

# PROJECT LOOK SHARP



## September 2024 Newsletter

### PLS September '24 Newsletter at a Glance

#### New Lessons:

- [An Aesop Fable: Media, Morals, and More](#) Elementary
- New [Climate Change Lessons](#) through Video Games, Magazine Covers, IPCC Reports, and more
- [Kamala Harris & Donald Trump Video Biographies](#) and more [Election Lessons](#)

Lessons [about Israel/Palestine](#)

Lessons for [National Hispanic Heritage Month](#)

New Search Tool

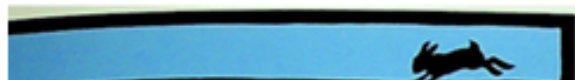
[PD Opportunity](#) from NAMLE, NCTE & NCSS

#### New Elementary Lesson:

[An Aesop Fable:](#)

[Media, Morals, and More](#)

Students compare an audio recording, video,



and text of the Aesop story, the *Tortoise and the Hare*, to understand fables and compare media forms.

**Questions for Media Analysis:**

- Which form of the fable do you like best, the video, the audio or the book? Why?
- Is "The Tortoise and the Hare" a fable? What makes you say that?
- How can people living now still have stories from 2,500 years ago?



This lesson was a collaboration between School Librarian Betty Turpin and Project Look Sharp.

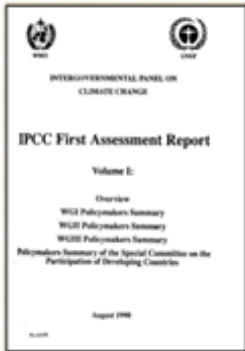
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**MORE Media Decoding Lessons for Elementary**

See 50+ free lessons for [Early Elementary](#) and 90+ lessons for [Upper Elementary](#)  
– **Filter** by *Keyword, Subject, Media Type, Standard, Lesson Duration*, etc.

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**New Climate Lessons:**



**Tracking Climate Urgency: 30 Years of IPCC Reports**

*Middle School - College*  
Students analyze short quotes from Intergovernmental Panel on Climate Change reports from 1990-2020 for messages about scientific conclusions and persuasive language related to the climate crisis.

**Questions for Media Analysis:**

- What are the messages in each of these IPCC report quotes about climate change?
  - What patterns do you notice in the change in IPCC reporting over time?
  - What are your emotional reactions to these reports?
  - Is this credible information? How do you know?
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## Video Games & Climate: Analyzing Constructions of the Future

Middle School - High School

Students analyze video game trailers for messages about climate change and possible futures, about storytelling and marketing techniques and about whether video games can impact social change.



### Questions for Media Analysis:

- How would you describe the future as represented in each of these game trailers?
- How might each of these reflect and impact this generation's views about climate change?
- What values are promoted by these games?
- What impacts does gaming have on others or society?



### Climate Change Through Time Magazine Covers

Middle School - High School

Students analyze *Time* magazine covers from 1970-2022 for messages about how climate change has been represented in a mainstream magazine and the choices magazine designers make in selling their products.

### Questions for Media Analysis:

- What are the messages about climate change in each cover? What is your evidence?
- How have the messages about climate changed over time? Why might that be?
- What emotions does this bring up for you? Why might others feel differently?

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## Other Recent Climate Lessons

[Climate Change Through Memes](#)  
[Climate Change Through Movie Posters](#)  
[Climate, SEL, and Media Literacy for Our Youngest Students](#)

## See our other [69 Media Decoding Lessons about Climate](#)

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

### **New Election Lesson:**

#### **Kamala Harris and Donald Trump**

##### **Video Biographies**

*High School - College*

Students analyze Donald Trump and Kamala Harris film biographies for messages about presidential leadership, media creation, and how political bias shapes interpretation.



#### **Questions for Media Analysis:**

- What are the messages about leadership?
- What techniques are used to sell each candidate?
- How do *your* biases impact your interpretations of each?

#### **Check out our Media Decoding Kit:**

**Media Construction of Presidential Campaigns(1800-2008)**  
with over 100 lessons, readings, handouts, timelines, media, and more.

You can search by entering a date or candidate name into **Keyword** search.

We will be posting new lessons about the **2024 Presidential Campaign** shortly, including an Elementary Lesson and Secondary Lessons about: The Youth Vote, Polling, Economics, Immigration, Masculinity, Debates, Satire, and January 6th.



### **Lessons on Israel/Palestine:**



This October 6th will be the 1-year anniversary of the brutal Hamas attack on Israel and the beginning of the devastating war in Gaza. Project Look Sharp has [7 media decoding lessons](#) related to the history of Israel/Palestine that present different perspectives on the conflict, including: [Charting Media Coverage of War: Israel/Palestine](#) about the current fighting.

Watch a 5 minute video demonstration of PLS co-founder, Chris Sperry, leading 10th grade students through a [Constructivist Media Decoding](#) of Palestinian and Israeli maps about 1948 to explore bias in maps.



## Lessons for National Hispanic Heritage Month

September 15 - October 15

We have [22 media decoding lessons](#) related to Latino heritage, including:

- [Pride in Our Hispanic Heritage: Countering Stereotypes](#)
- [Mapping the Border: Who Decides?](#)
- [Nombres: Creative Naming to Sell Ideas and Products](#)
- [Remember the Alamo](#)
- [The Spanish Conquest of Mexico: Whose Story?](#)
- [Presenting Sonia Sotomayor, Supreme Court Justice](#)
- [America: Through Music Videos](#)



### Questions for Media Analysis:

- What are the messages about being an Hispanic American in this clip from *West Side Story*?
- Whose views of America are represented in this song and video?
- What historical context shaped this story when it was written in the 1950s?



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## A New Tool for Searching

You can now add a **+** to all keyword searches to enable searching more than one word or phrase (in quotes). For instance, if you put in Keyword the phrase (in quotes)

"presidential campaign"

Tip: Put Phrases in "Quotes"

Your Search Results (143)

"presidential campaign"  
you will get 143 lessons.

If you add a **+** **women** you will narrow your search to the 7 lessons related to women and presidential campaigns.

"presidential campaign" + women

Tip: Put Phrases in "Quotes"

Your Search Results (7)

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## PD Opportunity from NAMLE, NCTE & NCSS

### Foundations of Media Literacy Workshop and Learning Cohort Applications Due September 27, 2024

The National Association for Media Literacy Education (NAMLE), in collaboration with the National Council for the Social Studies (NCSS) and the National Council of Teachers of English (NCTE), is convening a limited-capacity, 6-month [teacher learning cohort](#) that will launch at the separate NCSS and NCTE conferences in Boston with a 3-hour workshop on **Thursday, November 21, 2024**. The cohort will offer K-12 educators a sustained professional development opportunity to learn foundational media literacy concepts, practices, and pedagogies, and to collaborate with other educators around ideas for classroom implementation and curriculum.

Up to 10 NCSS and NCTE members from each organization will be selected for this cohort. Selected cohort members will be expected to attend the 3-hour in-person workshop on Thursday, November 21, and monthly 1-hour virtual professional development sessions between December 2024-April 2025. Please fill out the following [application](#) by **Friday, September 27, 2024**, and they will be back in touch with a decision by Friday, October 4, 2024.

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