

Constructivist Media Decoding (CMD)



is a **core content inquiry-based teaching method** where **ALL students** at **all levels** develop **habits of questioning** through **media analysis.**

THIS APPROACH IS

inquiry-based **student-centered** **curriculum-driven**

AND teaches core subject-area standards
 develops habits of critical thinking
 builds student agency
 engages all students

This kit gives you the **resources and steps** you need to begin **integrating Constructivist Media Decoding** into your work with students.



WATCH:

- ▶ [Constructivist Media Decoding - Why and How?](#) (2 min.)
- ▶ [The Impact of CMD - Student Voices](#) (1 min.)
- ▶ [Project Look Sharp Free Resources for CMD](#) (2 min.)
- ▶ [Watch a Short CMD Demonstration Video](#)

STEP 1: Brainstorm upcoming CMD opportunities



What content will my students be learning?
 What media can target my curricular goals?
 And be engaging for all my students?
 What content and media literacy questions should I ask?

STEP 2: Review Tips for Decoding:

- Preparing for a decoding
- Leading a decoding
- Cautions



STEP 3: Select a Lesson



Search Project Look Sharp's website, e.g., [Economics 9-12](#)
 To narrow your search, add a **Keyword** or **FILTER** by *Subject, Media Type, Duration, etc.*

OR

Still not sure? Choose one of the lessons below:



[Carbon Trading: Arguments For & Against](#)



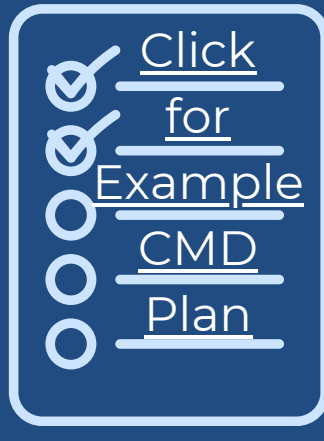
[Marketing OxyContin: Profits, Lives, Disinformation](#)



[COVID-19 & the Economy: Conflicting Priorities](#)

STEP 4: Plan Your Lesson

- What are your objectives?
- What questions can you ask students to meet your lesson's objectives?
- What follow up questions will
 - ➔ deepen student thinking?
 - ➔ help them teach each other?
- What background knowledge do your students need for the decoding?
- Will your media documents be accessible to all students?



STEP 5: Teach Your Media Decoding Lesson!



After the lesson, **REFLECT**:
 What was successful?
 What was challenging?

Use the [Self-evaluation Checklist](#)

Find more CMD lessons at



or use our [DIY guide](#) to create your own!

WHAT IS CMD?

WHY CMD?

WHAT IS IN THIS KIT?

HOW TO GET STARTED?

PLAN A CMD

PLAN A CMD

PLAN A CMD

PLAN A CMD

LEAD A CMD

NEXT STEPS