

PROJECT LOOK SHARP



January 2024 Newsletter

PLS January '24 Newsletter at a Glance

New Lessons:

- *Bias in School Curriculum: News Report or Analysis?* - High School & College
- *Genres Through Book Covers* – Early & Upper Elementary & Middle School
- *Vaccine Safety - Exploring Our Own Biases* - High School & College

Lessons for MLK Day and Black History Month

New Media Literacy Legislation

Article on ML3: Librarians as Leaders for Media Literacy

Project Look Sharp's New Server

New FREE Media Decoding Lessons

[Bias in School Curriculum: News Report or Analysis?](#)

High School & College



Students analyze news articles about bias in school curriculum approved in Florida in 2023. Students compare a news report and news analysis and reflect on how their own biases influence their interpretations and responses.



See media decoding lessons about **Schools** for [Elementary](#), [Middle](#), and [High School/College](#)

Genres Through Book Covers

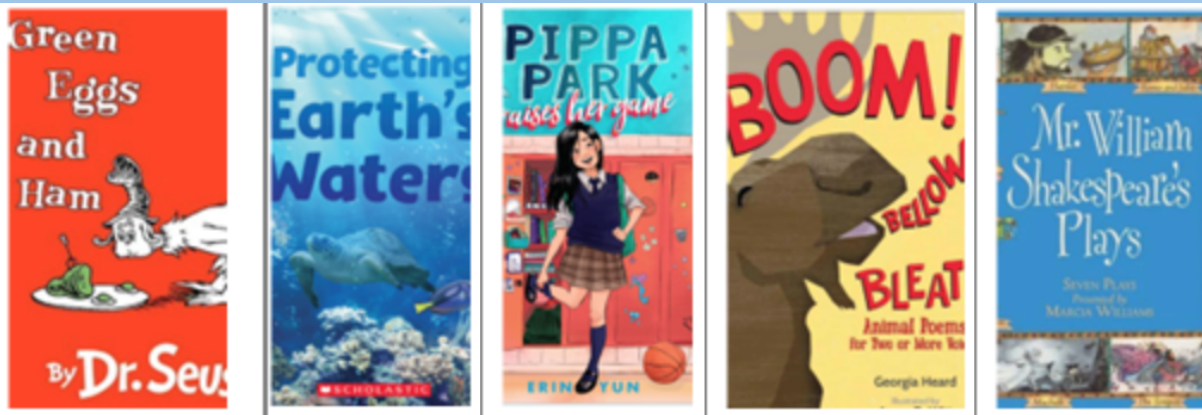
****These lessons will be available by the end of January.****

Early Elementary, Upper Elementary & Middle School

Students analyze book covers for messages about literary genres.

These lessons were crafted in collaboration with ML3 librarian Janet Balk and with school librarians in the ML3 group in Nassau, NY.

Early Elementary



Upper Elementary through Middle School



See media decoding lessons related to **literature**, for: [Early Elementary](#), [Upper Elementary](#), [Middle School](#), [High School](#)

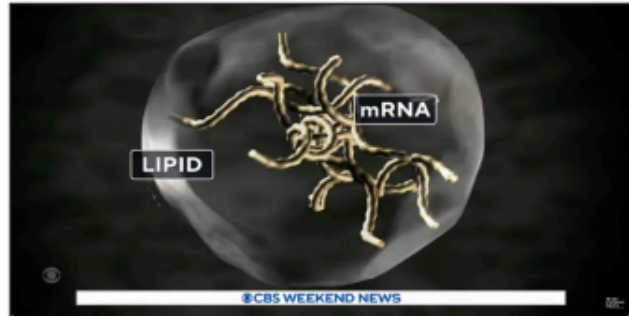
Vaccine Safety - Exploring Our Own Biases

High School & College - **Health, Science, Journalism, Library, Civics**

Students analyze two short news videos about the safety and speed of the creation of the mRNA Covid vaccine, about sourcing and credibility of the videos and the scientific information presented in them, and about their own confirmation biases.



“Health Officials Worried About Rushing COVID-19 Vaccine Out Too Quickly.” Fox54 News. 2020. :55.



“The Decades of Development Behind mRNA Vaccine Technology.” CBS Evening News. 2022. 1:27.

Search our lessons for [Health](#), [Science](#), etc. by *Grade Level, Keyword, Media Type*, etc.

Lessons for MLK Day and Black History Month

Media Constructions of Dr. Martin Luther King Jr.

Media Constructions of Martin Luther King, Jr.
A Media Literacy Kit

The collage features several key elements: a map of the United States with a hand pointing to the Southern region; a newspaper clipping titled "EYES ON THE PRIZE" with the subtitle "America's Civil Rights Movement 1954-1968"; a portrait of Dr. Martin Luther King Jr.; and other smaller images and text fragments related to his life and work.

See our [14 lessons about MLK](#) including:

- [Sculptures of Dr. King:](#)
Elementary
- [Media Construction of King:](#)
Middle School - College
- [Three Speeches](#)
Middle School, High School & College
ELA & History

See our [19 lessons for Black History Month](#) by level, keyword, subject, duration, etc.



