

# PROJECT LOOK SHARP



*April 2023 Newsletter*

## **This month's highlights:**

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- New [short promotional videos](#) about media decoding & ML3
- New [demonstration video](#): Decoding with 1st Graders
- New [website elements](#)
- [New lessons](#) for integrating media decoding
- [Lesson Collections](#) for Earth Day, April's Arab American History month & the War in Iraq

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## **New Promotional Videos**

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We have been working with filmmaker Rhys Daunic from [The Media Spot](#) to create short promotional videos to introduce to a wide audience:

- [Constructivist Media Decoding](#)
- [ML3: Librarians as Leaders of Media Literacy](#)

Please download and share these short videos!

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## New CMD Demonstration Videos

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We are excited to host our first demonstration video showing classroom decoding with the youngest students. See East Syracuse school librarian Michele Coolbeth lead 1st graders through [how to choose books](#) in the library. This is the first of a series of new media decoding demonstration videos created with filmmaker, [Rhys Daunic](#).

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## New Website Elements

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Based on your requests, we have added the following to the [Project Look Sharp](#) website.

### [Rotating Lessons](#)

Each month, three snapshots of featured lessons will be displayed on the front page:

**PROJECT LOOK SHARP**  
ITHACA COLLEGE

Welcome Roma [My Account](#) [Log Out](#) [Contact Us](#) [Search](#)

[About Us](#) [Free Classroom Materials](#) [Professional Development](#) [What's New](#)

Search our extensive collection of free media literacy lessons and PD resources

Keyword Search  Subject  Age/Grade Level  [Search](#)

Tip: Put Phrases in "Quotes"

[New to Media Literacy?](#) [Getting Started with Decoding](#)

[Key Questions for Media Analysis](#) [Demonstrations of Media Decoding](#)

**Choose Your Role**

[Teacher](#) [Librarian](#) [Schools&Orgs](#) [Teacher Ed](#)

Inspire and enrich your teaching by engaging all students in rigorous and reflective analysis of rich media documents.

"I have found what I have learned through PLS to be invaluable!! Students feel comfortable sharing their ideas about a media piece without the pressure to produce a right or wrong answer. It gets students to think critically and more deeply about a topic, so that they can develop a more rational opinion of the situation based on evidence from the media. They can be active participants in their own learning."

-- Elementary School Teacher  
Binghamton, NY

**Recent Featured Lessons**

**Female Superheroes: Powers Change Over Time**

- What are the messages about women and power and who created them?
- How have their superpowers changed over time?
- What factors led to these changes?

Other decoding lessons for [Women's History](#).

**Censoring Seuss: Cancel Culture or Cultural Respect?**

- Why did the Seuss Family remove these books?
- Is it ever appropriate to censor books?
- How might your identity impact your answers?

Other decoding lessons for [Black History](#)

**GMOs: Bias and Credibility in Media Messages**

- Who made each video and for what purpose?
- Are the facts credible?
- Where do you see bias?
- How do your [biases](#) impact your analysis?

More decoding lessons for [Science/Environment](#)

## [Librarian Created Materials](#)

Librarians across New York State have been working hard to develop media and information literacy materials. The Project Look Sharp website now showcases these efforts including bulletin boards, a media credibility video game, flyers, bookmarks and more. [Check it out today!](#)

## [Enabled Searching for Professional Development Materials](#)

Now when you conduct a search on our website, you will get a listing of available lessons AND professional development resources including webinars, articles and much more!

Home > Search

Keyword Search  Subject  Age/Grade Level

Tip: Put Phrases in "Quotes"

Your Search Results (653)

- Lessons (581)
- Professional Development (72)

Sort Results Results Per Page Filter Results



### Where's the Media? How Can You Tell?

Students analyze an array of images of potential new and old media forms for messages about what constitutes media and the purposes of media through the ages.

General Media Literacy,  
Library/Information Literacy, ELA/English  
Language Arts

Action

Upper Elementary, Middle School,  
High School

## New Lessons

Like all of our 580+ lessons, they are free to educators and use engaging media documents with standards-aligned questions to teach core content and habits of critical thinking about media messages.

