

PROJECT LOOK SHARP



June 2025 Newsletter

PLS Newsletter at a Glance

New Lessons and New Subject Areas:

- [Clickbaiting Our Emotions: AI Deepfakes](#)
 - New Subject Area: **Technology/Digital Media**
- [Confronting Personal Challenges - Bethany Hamilton in Film](#)
 - New Subject Area: **Physical Education**
- [College or a Trade: Which is the Right Choice?](#)
 - New Subject Area: **Career/Vocational Education**
- [Cinematic Stereotyping: High School Teachers in the Movies](#)
 - New Subject Area: **Preservice Teacher Education**

Collaborative Lesson Creation

Lessons for [Pride Month](#), [AAPI Month](#), [Juneteenth](#) and [July 4th](#)

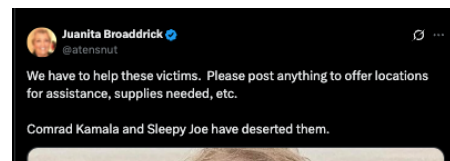
Professional Development and Expanding Leadership of CMD

New Lessons:

[Clickbaiting Our Emotions:](#)

[AI Deepfakes](#)

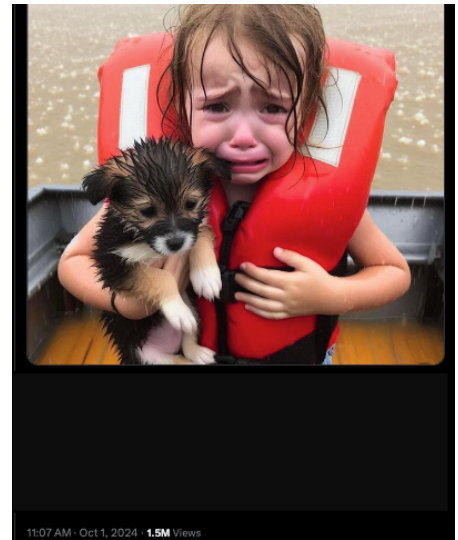
Inspired by a lesson from
Kelly Inman



Students analyze a social media post and a TV news report for messages about AI deepfakes and assessing credibility of media messages.

Media Decoding Questions:

- 1) *What are your emotional responses to this post?*
- 2) *Why might the post have been made?*
- 3) *Which do you believe, the original post or the news clip - and why?*
- 4) *Who might benefit and who might be harmed by each media message?*
- 5) *How do we assess the credibility of an image?*
- 6) *How can we prepare ourselves to be critical thinkers in the age of AI?*



More media decoding lessons from our new Subject Area: [Technology/Digital Media](#)



Confronting Personal Challenges: Bethany Hamilton in Film

Inspired by a lesson from
Michele Miranda



Students analyze trailers from documentary and feature films for messages about film genres and techniques, about interpretation of media messages and about how people persevere through personal challenges.

Media Decoding Questions:

- 1) *Is this a feature film or a documentary? How can you tell?*
- 2) *What did the filmmaker do to make it interesting?*
- 3) *What are the messages about physical challenges in these videos?*
- 4) *Why is it important to be able to manage unexpected challenges?*

More media decoding lessons from our new Subject Area: [Physical Education](#)

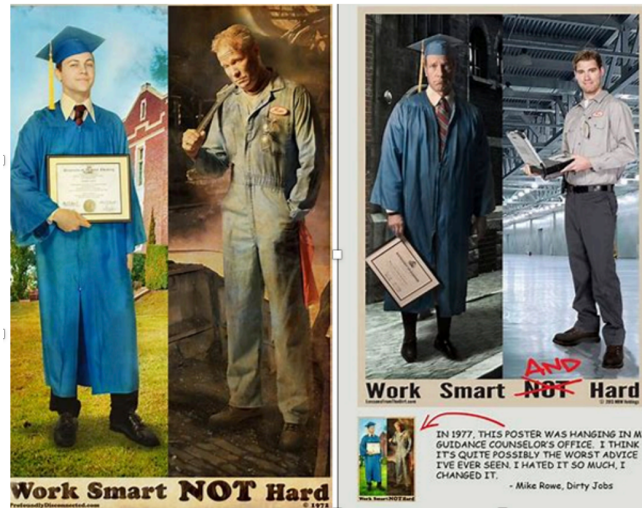
College or a Trade: Which is the Right Choice?