New Media Literacy Legislation:

More states are enacting media literacy requirements, including Colorado, Illinois, Texas, and Washington State in 2021 and Delaware in 2022. In 2023 [California passed a law](#) that requires schools to “offer instruction” in media literacy and for the Department of Education to make media literacy resources and professional development available. [New Jersey’s new law](#) “Requires each school district to incorporate instruction on information literacy in an appropriate place in the curriculum.” Proposed legislation in New York centers media literacy integration under the leadership of school librarians. There is also proposed legislation [at the federal level](#). For information about [legislative initiatives](#) in your state go to [Media Literacy Now](#).

JML Article on ML3

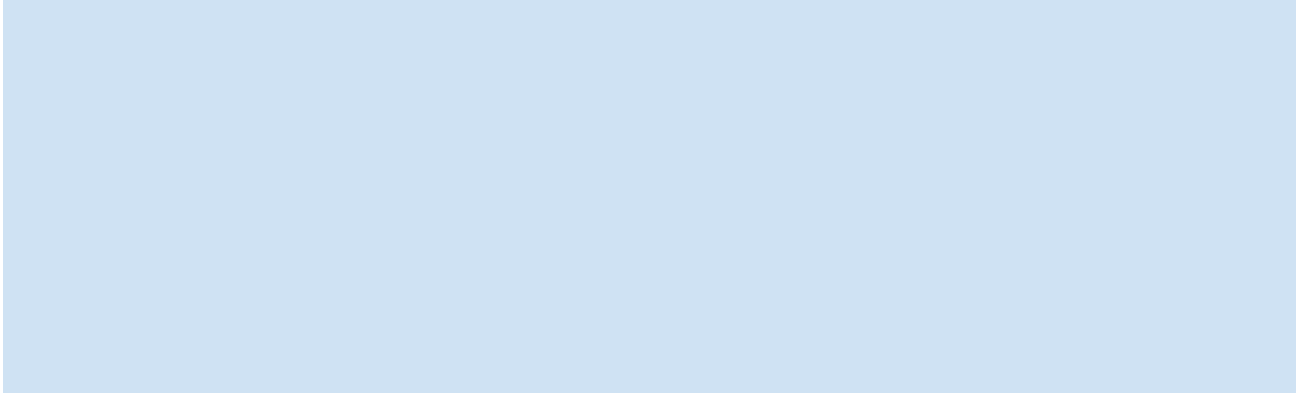
Chris Sperry and Cyndy Scheibe have a new article out in the most recent Journal for Media Literacy: [ML3: Librarians as Leaders for Media Literacy](#). The article gives an overview of the ML3 initiative that gives K-12 school librarians the resources, training, and support to be the leaders in integrating question-based, student-centered, curriculum-driven media analysis throughout the curriculum. The article includes links to the resources developed in New York State that enable school librarians to facilitate [Constructivist Media Decoding](#) with their students and provide professional development for their colleagues.



Project Look Sharp Has a New Server!

After many months of effort, we finally have transitioned to a new web server that should address the many log-in problems users have been having as well as improve the speed of searches. If you are still having problems with your account email: looksharp@ithaca.edu.





PROJECT LOOK SHARP



🍀 March 2024 Newsletter 🍀

PLS March '24 Newsletter at a Glance

New Lessons:

- [*Animals and Images: What Do You See?*](#) - Early Elementary
- [*Kerblam!?! - Violence in Comics*](#) - Middle School
- [*Comic Superheroes and Historical Context*](#) - Middle & High School

Lessons for Women's History Month

New Courses on *Constructivist Media Decoding*

C3 Social Studies and CMD

New Media Decoding Lessons

Animals and Images: What Do You See?

Early Elementary

Students analyze different types of images for messages about image forms and about reptiles, amphibians



and dinosaurs.



Media Decoding Questions →

- What kind of animal is this? How can you tell?
- What kind of image is this? How can you tell?
- Is this image real? How do you know?

Search all our lessons for [Early Elementary](#) .



KERBLAM!*

Violence in Comics

Middle School

Students analyze comic book covers for messages about violence and about the differences between realistic fiction and fantasy.

- What feelings might the characters have?
- What does this tell me about violence?
- Why might comics have so much violence?
- Is violence really cool?

Other lessons about [Violence and Non-Violence](#).

Comic Superheroes

&

Historical Context

Middle & High School

Students analyze comic book covers for messages about historical context and book cover design techniques.

See other lessons about

Historical Context

See lessons for decoding

Comics and Cartoons



- How was the story shaped by the events that were happening when this was made? What is your evidence?
- Does the cover designer have an opinion about this historical event? If so, what is it and how can you tell?

Lessons for Women's History Month



From the lesson:

[Rosie the Riveter](#)

- What do these illustrations have in common? How do they differ?
- What is the historical context for these images?
- What questions do you have about these images and where could we find the answers?

