

# PROJECT LOOK SHARP



## October 2024 Newsletter

### **PLS October '24 Newsletter at a Glance**

#### **New Lessons for the 2024 Presidential Election:**

- [What is a Campaign?](#) Elementary
- [Messaging Masculinity in the 2024 Presidential Campaign](#)
- [Harris vs Trump: Whose Language, Whose Issues?](#)
- [Satirizing Trump and Harris - Comedy, Bias, and Impact](#)
- [The Immigration Debate: Trump vs. Harris](#)

#### **Lessons on Veteran's Day and War**

#### **News from Project Look Sharp**

- Cyndy Scheibe receives the 2024 Elizabeth Thoman Service Award
- Media Literacy Week
- PLS Receives a Park Foundation Grant

#### **New Election Lesson for Early + Upper Elementary:**

##### **What is a Campaign?**

Students analyze historic and contemporary campaign media for messages about purpose, media



messages about purpose, media types and democratic process.

**Questions for Media Analysis:**

- What kind of media is this?
- What is a campaign? Why does it have so much media?
- Is voting important? Why?

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



**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.

**New Election Lessons for Secondary Through College:**



**Messaging Masculinity in the 2024 Presidential Campaign**

Students analyze speeches and analysis from the 2024 Republican and Democratic conventions for messages about masculinity, political campaign messaging and identity as a factor in media interpretation.

**Questions for Media Analysis:**

- What view of masculinity is presented here? What is your evidence?
- What impact might this view of masculinity have on society?
- Is this a news article or an opinion piece? Why do you think that?
- How do your experiences and identity shape your interpretation?

**Harris vs Trump: Whose Language, Whose Issues?**

Students analyze webpage issue lists to identify which are from the Harris and which from the Trump campaigns, reflecting on language choices, target audience and their own biases

**Language from the Trump + Harris Websites**

<ul style="list-style-type: none"> <li>• Strengthen Medicare</li> <li>• Make Rent Affordable</li> <li>• Take on Bad Actors</li> <li>• Support Workers</li> <li>• Invest in Childcare</li> <li>• Tackle the Climate Crisis</li> <li>• Trump's Project 2025</li> </ul>	<ul style="list-style-type: none"> <li>• Rebuild the Economy</li> <li>• Unleash Energy Dominance</li> <li>• Reclaim National Sovereignty</li> <li>• Reject Globalism</li> <li>• Protect Parents Rights</li> <li>• Reclaim Free Speech</li> <li>• Drain the Swamp</li> </ul>
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audience, and their own biases.

### Questions for Media Analysis:

- Which list is from which campaign? What is your evidence? What are your questions?
- What are the messages about each candidate and party and their stances on the issues?
- What do you learn about yourself from interpretation or reaction?



### Satirizing Trump and Harris - Comedy, Bias, Impact

Students explore political satire through the analysis of comedy sketches related to the 2024 presidential debate between Kamala Harris and Donald Trump.

### Questions for Media Analysis:

- How are Trump and Harris each characterized in this clip?
- What political biases do you see here? Is this a partisan message?
- How does the writer use satire? Is it effective? Explain.
- How might different people interpret these messages differently?

### The Immigration Debate: Trump vs Harris

Students analyze political ads from the 2024 presidential campaign for messages about immigration, media construction, and their own interpretations.



### Questions for Media Analysis:

- What are the messages about immigration and about each candidate's border policies?
- What techniques are used to sell the message?
- What impact might this have on others or society?
- Do you have an open mind on this issue?

Check out more than [160 free media decoding lessons](#) about the **presidential elections**.

Watch **demonstration videos** of question-based decoding of media documents related to presidential campaigns with [high school](#) and [college](#) students.

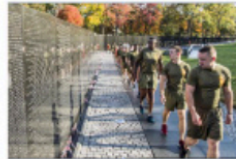


See [Articles and a Webinar](#) about media decoding of presidential campaigns.

## Lessons on Veteran's Day and War:

Project Look Sharp has a media decoding lesson related to [Veteran's Day](#) and [118 other media decoding lessons pertaining to war](#).

**Filter** by *Keyword, Media Type, Duration, Standard, Subject, etc.*



## News From Project Look Sharp

PLS founder, **Cyndy Scheibe**, is the recipient of the **2024 Elizabeth Thoman Service Award** given by NAMLE - the [National Association of Media Literacy Education](#). The award is given “individuals or projects that have significantly contributed to the growth and quality of the field of media literacy over the years.” Cyndy has been the Executive Director and driving force behind PLS since its founding in 1996. Cyndy will receive her well-deserved recognition on October 24th as part of NAMLE’s annual [Media Literacy Week](#).

**Funding News:** In September Project Look Sharp learned that we will receive our 13th consecutive grant from the [Park Foundation](#) to promote our mission of supporting educators to

integrate critical thinking and media literacy throughout the curriculum. This grant will enable us to continue to expand what is now the world's largest collection of free, question-based, student-centered, media decoding lessons for integrating media analysis across all subject areas and grade levels.

Thanks to the Ithaca-based Park Foundation we will be able to add **new lessons** on critical and **current issues**. We will continue **collaborating** with educators around the world to address gaps in our collection (e.g., see our new [elementary](#) lessons by Betty Turpin and [math](#) lessons by David Ebert), add a new series of lessons on **AI**, address **accessibility** issues, and create guides for using media decoding to **teach challenging topics** in the classroom.

Funding from the Park Foundation will also enable us to deepen our work with school **librarians** nationwide to become leaders of integrating media literacy throughout the curriculum. We are halfway through a 2-year [IMLS](#) planning grant to scale up our ML3 work nationwide. The support from Park and IMLS has enabled us to pilot successful self-paced online and Hybrid PD courses about *Constructivist Media Decoding*. See the [ML3 page](#) for more on this work.