*Click on any of the links below to access our free media decoding lessons:*



*How does digital culture impact the spread of hate Speech?  
What questions should you ask about the source, credibility, & bias  
of each video?*

### Hate Culture, the Internet, and What We Can Do?

*High School through College*

by Sox Sperry

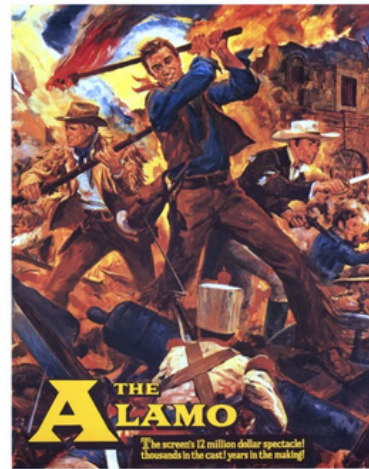
Students analyze videos for messages about how digital platforms, especially social media, accelerate hate ideology and about actions people can take to challenge hate speech.

## Remember the Alamo

### *Middle School through College*

by Sox Sperry

Students analyze feature film, educational video, and TV news clips for the reasons behind the 1836 Battle of the Alamo, the credibility of media messages, and how cultural and historical context shapes how history is presented and viewed.



THE MISSION THAT BECAME A FORTRESS. THE FORTRESS THAT BECAME A SHRINE.  
**JOHN WAYNE / RICHARD WIDMARK / LAURENCE HARVEY**  
FRANKIE AVALON PATRICK WAYNE / LINDA CRISTAL  
JOAN O'BRIEN / CHILL WILLS / RICHARD BOONE  
produced and directed by JOHN WAYNE / original screenplay by JAMES EDWARD GRANT  
music composed and conducted by DIMITRI TYOMKIN / TECHNOLOR

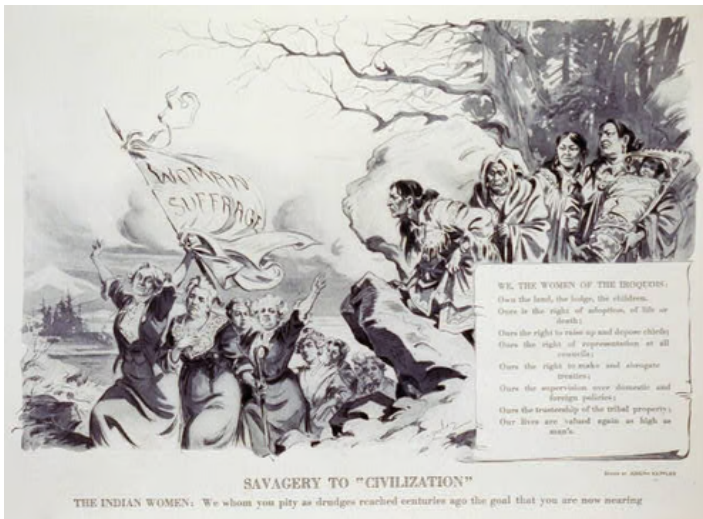
*Whose views or perspectives on history are highlighted here? Whose are left out?*

## The Early Feminists and Haudenosaunee Women: The Origins of Women's Rights in the U.S.

### *Middle School through College*

by Sox Sperry

Students analyze and ask questions about a 1914 political cartoon and a 2020 documentary film clip for messages about the impact of Haudenosaunee women on the early women's rights movement in the United States.



*What are the messages here about the Haudenosaunee and the early women's movement in the United States?*

## Where's the media?

### How can you tell?

### *Upper Elementary through High School*

by Sox Sperry

Students analyze an array of images of potential new and old media forms for messages about what constitutes media and the purposes of media through the



ages.

*Is this media? What part? How can you tell?  
How does media reflect and impact culture?*

## Lessons for April

Click on the links/buttons below to access our free media decoding lessons for April.

### Ramadan

March 22 through April 20th



*What types of media do you see here?  
What questions do you have about Ramadan?  
What do you notice about the moon*

### Discovering Ramadan

*Early Elementary  
through Middle School*

by Michele Coolbeth

Students analyze a tweet, calendar, and book covers related to the celebration of Ramadan to discover unique traditions associated with the holy month and to contrast media forms.

### **Earth Day**

April 22

**Earth Day  
(167 lessons)**

### **April is Arab American History month**

**Arab American History  
(7 lessons)**

### **20th Anniversary of War in Iraq**

**War in Iraq  
(13 lessons)**



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