

Dear Elementary 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 **upper elementary** 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 [70 lessons for upper elementary](#) that incorporating [question-based media analysis](#) into the teaching of diverse subjects. For instance, teach core U.S. history and habits of questioning using lessons in the kit, [Causes of the American Revolution](#) or core science through lessons in our kit, [Media Construction of Sustainability](#).

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

[YouTube Recommendations: What Do I Do?](#)

[Can you Judge a Book by its Cover?](#)

[“The Truth About Coronavirus” - Google Searching For COVID-19](#)

[Cyberbullying: How It Hurts & How to Help](#)

[Mapping Ancient Civilizations: Who’s Included and Who’s Not?](#)

[How Women Got the Vote: Different Authors, Different Stories](#)

[Incan Religion – What Sources Should I Use?](#)

[Harriet Tubman Seizes Freedom – Many Stories](#)

[Tidal Waves & Tsunamis in Film: Fact & Fiction](#)

[Climate: What Can We Change?](#)

[Benefits And Costs of Using Plastic Shopping Bags](#)

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** - such as short video clips, social media posts, songs, paintings, sculptures, photographs, and excerpts from books, magazines, websites, films, TV shows, etc. – to **teach both core subject area content and media literacy**.

CONSTRUCTIVIST MEDIA DECODING:

Our [constructivist approach](#) teaches students to habitually ask key questions; assess truth, credibility, and accuracy in media messages; and become **metacognitive** about their own thinking. Here is a version of our [Key Questions for Media Analysis for the youngest students](#).

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:

- *What are the messages here about _____?*
- *Who produced this for what purpose?*
- *Is the source and information believable? Why?*
- *Now that I know this, what do I want to do?*

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 educators need to do is set up an [account](#).

PROFESSIONAL DEVELOPMENT RESOURCES:

Project Look Sharp also has short, annotated [video demonstrations](#) of classroom media decoding for different subjects. These include demonstrations of in-person as well as [virtual media decoding](#). Elementary level demonstration videos include:

- [Gender in children's commercials](#)
- [First contact between Europeans and Native Americans](#)
- [Paintings of King George and George Washington](#)
- [Decoding Money](#)

- [Elementary Level Online Media Decoding](#)

These videos are just part of our extensive free [professional development materials](#), including:

- [Handouts](#), including [Key Questions for Media Analysis](#) that can be made into posters for your library or classrooms.
- [Articles, webinars](#) and a [DIY Guide](#) for creating your own media decoding 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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