

Claims With Purpose

Compare intent, evidence, and missing information across three source types.

9.C.4.E "Evaluate sources including advertisements, editorials, political cartoons, and feature stories for relationships between intent and factual content."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline every claim that could be checked with a record, count, or document. Circle words or details that reveal each source's intent, then number any important information the source leaves out.

Riverbend High Source Set

- ① Advertisement, "PureSip Bottle Filler": Tired of paying for bottled water? Choose PureSip, the only station your school needs. Its bright screen counts every plastic bottle "saved," and its filter gives students clean, great-tasting water. The company says one unit can refill 500 bottles a day and will pay for itself quickly because the school will buy fewer cases of water. Order before Friday for free installation. The ad shows smiling athletes beside a pile of empty bottles, but it does not list the unit's price, filter replacement cost, or test results for the water.
- ② Editorial, "Put Bottle Fillers First": Our school should install three PureSip stations this year. In a five-day tally, the cafeteria sold 730 single-use water bottles at lunch, according to the activities office. Fewer purchases could mean less trash in classroom bins and hallways. The principal says the school has \$18,000 from a facilities grant, and the vendor's flyer lists each station at \$3,200 before installation. We should act now rather than spend grant money on new lobby furniture. The editorial does not compare PureSip with other brands or report whether existing fountains could be repaired for less.
- ③ Feature Story, "A Refill Plan Takes Shape": Student reporter Nia Ortiz reviewed the grant notice, interviewed the principal, and watched lunch lines for two days. The grant notice lists \$18,000 for improvements that reduce waste or improve student access to drinking water. Ortiz found that the school has six working fountains, although two are far from the gym. A science teacher said students often bring bottles but avoid the older fountains because the water seems warm. The story includes a PureSip representative's claim about 500 daily refills, then notes that the number is a company estimate, not a result from Riverbend High.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What is the advertisement's main intent? Name one wording or image choice that supports your answer.

2 Identify two claims from the editorial that could be checked against records or documents. State the record or document that could verify each claim.

3 How does the feature story help readers judge the company's claim that one station can refill 500 bottles a day?

4 A school board wants a complete cost comparison between new stations and repairing current fountains. What two important pieces of information are missing from all three sources?

3 YOUR TURN _____ Your own words

Choose an advertisement, editorial, political cartoon, or feature story not included above about an issue you know. Write 80 to 100 words that name its intent, identify two factual claims, explain how you would verify one claim, and describe one important fact or perspective it leaves out.

PART 1 • READ AND MARK

Underline every claim that could be checked with a record, count, or document. Circle words or details that reveal each source's intent, then number any important information the source leaves out. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What is the advertisement's main intent? Name one wording or image choice that supports your answer.	Its intent is to sell PureSip stations. Phrases such as “the only station your school needs,” the order deadline, or the image of smiling athletes support that intent.
2	Identify two claims from the editorial that could be checked against records or documents. State the record or document that could verify each claim.	The claim that 730 bottles were sold could be checked against the activities office tally or cafeteria sales records. The claim about the \$18,000 grant could be checked against the grant notice, and the \$3,200 price could be checked on the vendor's flyer.
3	How does the feature story help readers judge the company's claim that one station can refill 500 bottles a day?	It identifies the number as a company estimate, not a result from Riverbend High. This helps readers see that the claim is promotional and has not been confirmed at the school.
4	A school board wants a complete cost comparison between new stations and repairing current fountains. What two important pieces of information are missing from all three sources?	The sources do not give the cost of repairing the existing fountains or the ongoing cost of replacing PureSip filters. They also do not provide a complete installation cost.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Source: a feature story in the school newspaper about composting cafeteria scraps. Its intent is to inform readers about a proposed compost program, though the interviews may also build support for it. It states that the cafeteria throws away 18 bags of food waste each day and that a compost hauler would collect scraps twice weekly. I would verify the bag count by checking the custodian's records for several weeks. The story leaves out the hauling fee and does not include a student or worker who might question the plan.

Accept equivalent evidence-based explanations of each source's purpose and reliability. For the open response, require a stated intent, two identifiable claims, a realistic verification method, and a relevant omission or missing perspective.