Media Lens

Track whose values and voices shape a message.

9.C.4.D "Examine how values and viewpoints are included or excluded and how the media can influence beliefs, behaviors, and interpretations."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline one word or phrase in each paragraph that reveals a value or viewpoint. Circle groups whose perspectives are included or excluded, then number three details that could influence readers' beliefs or actions.

Two Stories, One Street Plan

1. When Riverton proposed protected bike lanes on two busy streets, local media presented the plan in different ways. A television report opened with video of a parent cycling beside traffic while a narrator described the lanes as a safety measure. The report included comments from a trauma nurse, a high school student who bikes to work, and a transportation planner. It emphasized crash prevention, cleaner air, and access for people who cannot afford cars. Its images and sources suggested that public safety and affordable travel were important values.

2. A neighborhood blog framed the same proposal as a threat to drivers. Its headline asked, "Will Bike Lanes Make Your Commute Longer?" and its photo showed a line of cars during evening traffic. The article quoted two business owners worried about deliveries and a driver angry about losing a parking space. It did not interview bus riders, pedestrians, disabled residents, or people who bike. By selecting certain voices and details, the blog centered convenience for car users while leaving out other experiences that could change readers' interpretations.

3. After seeing both pieces, some residents shared the blog link with comments such as "The city is ignoring us." Others reposted the television segment and urged neighbors to attend a public meeting. Repeated headlines, emotional photos, and limited source choices can shape what people notice first and whom they trust. They may also influence behavior, such as supporting, opposing, or researching a policy. Neither piece gives a complete picture by itself. A careful audience can compare sources, ask whose interests are highlighted, and look for missing viewpoints before forming a conclusion.

2 ANSWER WITH EVIDENCE

Use the passage

1. What values does the television report emphasize? Use two details from the passage.

2. Which perspectives does the neighborhood blog leave out? How could leaving them out affect readers' interpretations?

3. Identify two choices the blog uses to frame bike lanes as a threat to drivers.

4. According to paragraph 3, how can media messages influence what people do? Give two possible actions.

3 YOUR TURN

Your own words

Write a four-sentence social media post about a proposed later school start time. State a viewpoint, include one value, name one group whose perspective is missing, and explain one way the post might influence readers.

ANSWER KEY

Media Lens

GRADE 9 · 9.C.4.D

PART 1 · READ AND MARK

Underline one word or phrase in each paragraph that reveals a value or viewpoint. Circle groups whose perspectives are included or excluded, then number three details that could influence readers' beliefs or actions. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What values does the television report emphasize? Use two details from the passage.	**It emphasizes public safety and affordable travel. It also highlights cleaner air and crash prevention.**
2	Which perspectives does the neighborhood blog leave out? How could leaving them out affect readers' interpretations?	**It leaves out bus riders, pedestrians, disabled residents, and people who bike. Readers may see the plan mainly as a problem for drivers instead of considering its effects on other groups.**
3	Identify two choices the blog uses to frame bike lanes as a threat to drivers.	**It uses the headline "Will Bike Lanes Make Your Commute Longer?" and a photo of cars in evening traffic. It also selects quotes from worried business owners and an angry driver.**
4	According to paragraph 3, how can media messages influence what people do? Give two possible actions.	**Media messages can lead people to share or repost links, attend a public meeting, support or oppose a policy, or research the policy.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Our school should start later because students need enough sleep to learn safely. This post values health and academic focus, and it includes the perspective of students who ride late buses or work after school. It leaves out families who depend on early child care, so readers should hear from them before deciding. By connecting sleep to learning, the post may lead students to support the proposal and speak at a school board meeting.

Accept equivalent evidence-based responses that identify values, included or excluded groups, and likely effects on interpretation or behavior. For the open task, accept varied viewpoints if all four required elements are clear and the response is exactly four sentences.