Dear **Secondary Health and Consumer Education** 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 **health and consumer education for grades 6-12** 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 120 lessons incorporating question-based media analysis into health and consumer education for middle and high school. Click on any title below to get a brief description and to download all the teaching materials.

Our Newest Lessons for Secondary Heath and Consumer Education

Conspiracy Theories About COVID-19: Who's Selling? Who's Buying?

Social Media Goes Viral: Fact Checking Messages About COVID-19

Misinformation About COVID-19: How to Figure It out

Trusting Web Videos on COVID-19 (Or Not)

Vaccinations – What Role Does Social Media Play in Informing the Public?

Techniques of Persuasion: Smoking, Vaping and Health

Twitter and Lies: How They Snowball

Seeing Body Image Through Instagram Filters

Selling Masculinity: What Kind Would You Like?

Blowing the Whistle on Big Tobacco Propaganda

Should the Government Support Gun Research?

Pronouns & Gender Identity: Who Gets to Choose?

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 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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