Dear College faculty,

For over two decades [Project Look Sharp](#), a mission-driven not-for-profit **media literacy** organization at Ithaca College, has been collaborating with educators to provide free, inquiry-based, standards-aligned **media analysis lessons** that integrate core subject area content and skills with [habits of critical questioning.](#)

Below you will find an overview of our lessons for **college level** followed by an introduction to the purpose and pedagogy of [our approach](#), ending with information about our free professional development resources for [Constructivist Media Decoding](#).

NEW LESSONS:

[Regulating Social Media: How About It?](#)

[Critical Race Theory – Whose History? Whose Story?](#)

[Marketing OxyContin: Profits, Lives and Disinformation](#)

[Election 2020 – The Facts are Clear but Who Do We Trust?](#)

[Polling on Structural Racism: What Do Different People Believe?](#)

[Miles Davis: Inspiration to a Masterpiece](#)

[Representations of Asian People in the Media](#)

[Two Views of an Insurrection: January 6, 2021](#)

[When to Call a Lie a Lie – Media's Responsibility to Hold Politicians Accountable](#)

[Media Bias Charts: Who's Rating What?](#)

[Media Representations of Working Class Men Different Eras, Different Understandings](#)

[Understanding Teen Media Use: Different Research Techniques](#)

We currently have over [400 lessons](#) that are appropriate for college level media decoding. Consider searching by keywords, or subject and filtering by media type, duration, etc.

All our lessons provide rich media documents to teach art and habits of critical thinking. You can [search](#) our lessons by grade level, subject area and keyword, and filter your search by **media type**, educational standards, and much more. For instance, filtering for *High School +*

Student Media Production results in 14 hits, *Middle School + Film/Video Arts* pulls up 71 lessons, *Illustration + Visual Arts* – 87, keyword *"Justice" + Art* – 43.

CONSTRUCTIVIST MEDIA DECODING:

Our constructivist approach is particularly effective for leading civil and reflective document-based analysis about **potentially polarizing issues**. Our lessons and methodology help students learn to habitually ask key questions; assess truth, credibility, and accuracy in media messages; and become **metacognitive** about their own thinking.

We believe that the critical analysis of all media messages - from books to blogs, TV to TikTok - must become habitual for all our students. Students need **continual practice** in asking critical thinking questions such as:
- *Who produced this for what purpose?*
- *Is the source and information credible?*
- *What are the biases in this message?*
- *How does my own identity influence how I see this?*

Project Look Sharp has published over 500 media analysis lessons on our website and over 70 professional development resources for this purpose. All our lessons – including the lesson plans, media materials, and student handouts – are grant-funded so we can make them available **FREE for educators** through the Project Look Sharp website. All educators need to do is set up an account.

PROFESSIONAL DEVELOPMENT RESOURCES:

Project Look Sharp also has short, annotated video demonstrations of in-person classroom media decoding for different levels and subjects including college level decoding about:
- 2008 Election Magazine Covers
- *Last Words* by Nas
- Hydrofracking, Media and Credibility
- Farming, Community and Sustainability

Our extensive free PD materials about **curriculum driven media decoding** include:
- Key Questions to Ask When Analyzing Media Messages and other handouts and posters
- Articles and webinars about Constructivist Media Decoding
- A DIY Guide for creating your own lessons

Please consider signing up for a free account so that you can download our lessons and get added to our email list that we can send you periodic notices about new lessons and resources for your subject and level. And please pass on the word about Project Look Sharp. Together we can build a more civil, reflective and just society for all.

Project Look Sharp
Ithaca College,
Email: looksharp@ithaca.edu
Web: https://www.projectlooksharp.org/