

Dear High School Economics Teachers,

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 **high school economics** 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](#).

THE LESSONS:

We currently have over [100 lessons](#) that incorporate [question-based media analysis](#) into the teaching of **economics and economic related issues** at the middle and high school levels. For instance, the 7 lessons in our kit, [Economics in U.S. History](#), have students analyze engaging media documents to explore key economic concepts, and practice 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. All our lessons provide **rich media documents** - such as short video clips, advertisements, social media posts, songs, and charts and graphs – to **teach both core economics content and media literacy**.

Below are just some our **newest lessons** for teaching high school **economics**. Click on any title below to get a brief description and to download all the teaching materials.

[COVID-19 and the Economy: Conflicting Priorities](#)

[Decoding the Twenty: Andrew Jackson and Harriet Tubman](#)

[Rating Media Credibility – Who’s Behind the Curtain?](#)

[Carbon Trading: Arguments for and Against](#)

[Climate Change: Do Corporations Have an Obligation to Share Their Research?](#)

[Vaccine Nationalism and Global Equity: Who Gets the Shots When?](#)

[Meat or Veggies? The Impact of Diet on Climate](#)

[Palm Oil: To Buy or Not to Buy?](#)

[Blowing the Whistle On Big Tobacco Propaganda](#)

[Slavery in the 21st Century: What Can We Do?](#)

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, paintings to *Pinterest* - must become habitual for all our students. Students need **continual practice** in asking [critical thinking questions](#) such as:

- *Who produced and who sponsored 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?*

For this kind of self-reflective critical analysis to become ingrained, we need to have students practice this questioning, in age-appropriate ways, from Kindergarten through 12th grade, and in diverse subject areas. And we need effective and **efficient methodologies and free materials** to support the integration of media analysis into the core curriculum – helping us to teach what we already teach in ways that **engage more students** more effectively.

Project Look Sharp has published over [500 media analysis lessons](#) on our website and over [70 professional development resources](#) for this purpose. All of 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 you need to do is set up an [account](#).

Professional Development Resources:

Project Look Sharp also has short, annotated [video demonstrations](#) of in-person and online classroom media decoding for different levels and subjects.

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](#) to fully view our lessons and get added to our [email list](#) so that you will get periodic notices about new lessons and resources. 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

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