Search our collection of media decoding lessons for [Women's History](#) using **Keywords** (e.g., [Gender](#)), **Subject Areas** (e.g., [STEM](#), [US History](#), [Global Studies](#), [Health](#)), **Age/Grade Level** ([Lower Elementary](#), [Upper Elementary](#), [Middle School](#), [High School](#), [College](#)), and **Filter** by **Resource/Lesson Duration** (e.g., [Under 15 minutes](#), [30-60 minutes](#)), **Media Type** (e.g., [Film/Video](#), [Webpage](#)), Standards (ELA, C3, NGSS), and more.

New CMD Courses

Project Look Sharp is running a series of new hybrid courses on [Constructivist Media Decoding](#) that we are planning to scale nationally through the leadership of school librarians.

These include:

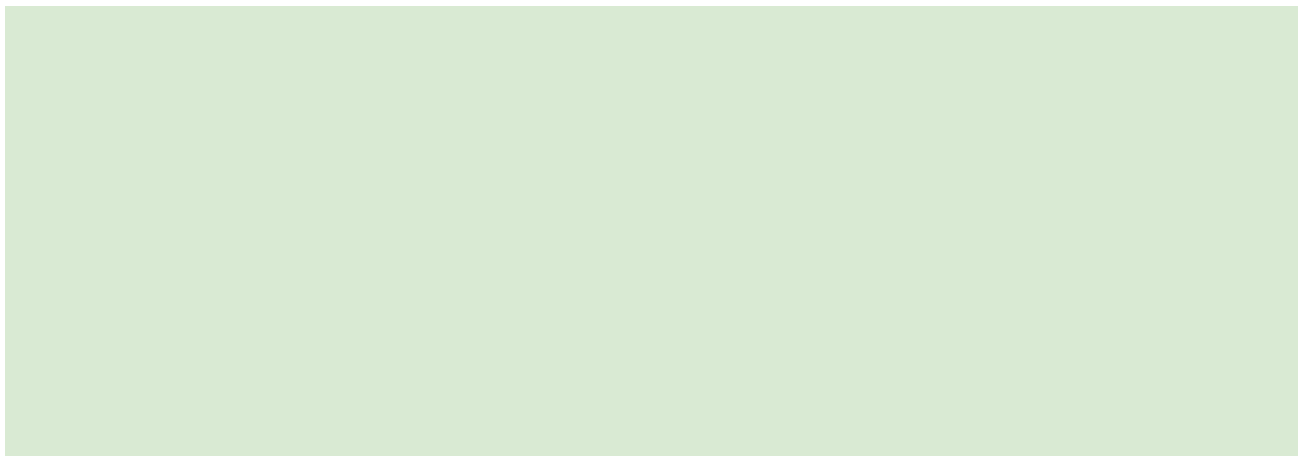
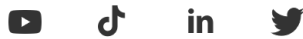
- **A National Pilot** course beginning in March that will train school librarians in 24 states to be leaders in integrating question-based, student-centered, curriculum-driven media decoding across all grade levels and subjects.
- Versions of this course for school librarians in **New York** and **Washington** state.
- A **CMD course for classroom teachers** taught by ML3 school librarian Bridget Crossman for her teachers in Lake George, New York. We hope this will become a national model for having trained school librarian leaders facilitate the CMD course for their teachers that includes in-person practice media decoding activities with colleagues.
- A PD experience for **school librarian administrators** to familiarize them with these courses.

For more information about this work go to [ML3](#) or contact Cyndy Scheibe at scheibe@ithaca.edu.

C3 Social Studies and CMD

On March 19 at 7 pm EST Chris Snerry will be speaking on a special [C3 Showcase Webinar](#)

On March 15 at 7 pm EST Chris Sperry will be speaking on a special [webinar](#) for the National Council for the Social Studies. In celebrating the 10th anniversary of the C3 Framework, Chris, together with other curriculum designers, will speak about how the C3 standards for social studies are integral to our work and where we need to go from here.



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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

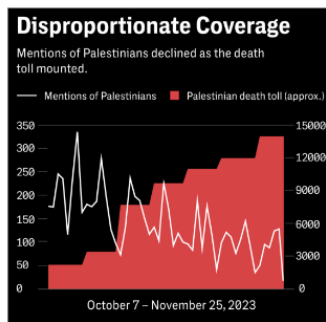


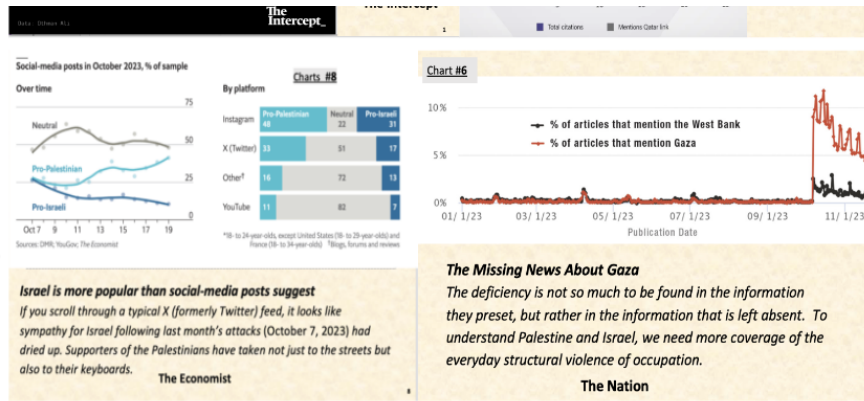
Chart #1
Coverage of Gaza war in the New York Times and other major newspapers heavily favored Israel
A quantitative analysis shows major newspapers skewed their coverage toward Israeli narratives in the first six weeks of the assault on Gaza.

