



Project Look Sharp
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ITHACA

Division of Interdisciplinary & International Studies

Mission Statement:

Project Look Sharp provides materials, training and support for the effective integration of media literacy with critical thinking into classroom curricula at all education levels.

MEDIA LITERACY INVOLVES:

- Learning how to use media wisely and effectively
- Engaging in critical thinking when evaluating media messages
- Being able to evaluate the credibility of information from different sources
- Recognizing media's influence on beliefs, attitudes, values, behaviors, and the democratic process
- Encouraging participatory citizenship
- Achieving greater understanding and appreciating multiple perspectives
- Learning to produce communication and express oneself using different forms of media

6 KEY CONCEPTS IN MEDIA ANALYSIS:

1. All media messages are "constructed."
2. Each medium has different characteristics, strengths, and a unique "language" of construction.
3. Media messages are produced for particular purposes.
4. All media messages contain embedded values and points of view.
5. People use their individual skills, beliefs and experiences to construct their own meanings from media messages.
6. Media and media messages can influence beliefs, attitudes, values, behaviors and the democratic process.