

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?

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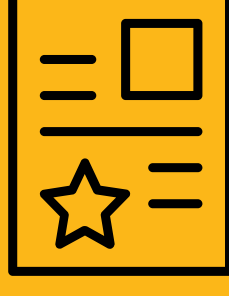
### STEP 2: Review the [CMD Guide](#) for

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



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### STEP 3: Select a Lesson



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

OR

[Select a lesson from our Guide for Math](#)

OR

Still not sure? Choose one of the lessons below:



*[Drought & Farming: Thirsty Crops](#)*



*[Polling on Structural Racism](#)*



*[Changing Our Media Habits: Impact of the Pandemic](#)*

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### 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!