

WHAT IS CMD?

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**.

WHY CMD?

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

WHAT IS IN THIS KIT?

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



HOW TO GET STARTED?

WATCH:

- ▶ [What is Media, Media Literacy and CMD? \(3 min\)](#)
- ▶ [High School Students Talk about Media Literacy \(2 min\)](#)
- ▶ [Project Look Sharp Lessons \(2 min\)](#)
- ▶ [Watch a Short CMD Demonstration Video](#)

PLAN A CMD

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?

PLAN A CMD

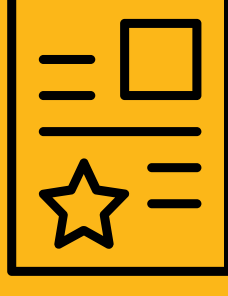
STEP 2: Review the [CMD Guide](#) for

- Tips to successfully lead a CMD
- Areas of caution
- Pitfalls to avoid



PLAN A CMD

STEP 3: Select a Lesson



[Search Project Look Sharp's website](#)

OR

[Select a lesson from our Guide for Economics 9-12](#)

OR

Still not sure? Choose one of the lessons below:



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



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

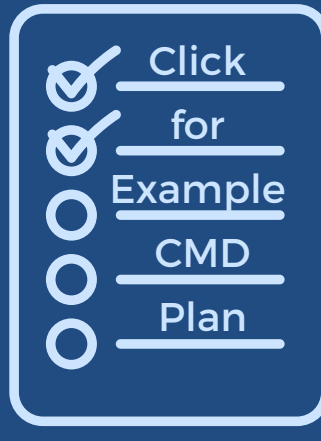


[COVID-19 & the Economy: Conflicting Priorities](#)

PLAN A CMD

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?



LEAD A CMD

STEP 5: Teach Your Media Decoding Lesson!



After the lesson, **REFLECT**:

What was successful?

What was challenging?

Use the [Self-evaluation Checklist](#).

NEXT STEPS

Find more CMD lessons at



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