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



PROJECT LOOK SHARP



May 2024 Newsletter

PLS May '24 Newsletter at a Glance

New Lessons:

- [Flags: Geometry, Algebra and Cultural Context](#) - Middle School - College
- [The Underground Railroad: Historical Context in Book Covers](#) - Middle School - College
- [Wellness Claims and Social Media](#) - High School - College
- [Music, Media and Messages](#) - Early and Upper Elementary

Lessons for Pride Month

ML3 Newsletter: Librarians as Leaders for Media Literacy

NAMLE Conference: July 14 & 15

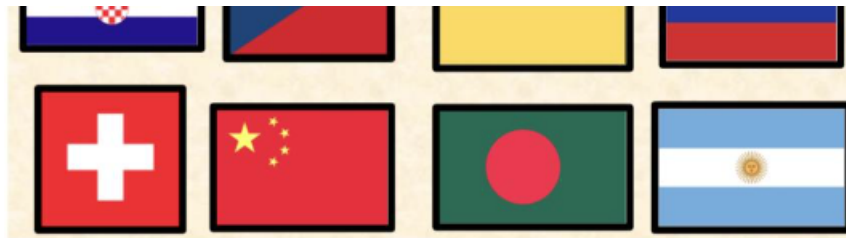
New Lesson:

Flags: Geometry,
Algebra and Cultural
Context

*Middle School, High School
& College*



This math and/or social studies lesson has students analyze flags from around the world, to understand aspect ratio, flag design and historical context.



**Media
Decoding
Questions**

1. What is the **aspect ratio** for each flag?
2. Why might flag designers have chosen aspect ratios that are close to the **Golden Ratio**, and how does this relate to the Fibonacci Sequence?
3. What do the **symbols, shapes, and colors** of these flags communicate?
4. What similarities can we identify in the flags of countries that share common **historical or cultural background**?

Other media decoding lessons for Math (filter by level, subject, etc.)

New Lesson:

The Underground Railroad: Historical Context in Book Covers

Middle School - College

Students analyze three book covers to understand historical context, to reflect on how identity impacts interpretation, and to discuss the role of media makers in crafting historical representations.

- How do these different covers make you feel? Why?
- What historical context may have impacted the change in covers?
- How might one's identity impact their interpretations?

Other media decoding lessons about...

Race (search by Level, Subject Area, and/or Keyword, e.g., Asian, slavery, environment)

New Lesson:

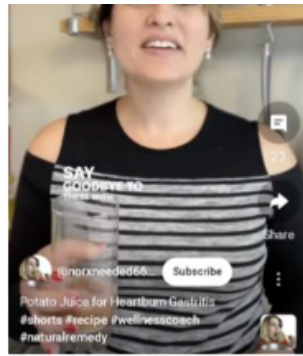
Wellness Claims and Social Media

High School - College



Students analyze 4 social media posts with health/wellness claims and evaluate their credibility.

- What health **claims** are being made in this video and what is their **evidence**?
- What is the **purpose** of this post?
- How did you **research these claims** - How do you know your sources are credible?
- Why are these videos so **popular**?
- How do they tap into our **emotions**?



Other media decoding lessons about.....

Social Media (search by Level, Subject Area, or Keyword, e.g., health, politics, click bait)

New Lesson:

Music, Media, and Meaning

Early and Upper Elementary



- What **feelings** came up when you listened to the different versions?
- What do you think **the creator** of the music wanted you to feel?
- Why might you have had **different feelings** that someone else?

Students analyze a short clip from the beginning of the movie *Lion King* with four different musical accompaniments to recognize how music influences our emotions and communicates different messages.

Media decoding lessons for: Early Elementary or Upper Elementary

Media decoding lessons about Music (filter by Level, Keyword, etc.)

Lessons for Pride Month - June, '2024

SEARCH by Keyword, Subject, or Level

FILTER by Media Type, Standard Duration, etc.

Examples:

.....

- [Pride Month: Representation and Authorship](#)
- [Pronouns & Gender Identity: Who Gets to Choose?](#)
- [Challenging Homophobia](#)
- [Gay Affirmative or Gay Negative](#)

ML3 National: Librarians as Leaders for Media Literacy

Check out our first **ML3 National Newsletter** at:

https://www.projectlooksharp.org/newsletters/ML3_national_1.pdf

This will update you on our progress in scaling up habits of questioning all media messages for all students through the leadership of K-12 school librarians nationwide. The **ML3 initiative** is supported through a planning grant from the federal Institute for Museum and Library Services.

NAMLE Virtual Conference July 14 & 15, 2024

The National Association for Media Literacy Education hosts the largest professional development conference dedicated to media literacy education in the United States.

From Pre-K to Higher Education, Community Education and Libraries, the conference provides valuable resources, technology, teacher practice and pedagogy, assessments, and core concepts of media literacy education.

