

PROJECT LOOK SHARP



April 2024 Newsletter

PLS April '24 Newsletter at a Glance

New Lessons:

- [Charting Media Coverage of War: Israel/Palestine](#) - Upper High School & College
- [Deepfakes: What Do We Believe? What Do We Share?](#) - High School & College
- [UN Sustainable Development Goals](#) - Upper Elementary & Middle School
- [Fyre Festival: Gender, Wealth & Happiness in Social Media](#) - High School & College

Lessons for Earth Day

Visit the direct links to 5 different lessons or take time to investigate the **250 free** lessons addressing environmental issues on the Project Look Sharp Website.

New Media Decoding Lessons

[Charting Media Coverage of War: Israel/Palestine](#) Upper High School & College

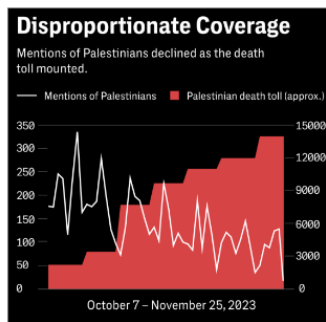


Chart #1
Coverage of Gaza war in the New York Times and other major newspapers heavily favored Israel
A quantitative analysis shows major newspapers skewed their coverage toward Israeli narratives in the first six weeks of the assault on Gaza.

The Intercept

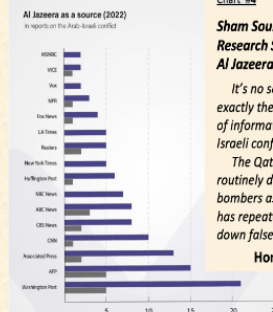
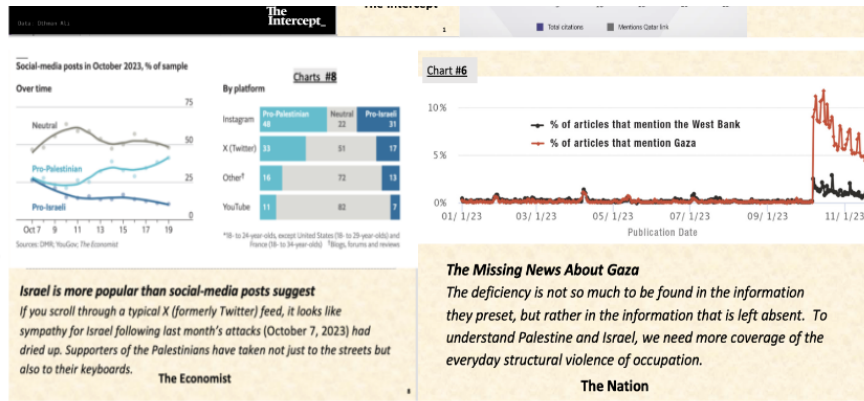


Chart #4
Sham Source: HonestReporting Research Shows Media Rely on Al Jazeera for Israel Reports
It's no secret that Al Jazeera isn't exactly the most trustworthy source of information regarding the Arab-Israeli conflict.
The Qatar-owned broadcaster routinely depicts Palestinian suicide bombers as "self-sacrificing fighters," has repeatedly been forced to take down false stories...

HonestReporting

Students analyze 8 charts with text excerpts from articles for messages about bias in media coverage of the Israel Hamas war. They analyze the bias in the construction of the charts, and reflect on their own interpretations.



Media Decoding Questions

- What are the main **messages** in this chart and text about media coverage?
- Do you identify any **bias** in the chart and/or text: in the information shown, what is left out, how it is presented, the language used, etc.? Explain.
- How might these biases reflect the **source**? How could you research this?

Other media decoding lessons about....

[Media Coverage of War](#) (filter by *Level, Subject, etc.*)

[The Middle East](#) (filter by *Keyword, e.g., Israel, Islam, etc.*)

Deepfakes: What Do We Believe? What Do We Share?

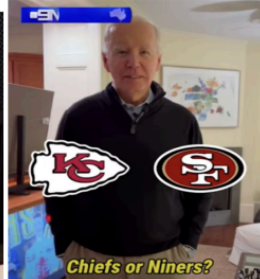
High School - College

Students evaluate Internet images and videos as fake or true. Then they reflect on how confirmation bias impacts our judgments.

- Deepfake or not? Why?
- How can you research if it is true or not?
- How does your confirmation biases impact your thinking?



Deep Fake? **Yes** ___
 Why? _____



Deep Fake? **Yes** ___
 Why? _____



Deep Fake? **Yes** ___
 Why? _____



Deep Fake? **Yes** ___
 Why? _____



Deep Fake? **Yes** ___
 Why? _____



Deep Fake? **Yes** ___
 Why? _____

Other media decoding lessons about....

[Confirmation Bias](#) (search by *Keyword, e.g., Vaccines, Politics, Social Media, etc.*)

[Social Media and AI](#) (filter by *Media Type, Resource Duration, Level, Subject, etc.*)

UN Sustainable Development Goals and Graphics

Upper Elementary & Middle School

Students analyze icons for messages about graphic design and the United Nations 17 Sustainable Development Goals.

- Which icon goes with each goal? Why?
- Which Sustainable Development Goals are most important to you?
- Why do you think the United Nations chose these goals?

 Goal: _____	 Goal: _____	 Goal: _____
 Goal: _____	 Goal: _____	 Goal: _____
 Goal: _____	 Goal: _____	 Goal: _____
 Goal: _____	 Goal: _____	 Goal: _____

Goals:

- 1: No poverty
- 2: Zero hunger
- 3: Health and well-being
- 4: Quality education
- 5: Gender equality
- 6: Clean water & sanitation
- 7: Affordable & clean energy
- 8: Decent work and economic growth
- 9: Industry, innovation & Infrastructure
- 10: reduced inequality
- 11: Sustainable cities & communities
- 12: Responsible consumption & production
- 13: Climate action
- 14: Life below water
- 15: Life on land
- 16: Peace, justice & strong institutions

See more media decoding lessons for.....[Elementary Level](#)

Then SEARCH by *Keyword*, or *Subject*, and FILTER by *Media Type*, *Resource Duration*, etc.

[Fyre Festival: Gender, Wealth and Happiness in Social Media](#)

High School & College



- What are the messages in the ad about women, men, and sexuality?
- What are the messages about success and happiness?
- Who made this for what purpose?
- How can we have greater agency in our media diet and its impacts on us?

Students analyze a short video ad and social media posts for messages about gender, wealth, and success. They assess the credibility of media messages and reflect on the role media play in shaping our views.

Other media decoding lessons about....

[Consumerism](#) - [Disinformation](#) - [Social Media](#)



Lessons for Earth Day



April 22, 2024

[250 Free Lessons on Environmental Issues](#)

SEARCH by *Keyword, Subject, or Level*,
FILTER by *Media Type, Standard, Resource Duration*, etc.

Examples:

- [Our Changing Planet: Climate, SEL, & Media Literacy for Our Youngest Students.](#)
 - Grades 1-3
- [Removing Plastic from the Ocean: From Trash to Art](#)
 - Upper Elementary
- [Sustainability Videos: Start to Finish](#)
 - Middle School
- [Environmental Justice – For Whom, How and Why?](#)
 - High School
- [Geoengineering: Can Techno Fixes Save Us From Climate Change?](#)
 - High School and College

