaces and asks residents to complete an online survey. Its stated goal is to collect comments before the city council votes. Because the department is managing the proposal, it has a direct relationship to the plan. Readers can check meeting dates and survey rules on the same site.

2. **Print newspaper article.** The Riverton Gazette reported the same proposed lane, but its headline read, "Parking Loss Worries Oak Shops." The article quoted a bakery owner who feared that customers would not find spaces. Near the end, it quoted a student who bikes on Oak Avenue and wants separation from traffic. The reporter included the six-month timeline and twelve-space change, yet the headline and first quote may lead readers to focus on business concerns. The newspaper's intent is to inform local readers, while its choices can shape interpretation.

3. **Campaign poster.** A poster from the Clean Air Coalition, a group supporting the bike lane, appeared in shop windows. It used the words, "Everyone wants safer streets, so back Oak Lane now." The poster did not mention the parking spaces, the survey, or the council vote. By claiming that everyone agrees, the message pushes viewers to join a majority. The coalition's social goal is cleaner, safer travel, but it also wants public support for the proposal. A reader should compare its claim with fuller sources before deciding.

2 ANSWER WITH EVIDENCE

Use the passage

1. What persuasive technique is used in the words “Everyone wants safer streets”? Explain how those words might influence a viewer.

2. How do the Gazette's headline and first quote present the bike-lane plan differently from the city webpage?

3. What relationship does the Clean Air Coalition have to the proposal, and how might that relationship affect what it leaves out?

4. Which source gives a reader a way to verify meeting dates and survey rules? State why that source is useful, and name one detail the poster leaves out.

3 YOUR TURN

Your own words

Choose a real or invented school event with one clear fact, such as its time and place. Write a two-sentence social media post and a two-sentence newspaper brief that present the same event differently, then write two sentences that identify one persuasive technique and the source's likely intent.

ANSWER KEY

One Plan, Three Messages

GRADE 8 · 8.C.4

PART 1 · READ AND MARK

Circle words or phrases that try to persuade, underline details that can be checked, and write 1 by the electronic city post, 2 by the print newspaper article, and 3 by the campaign poster so you can compare each message. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What persuasive technique is used in the words "Everyone wants safer streets"? Explain how those words might influence a viewer.	**Bandwagon. The words suggest that most people agree, which may pressure viewers to support the bike lane.**
2	How do the Gazette's headline and first quote present the bike-lane plan differently from the city webpage?	**The Gazette emphasizes lost parking and a shop owner's worry, which can focus readers on business concerns. The city webpage presents plan details and asks for public comments.**
3	What relationship does the Clean Air Coalition have to the proposal, and how might that relationship affect what it leaves out?	**The coalition supports the bike lane and wants public support for it. Its support may lead it to leave out the lost parking spaces, survey, and council vote.**
4	Which source gives a reader a way to verify meeting dates and survey rules? State why that source is useful, and name one detail the poster leaves out.	**The electronic city post. It is useful because readers can check meeting dates and survey rules there. The poster leaves out that twelve parking spaces would be replaced.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Social media post: Join hundreds of students at Friday's used-book swap in the cafeteria, and give your old books a new life! The swap will make our school greener and more connected. Newspaper brief: The student council will hold a used-book swap in the cafeteria on Friday from 3:00 to 4:30. Students may bring books they no longer want and select available books. The social media post uses bandwagon by saying "Join hundreds of students." The student council's likely intent is to increase participation in the swap.

Accept accurate explanations of bandwagon, source purpose, selective details, and how presentation can shape interpretation. For the open response, accept varied events if both formats describe the same core event and the identified technique and intent fit the student's message.