Abstract
The possibility of contribute to the construction of citizenship in the effort of strengthen an model of participative democracy, as well as to understand the devices of seduction of the media, lie in a good part on the development of the critical competences for the comprehension of the social reality that is built from the media framework. This labor has to start in the school, on the media and communicative competence of the teachers. For the purpose of this paper it had been use, as reference, the competences of the teachers that use the model M-DECA and stands out a competence vector of absolute importance, of a generic and transverse nature: the communicative competence, fundamental on the process of construction of learning, which is usually provided with the ‘acquisition of knowledge’. It is propose a mechanism of components organization in didactic sequences, in activities in the classroom, with the purpose of strengthen the media competence.

Keywords
Democracy, media competence, teaching, citizenship.