Go to the conference website for more information:

<https://conference.namele.org/2023-conference/>



PROJECT LOOK SHARP



June 2024 Newsletter

PLS June '24 Newsletter at a Glance

New Lessons:

- [Media Constructions - The Declaration of Independence](#) Middle School - High School
- [Climate Change Through Movie Posters](#) Middle School - College
- [Christmas Love - SEL and Media Literacy](#) Elementary
- [Christmas Love - Advertising, Emotions, and Literary Elements](#) Middle School - High School

Lessons on [D-Day](#) and [WWII](#)

Lessons for [Pride Month](#)

[ML3 Newsletter](#): Librarians as Leaders for Media Literacy

[NAMLE Conference](#): July 12 & 13

New Lessons:

[Media Constructions of the Signing of the Declaration of Independence](#)

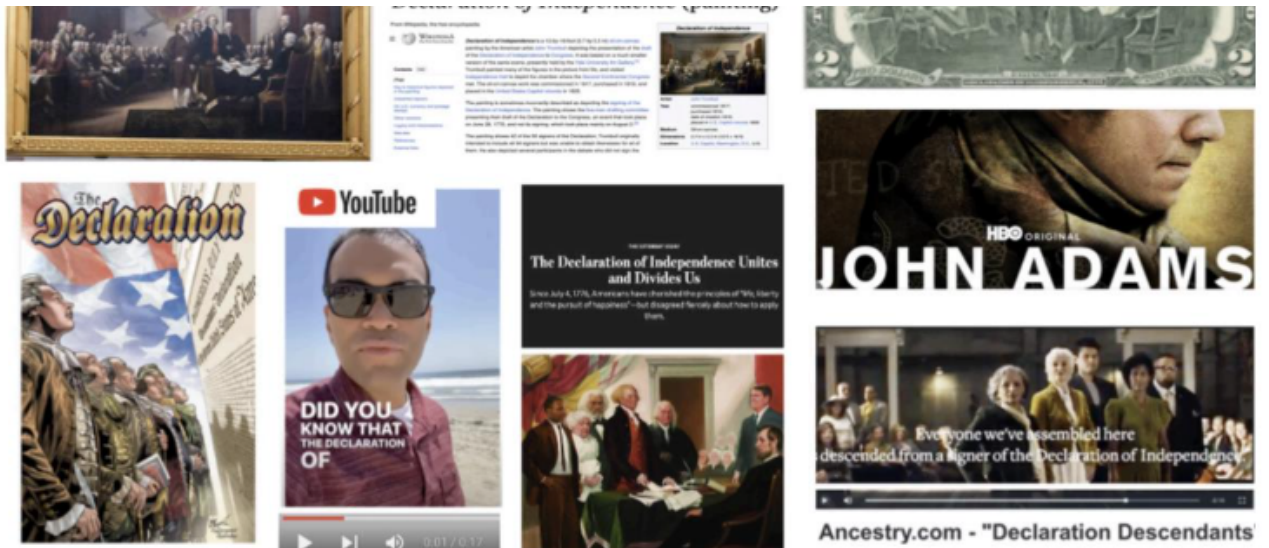
Students analyze diverse media forms related to John Trumbull's famous painting of the signing of the Declaration of Independence for messages about the event, the credibility and qualities of different media forms, and about American history.



WIKIPEDIA
The Free Encyclopedia

Declaration of Independence (painting)





Questions for Media Analysis:

- 1) What are the messages about the signing of the Declaration of Independence?
- 2) What media form is this, who made this, when, and for what purpose?
- 3) What questions should one ask to assess the credibility of the information?
- 4) What does this lesson teach about the event, about historical representation, and about our understanding of history?

Other Media Decoding Lessons...

about the [Revolutionary War for Grades 4-8](#) ,
 500+ Media Decoding Lessons on [US History](#)
 – filter by *Level, Keyword, Media Type, Standard, Lesson Duration, etc.*

Climate Change Through Movie Posters

Students analyze film posters from 2004-2022 for messages about how climate change has been represented in cinema, and the impact of film socially and



personally.



Questions for Media Analysis:

- 1) What are the messages about climate change in these posters?
- 2) How does this make you feel and why might different people react differently?
- 3) What factors (e.g., social, political, historical, and economic) may have influenced each portrayal of climate change?
- 4) Can films change public perception of a major issue like climate change?

Other Media Decoding Lessons about the Environment...

for [Early Elementary](#), [Upper Elementary](#), [Middle School](#), [High School](#), [College](#)

65 Media Decoding Lessons about [Climate Change](#)

Christmas Love - a 90 Second Commercial



[Christmas Love – SEL and Media Literacy](#)

For Early Elementary & Up

This lesson can teach to SEL objectives by having students identify emotions through facial expressions and/or media literacy objectives by having students analyze the messages and techniques used in a commercial.

[Christmas Love - Advertising, Emotions, & Literary Elements](#)

For Middle School & Up Students analyze a short video commercial about “Christmas Love” for its purpose, the elements and techniques of storytelling, and to reflect on the role of emotion and identity in interpretation of media messages.

