# CML’s Questions to Guide Young Children: Construction (Producer)

**KQ #1:** What am I making?  
How do I put it together?

**KQ #2:** What does it look, sound, smell, feel or taste like?  
What do I like or dislike about this?

**KQ #3:** Who do I want to get this?  
What might other people think and feel about this?

**KQ #4:** What am I sharing about how people live and believe?  
Have I left anything or anyone out?

**KQ #5:** What am I telling?  
What am I selling?

<table>
<thead>
<tr>
<th>Core Concepts</th>
<th>Key Questions</th>
<th>Questions to Guide Children</th>
</tr>
</thead>
</table>
| 1             | All media messages are constructed. | Who created this message?  
Where do I put it together? |
| 2             | Media messages are constructed using a creative language with its own rules. | What creative techniques are used to attract my attention?  
What do I like or dislike about this? |
| 3             | Different people experience the same media message differently. | How might different people understand this message differently?  
Who do I want to get this?  
What might other people think and feel about this? |
| 4             | Media have embedded values and points of view. | What values, lifestyles and points of view are represented in, or omitted from, this message?  
What am I sharing about how people live and believe?  
Have I left anything or anyone out? |
| 5             | Most media messages are organized to gain profit and/or power. | Why is this message being sent?  
What am I telling?  
What am I selling? |
CML’s Questions to Guide Young Children: Deconstruction (Consumer)

**KQ #1:** What is this? How is this put together?

**KQ #2:** What do I see or hear? Smell? Touch or taste? What do I like or dislike about this?

**KQ #3:** What do I think and feel about this? What might other people think and feel about this?

**KQ #4:** What does this tell me about how other people live and believe? Is anything or anyone left out?

**KQ #5:** Is this trying to *tell* me something? Is this trying to *sell* me something?

<table>
<thead>
<tr>
<th>Core Concepts</th>
<th>Key Questions</th>
<th>Questions to Guide Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>All media messages are constructed.</td>
<td>Who created this message?</td>
</tr>
<tr>
<td>2</td>
<td>Media messages are constructed using a creative language with its own rules.</td>
<td>What creative techniques are used to attract my attention?</td>
</tr>
<tr>
<td>3</td>
<td>Different people experience the same media message differently.</td>
<td>How might different people understand this message differently?</td>
</tr>
<tr>
<td>4</td>
<td>Media have embedded values and points of view.</td>
<td>What values, lifestyles and points of view are represented in, or omitted from, this message?</td>
</tr>
<tr>
<td>5</td>
<td>Most media messages are organized to gain profit and/or power.</td>
<td>Why is this message being sent?</td>
</tr>
</tbody>
</table>
# CML’s Questions to Guide Young Children: Deconstruction and Construction

### Deconstruction

<table>
<thead>
<tr>
<th>Core Concepts</th>
<th>Key Questions</th>
<th>Questions to Guide Children</th>
</tr>
</thead>
</table>
| 1 All media messages are constructed. | Who created this message? | ▪ What is this?  
▪ How is this put together? |
| 2 Media messages are constructed using a creative language with its own rules. | What creative techniques are used to attract my attention? | ▪ What do I see or hear?  
Smell? Touch or taste?  
▪ What do I like or dislike about this? |
| 3 Different people experience the same media message differently. | How might different people understand this message differently? | ▪ What do I think and feel about this?  
▪ What might other people think and feel about this? |
| 4 Media have embedded values and points of view. | What values, lifestyles and points of view are represented in, or omitted from, this message? | ▪ What does this tell me about how other people live and believe?  
▪ Is anything or anyone left out? |
| 5 Most media messages are organized to gain profit and/or power. | Why is this message being sent? | ▪ Is this trying to tell me something?  
▪ Is this trying to sell me something? |

### Construction

<table>
<thead>
<tr>
<th>Core Concepts</th>
<th>Key Questions</th>
<th>Questions to Guide Children</th>
</tr>
</thead>
</table>
| 1 All media messages are constructed. | Who created this message? | ▪ What am I making?  
▪ How do I put it together? |
| 2 Media messages are constructed using a creative language with its own rules. | What creative techniques are used to attract my attention? | ▪ What does it look, sound, smell feel, taste like?  
▪ What do I like or dislike about this? |
| 3 Different people experience the same media message differently. | How might different people understand this message differently? | ▪ Who do I want to get this?  
▪ What might other people think and feel about this? |
| 4 Media have embedded values and points of view. | What values, lifestyles and points of view are represented in, or omitted from, this message? | ▪ What am I sharing about how people live and believe?  
▪ Have I left anything or anyone out? |
| 5 Most media messages are organized to gain profit and/or power. | Why is this message being sent? | ▪ What am I telling?  
▪ What am I selling? |