Authored by Tracy Mack

Students analyze two posters for messages about the potential benefits and challenges of college or trade career choices.

Media Decoding Questions:

- 1) What are the messages about college vs. vocational education?
- 2) Who might be harmed and who might benefit from each representation?



More media decoding lessons from our new Subject Area: [Career/Vocational Education](#)

Cinematic Stereotyping -

High School Teachers in the Movies

Inspired by a lesson from
Julianne Westrich



Teacher Education students analyze a Google search and clips from 4 feature films for messages about stereotypes of teachers, about the impact of film representations of teaching, and about the process of question-based, student-centered constructivist media decoding.

Media Decoding Questions:

- 1) How might this representation of teachers impact teachers and students?
- 2) Why might this view of teaching sell movie tickets?
- 3) How would you describe the process we went through in analyzing these documents?
- 4) How might the decoding process (CMD) be used to teach different subjects and levels?

More media decoding lessons from our new Subject Area: [Preservice/Teacher Education](#)

Collaborative Lesson Creation:

All the above lessons were created in collaboration with educators in one of our PD courses (see *Professional Development* below). These exciting and needed lessons prompted us to

expand our subject areas, adding [Physical Education](#), [Technology/Digital Media](#), [Preservice/Teacher Education](#), and [Career/Vocational Education](#). We are thrilled to be leveraging your collective insights, expertise and creativity in crafting most of our new lessons and offerings on our website. If you have an idea for a lesson, improvement to our website, or new PD offering, please email looksharp@ithaca.edu.

See our Media Decoding Lessons for [Pride Month](#)

See our Media Decoding Lessons for [AAPI Month](#)

See our Media Decoding Lessons for [Juneteenth](#)

See our Media Decoding Lessons for [July 4th](#)

Search

Filter Results

🌟🌟🌟🌟 Our 900th Lesson 🌟🌟🌟🌟

In 1996 when Cyndy Scheibe founded Project Look Sharp, we heard loud and clear from teachers, *'I don't have the time to add another subject to my curriculum, BUT I CAN integrate the analysis of engaging media documents that teach to my subject.'* Those teachers then added: *'But I don't have the time to find the right documents and I need help with the media literacy questions.'* For over 20 years we have been providing educators with just that.



In May we posted our 900th free lesson for integrating student-centered, inquiry-based, curriculum-driven - [Constructivist Media Decoding](#) - into the core curriculum.



PD Courses: Empowering All Students Through Media Decoding



Professional Development: 🎉

Over the decades we learned that teachers need training and support to use our lessons in a way that centers student voice over that of the teacher, in designing objectives-driven lessons, and in probing student answers to facilitate collective learning. We see the CMD process as a structured protocol for teaching educators to listen well to the meaning making of their students as they teach students how to think critically and reflectively in our information saturated world.

Over the past three years we have



Over the past three years we have developed a series of online and hybrid courses that combine live online or in-person sessions with online self-paced modules designed for teachers and librarians to learn, practice and share their experiences with CMD. We are now ready to scale this work nationwide.

Expanding Leadership of CMD:

Over the next few years we will be offering versions of our CMD courses for both individual educators and in collaboration with regional and state organizations. We have focused our training on school librarians as the natural leaders of media literacy in their schools. And we are looking for leaders of this work among all interested educators. This summer we will be offering a series of PD events to train facilitators who can lead courses in their schools, districts and regions.

Feel free to contact us about these unique PD opportunities: looksharp@ithaca.edu.



Watch our **new 5 min. videos** introducing CMD and our PD courses – with versions for:

- [librarians](#)
- [teachers](#)
- [administrators](#)