Other Media Decoding Lessons about....

[Holidays](#) (search by *Level*),

[Advertising](#) (filter by *Level, Media Type, etc.*)

[Social Emotional Learning](#), and **[ELA](#)**

D-Day - Two views of History

High School – College

Students decode U.S. and Soviet history texts for conflicting perspectives about D-Day and the liberation of France.

D-Day Invasion: the Greatest Military Feat in All History.

- U.S. Textbook

The Anglo-American forces met with practically no opposition from the Hitlerites and advanced into the heart of France.

- Soviet Textbook



Questions for Media Analysis:

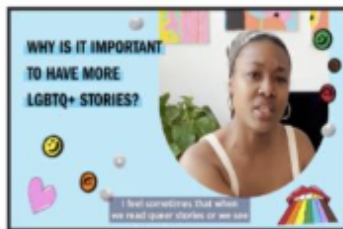
- 1) How does each text reflect Cold War views and the historical context of 1967?
- 2) Is one text more biased or objective?

Other Media Decoding Lessons about...

WWII, War, or US History

(filter by *Level, Keyword, Duration, etc.*)

17 Media Decoding Lessons for Pride Month



From the lesson: Pride Month: Representation and Authorship

Media Decoding Questions:

- 1) What are the messages in this video about Pride Month and identity?
- 2) Who made this and for what purposes?
- 3) How does the source of the video (State Department, National LGBTQ Task Force, etc.) impact the message?

4) How might your own identity impact how you view these videos?

ML3 National Newsletter: Librarians as Leaders for Media Literacy

Check out our first [ML3 National Newsletter](#). This will update you on our progress in scaling up habits of questioning all media messages for all students through the leadership of K-12 school librarians nationwide. The [ML3 initiative](#) is supported through a planning grant from the federal Institute for Museum and Library Services.

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Go to the conference website for more information:

<https://conference.namle.org>.



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](#)

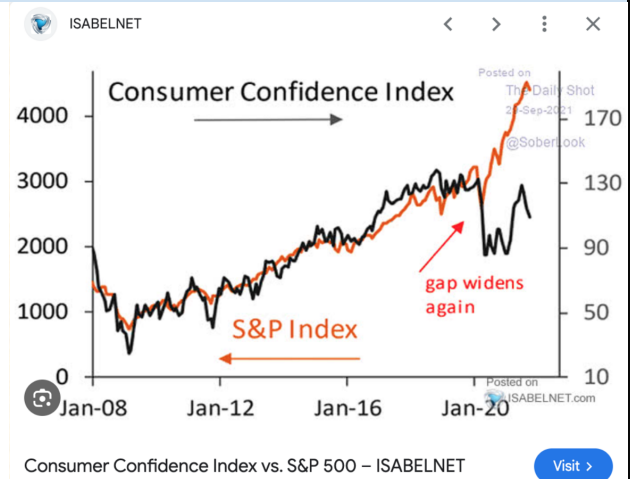
High School, College

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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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

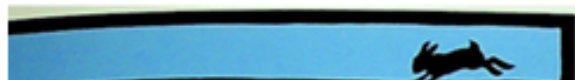
[PD Opportunity](#) from NAMLE, NCTE & NCSS

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?

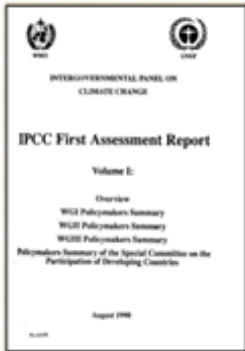


This lesson was a collaboration between School Librarian Betty Turpin and Project Look Sharp.

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 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?
-

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?

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?



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)

