

PROJECT LOOK SHARP



August 2024 Newsletter

PLS August '24 Newsletter at a Glance

New Lessons:

• [Good Data - Bad Feelings: Graphing Economics, Public Opinion, and Media Coverage](#)
High School, College

• [Climate Change Through Memes](#)
Middle School, High School, College

• [To Break the Glass Ceiling: Analyzing Campaign Ads by Women Running for President](#)
Middle School, High School, College

Lessons about Elections: [Elementary](#), [Middle School](#), [High School](#), [College](#)

Lessons for Labor Day: [Elementary](#), [Middle School](#), [High School](#), [College](#)

New Lesson:

[Good Data - Bad Feelings: Graphing Economics, Public Opinion, and Media Coverage](#)

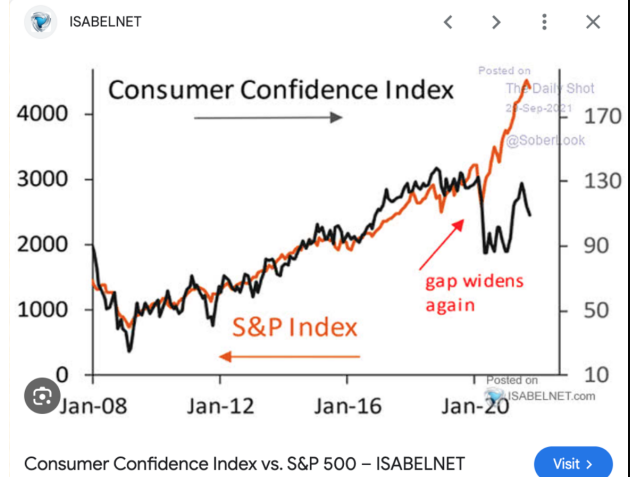
High School, College

Students work in groups to analyze graphs and media analysis for messages about: 1) the state of the U.S. economy in 2024, 2) public perception of the economy, 3) media coverage of the economy, and 4) the disconnect between economic data and public opinion.

Questions for Media Analysis:

- What do these graphs show about public perceptions of the US economy?
- What questions do you have about the information presented here?
- What questions should you ask to assess the credibility of this information?

The lesson includes 8 graphs and excerpts from a news analysis article - with student handouts and slides.



Other Media Decoding Lessons...

[100+ lessons](#) for integrating media decoding into **ECONOMICS**

[20+ lessons](#) for integrating media decoding into **MATH**

- filter by *Level, Keyword, MediaType, Standard, Lesson Duration*, etc.

New Lesson:

Climate Change Through Memes

Middle School, High School

Students analyze memes for messages about climate change and about how memes as a media form impact social change.



Questions for Media Analysis:

- What are the messages about climate change in this meme?
- What makes a meme? Can memes contribute to social change?
- How do memes use satire? What makes a meme effective?

[See our other 65 Media Decoding Lessons about Climate](#)

Including lessons for [Elementary](#), [Middle School](#), [High School](#) and [College](#)
- **Filter** by *Media Type, Standard, Lesson Duration*, etc.

New Lesson:

To Break the Glass Ceiling: Analyzing Campaign Ads by Women Running for President

Middle School, High School, College

Students analyze political campaign ads for messages about female presidential candidates, historical and cultural context, and techniques of persuasion.

Questions for Media Analysis:

- What are the messages about this candidate?
- What beliefs or emotions does this target and how?
- What is the historical context for this ad?
- How do your own biases impact your analysis?



Lessons about Presidential Campaigns

Project Look Sharp has [140 free lessons](#) integrating media decoding into teaching about U.S. presidential campaigns, from 1800-2020. Enter a **Keyword** ([Lincoln](#), [Trump](#), etc.) or the phrase (in quotes): "[Presidential Campaign](#)" - then further **FILTER** your search by **Date** ([1800](#), [1968](#), [2020](#), etc.), by **Media Type** ([music](#), [poster](#), [video](#), etc.) by **Standard** ([Reading Informational Text](#), [Economics](#), etc.), by **Lesson Duration** or by **Age/Level**.

Check out our media decoding Kit:

Media Construction of Presidential Campaigns

- 1800-2008 - with over 100 lessons, readings, handouts, timelines, media, and more, and more.

For elections since 2008 enter a date or candidate name into **Keyword** search.

We will be posting new lessons about the **2024 presidential campaign**.



Lessons For Labor Day - see our [30+ free media decoding lessons](#) about **Labor**, including:

Rosie the Riveter:

*Upper Elementary, Middle School,
High School*

Students compare illustrations of Rosie the Riveter from 1943 and 2017 to analyze gender messages and historical context.



Questions for Media Analysis:

- What are the messages about women and work?
- What is the historical context for each?



Perspectives on Labor and Management

Middle School, High School,
College

Students analyze five short film



clips for messages on labor and capital.

Questions for Media Analysis:

- What is the message here about industrialization?
- How are unions represented? How is management presented?
- How might the time in which this was made impact how labor is represented?

Media Representations of Working Class Men:

Different Eras, Different Understandings

Middle School, High School, College

Students analyze a portion of a mural from the 1930s and a short video clip from the cartoon sitcom "The Simpsons" for messages about media representation of working class men.



Questions for Media Analysis:

- What is the message here about working class men? Where do you see that?
- Why might the messages be so different? How has the historical context changed?
- Who might benefit and who might be harmed by each message?

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