Messages With Impact

Analyze purpose and audience effect in everyday media.

9.C.4.A "Determine the purpose of the media message and its effect on the audience."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words and images that show what each message wants people to do. Circle details that could shape how viewers think, feel, or act.

Three Messages, Three Goals

1. At Lincoln High's media lab, students examine three messages displayed near the cafeteria. The first is a city bus advertisement for free job-training classes. Across a photo of a young mechanic tightening a bicycle chain, large blue letters read, "Your Next Stop: Opportunity." A smaller line gives a website and says that evening classes include computer repair, health care support, and welding. The ad appears beside the school exit, where students pass it before buses arrive. It contains no price, application deadline, or description of a particular course.

2. The second message is a social media post from River Street Food Shelf, a local nonprofit that distributes groceries. Its main image shows two metal shelves with a few canned vegetables spaced far apart. Over the image, white text says, "Fill These Spaces Before Friday." Below it, a yellow box lists three needed items: peanut butter, canned beans, and rice. A caption gives the donation address, Tuesday and Thursday hours, and a note that unopened food is accepted. The post uses the tag #StockTheShelf and asks followers to share it with neighbors.

3. The third message is a poster from the city parks department. A close-up photograph shows a mallard duck standing beside a plastic bottle at the edge of Willow Pond. The headline, printed in green, says, "Ponds Are Not Trash Cans." Under the photo, three icons show a bottle, a bin, and a hand holding a reusable cup. At the bottom, the poster directs readers to "Pack it out" and provides a QR code linked to volunteer cleanup dates. Copies hang at trail entrances, near picnic tables, and on a bulletin board at the community center.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is the main purpose of the bus advertisement? Give two details from the advertisement that support your answer.

2. Who is the bus advertisement most likely meant to reach? Which location detail supports your answer?

3. What effect might the food shelf image and headline have on viewers? Use one detail from the post to explain your thinking.

4. How could the QR code and cleanup dates affect a viewer who wants to respond to the parks poster?

3 YOUR TURN

Your own words

Create a brief poster or social media post for a school or community need. Name your intended audience and purpose, describe two design choices, and explain how those choices could affect the audience.

ANSWER KEY

Messages With Impact

GRADE 9 · 9.C.4.A

PART 1 · READ AND MARK

Underline words and images that show what each message wants people to do. Circle details that could shape how viewers think, feel, or act. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is the main purpose of the bus advertisement? Give two details from the advertisement that support your answer.	**Its purpose is to encourage people to explore or enroll in free job-training classes. Supporting details include the phrase "Your Next Stop: Opportunity" and the website with a list of evening class areas.**
2	Who is the bus advertisement most likely meant to reach? Which location detail supports your answer?	**It most likely targets high school students or other young people leaving school. It is displayed beside the school exit, where students pass before buses arrive.**
3	What effect might the food shelf image and headline have on viewers? Use one detail from the post to explain your thinking.	**They may create a sense of urgency and motivate viewers to donate because the shelves show only a few spaced-out cans and the headline says, "Fill These Spaces Before Friday."**
4	How could the QR code and cleanup dates affect a viewer who wants to respond to the parks poster?	**They could make it easier for the viewer to take action by giving a direct way to find volunteer cleanup dates.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Audience: students who bring lunches. Purpose: reduce cafeteria waste. Message: "Skip the Plastic Fork, Choose a Reusable One." A photo of a lunch tray with a reusable fork and a green recycling symbol would catch attention and connect the choice to waste. A note showing where to borrow utensils gives students a simple next step.

Accept reasonable purpose and effect claims when students connect them to specific words, images, placement, or action details in the passage. Effects may include urgency, concern, attention, motivation, or easier participation when supported by evidence.