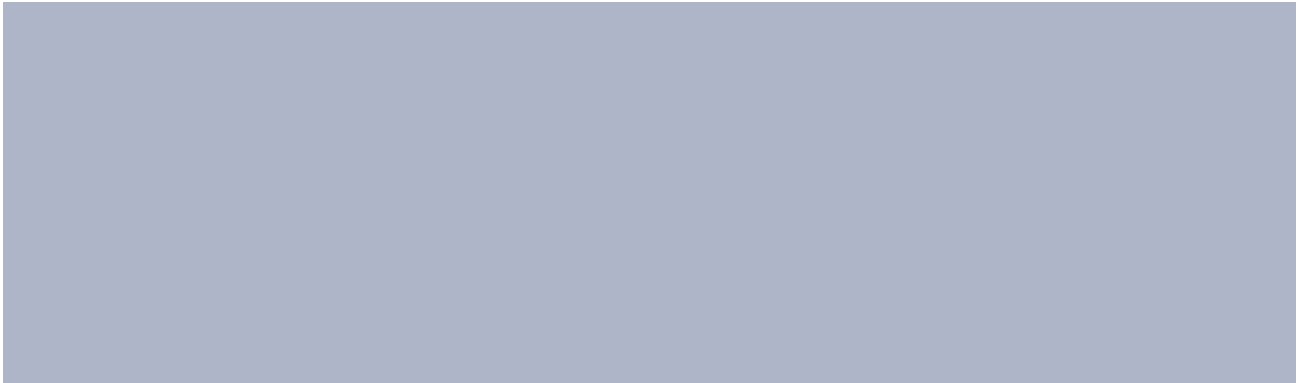
PD Opportunity from NAMLE, NCTE & NCSS

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

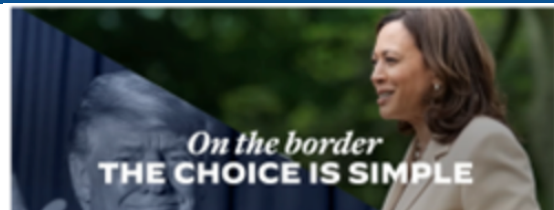
Students explore political satire through the analysis of comedy sketches related to the 2024 presidential debate between Kamala Harris and Donald Trump.

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.

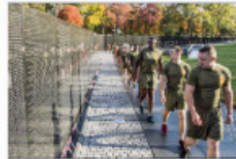


See [Articles and a Webinar](#) about media decoding of presidential campaigns.

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

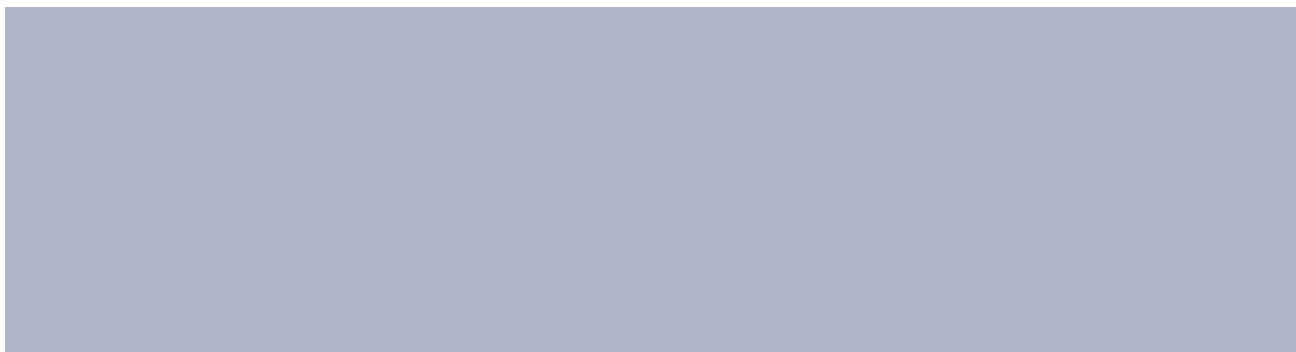
PLS founder, **Cyndy Scheibe**, is the recipient of the **2024 Elizabeth Thoman Service Award** given by NAMLE - the [National Association of Media Literacy Education](#). The award is given “individuals or projects that have significantly contributed to the growth and quality of the field of media literacy 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.



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November 2024 Newsletter

PLS November '24 Newsletter at a Glance

New Media Decoding Demonstration: *The Signing of the Declaration of Independence*

Lessons for Veterans Day

Lessons for Thanksgiving and Native American Heritage Month

New Lessons for Christmas

News from Project Look Sharp

- EL article: *Teaching Media Literacy in an Infodemic* by Chris Sperry
- *We Can Teach That: Information Literacy for School Librarians*
- DRNY releases *Media Literacy Action Plan for New York*
- 10th annual Media Literacy Week

[New CMD Demonstration Video:](#)

**Declaration of
Independence: Sourcing,
Credibility, and Bias**



Project Look Sharp is excited to share our newest Constructivist Media Decoding video demonstration.



Probe for reasoning:
Which ones are reliable?



In this 14 minute video, media literacy maven, Mary Kate Lonergan, leads students through a decoding of 8 documents about the signing of the Declaration of Independence. She facilitates student questions and comments in leading 8th graders through an analysis of the iconic John Trumbull painting, a \$2 bill, a YouTube video, a Wikipedia page, a comic book, an opinion article, and an advertisement – as they evaluate historical fact, sourcing, credibility, purpose, and bias in media messages. This video was produced with funding from the digital newsstand – [PressReader](#) – that is collaborating with Project Look Sharp on [media literacy education](#).

Veterans Day – Media Decoding Lesson:

[Veterans' Statues: Reading the Messages](#)

Students analyze sculptures of war veterans for messages about purpose, point of view and meaning.



Questions for Media Analysis:

- What war or veterans' group is being honored here?
- How are the different wars presented similarly or differently?

See more than 100 other free media decoding lessons related to [war](#) – filter by *level, subject, etc.*

Lessons for Thanksgiving:

[Squanto and the First Thanksgiving: Whose Story?](#) - Upper Elementary

Students analyze excerpts from three children's books for differing perspectives and messages about the history of Squanto's role in the first Thanksgiving feast.



Questions for Media Analysis:

- Why might the



Wampanoag and the English settlers view the Plymouth settlement differently?

- Why might different authors explain historical events in different ways?
- How would you decide which of these books is most true to what really happened and why?

Thanksgiving: Who's Telling the Story? - Middle School - College

Students analyze short videos for messages about the meanings and impacts of the stories surrounding Thanksgiving.

