

Constructivist Media Decoding STARTER KIT

for Health & Consumer Education 6-12

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:

- [▶ 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](#)

STEP 1: Brainstorm upcoming CMD opportunities



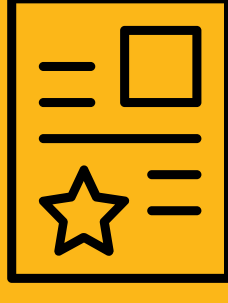
What content will my students be learning?
What media can target my curricular goals?
And be engaging for all my students?
What content and media literacy questions should I ask?

STEP 2: Review the CMD Guide for

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



STEP 3: Select a Lesson



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

OR

[Select a lesson from our Guide for Health & Consumer Education 6-12](#)

OR

Still not sure? Choose one of the lessons below:



[Seeing Body Image Through Instagram Filters](#)



[High Fructose Corn Syrup? Is there a problem?](#)



[Football & Concussions: NFL vs. Scientific Research](#)

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?

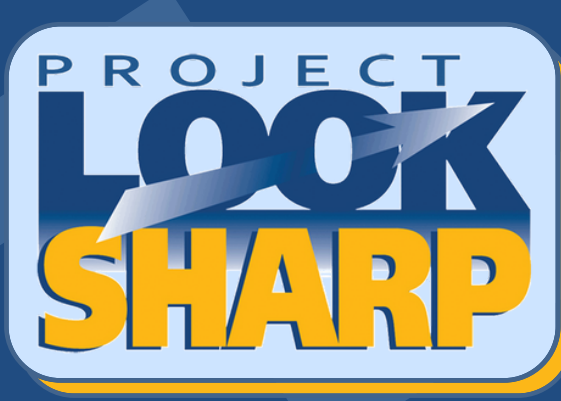


STEP 5: Teach Your Media Decoding Lesson!



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

PLAN A CMD

LEAD A CMD

NEXT STEPS