

*As a point of transparency, I got this idea looking at the AEJMC program – there's a panel that includes this as a teaching tool.*

My fall Mass Communication Ethics class is going to assess campaign ads to determine how truthful/ethical they are. They can evaluate national, state or local ads. I'll have them apply the TARES test. I'm having them work in teams of 3-4 students. This works well from a real-world perspective, since there are so few jobs in which you get to work/make decisions alone. They will have to split up the fact-finding and discuss their differences.

As a plus, the school's digital news organization is going to use their analysis as the basis of news stories. So, end result, many will have their work published. I'm hoping that extra perk will be something of an incentive.