Questions for Media Analysis:



- According to this video how does one's cultural identity inform one's understanding of Thanksgiving?
- How does the mission of the producer shape their messages about Thanksgiving?

The Invention of Thanksgiving.

National Museum of the American Indian

When is Thanksgiving Day and Why is it Celebrated?

AlJazeera AJ+

The Pilgrims and the First Thanksgiving.

PBS American Experience

42 Lessons for **Native American Heritage Month**, including:

[Trails of Tears: Who's Telling the Stories and How?](#) Middle – High School

[Pocahontas: Can We Really Know Who She Was?](#) Upper Elementary – Middle School

[Indigenous Media Making: Affirming Identity](#) Middle School - College

[First Contact: Who's Telling the Story?](#) Upper Elementary – College

New Christmas Love Lessons: School librarian Lila Page collaborated with Project Look Sharp in creating two different lessons using the short video commercial "Christmas Love" for the British Department Store John Lewis.

For Early and Upper Elementary

[Christmas Love: SEL and Media Literacy](#)

This lesson can teach to SEL objectives by having students identify emotions through facial expressions and/or media literacy objectives by having students analyze the messages & techniques used in a commercial.

Questions for Media Analysis:

- What emotions are shown in the faces of the snow people and children?
- What is the purpose of this video? How do you know?



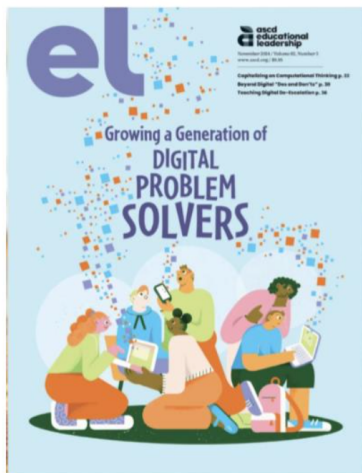
For Middle and High School

[Christmas Love: Advertising, Emotions and Literary Elements](#)

Students analyze a short video commercial about “Christmas Love” for its purpose, the elements and techniques of storytelling, and to reflect on the role of emotion and identity in interpretation of media messages.

New Publications:

Chris Sperry, PLS co-founder and Director of Curriculum and Staff Development, has a new article and book chapter about PLS’s work.



The October issue of ASCD's [Educational Leadership](#) magazine includes Chris' article *Teaching Media Literacy in an Infodemic*.



The new Rowman & Littlefield book [We Can Teach That: Information Literacy for School Librarians](#), edited by Ewa Dzedzic-Elliott, includes Chris' chapter: *Teaching Students to Decode the World*.



New York State [Strategic Plan for Media Literacy](#)

PLS has collaborated with [Democracy Ready New York](#), and the Center for Educational Equity at Teacher’s College Columbia, on this exciting new [Media Literacy Strategic Plan](#)

The plan calls for the NYS Department of Education to:

1. Establish an intergenerational New

[for New York State.](#)



York State **Task Force for Media Literacy Integration.**

2. **Identify and fund pilots** to scale promising programs emerging across the state to prepare educators to provide media literacy education.
3. Expand efforts to ensure **certified school librarians in all New York schools.**

The plan highlights our [ML3 Initiative](#) (Librarians as Leaders of Media Literacy) as an example of a NYS pilot that needs funding to scale all students in New York.

10th annual Media Literacy Week

Congratulations to NAMLE for a terrific [Media Literacy Week](#) Oct. 21-25. In just one decade the [National Association for Media Literacy Education](#) has stewarded this event into a major global celebration of resources, scholarship, and models for state-of-the-art media literacy education. Consider submitting a proposal for the [NAMLE's July 11-12, 2025 conference](#).



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December 2024 Newsletter



Dear Project Look Sharp Educators,

This will be a short newsletter - fitting for the short days in the North.





We have taken a break from new lesson creation to do a full assessment/review of all 890 of our media decoding lessons. We are assessing which ones need “Caution Statements” as we write Guides for doing media decoding with documents and on topics that have the potential to unintentionally promote disinformation, stereotypes, trauma, or polarization in our classrooms. We will be sharing more on this in the future as we work on creating age specific guides for this important work.



Our lesson review has also identified mistakes in some lessons (missing media, broken links, etc.). We always appreciate hearing from you when something on our website needs fixing or when you have a suggestion. You can submit “User Feedback” on any lesson or email us with any feedback or request at looksharp@ithaca.edu.

The “User Feedback” button is pictured as such on our website.





While Sox and Chris Sperry are the primary authors of most of our PLS lessons, we often use ideas from PLS educators. More recently we are co-creating lessons with collaborating teachers and school librarians. These include our most recent Holiday related lessons: [Christmas Love - SEL and Media Literacy](#) (elementary), [Christmas Love - Advertising, Emotions, and Literary Elements](#) (Middle/High School), and [Winter Holidays Around the World](#) (elementary).



If you have a lesson idea or are interested in collaborating on creating a PLS media decoding lesson, email us at looksharp@ithaca.edu.

Enjoy the rebirth of the light and the coming of the new year.

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