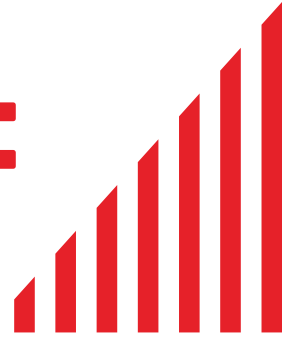




CAMPAIGN 2024:

A Teacher's Guide to Debate, Media, and Speech in the Classroom



Wise Practices for Speech, Debate, and Media Literacy Education of the 2024 Election

The following practices are intended to offer speech and debate teachers ideas to integrate media literacy and the 2024 election into their instruction.

- 1** Choose a clip of a political debate on one issue, ask students to identify distinct arguments from candidates, and then compare arguments from each candidate.
- 2** Ask students to share and discuss why certain arguments were convincing to them.
- 3** Compare and contrast how traditional media outlets, independent media, and media influencers frame election issues and political candidate messaging.
- 4** Provide students with media from different settings and formats (e.g., campaign speech, political debate, television advertisement, social media advertisement, TikTok from a campaign account), then ask students to identify how and why arguments change based on these different media settings.
- 5** Dissect the visual media utilized for, or against, political candidates to consider how images can persuade voters via non-rational means.
- 6** Compare campaign commercials from this election to those from the past to examine how they differ in tone, mood, language, topic, and media production.
- 7** Review political cartoons with students, and ask students to debate whether the cartoon is accurate or fair.
- 8** Ask students to research the reliability and independence of fact-checking sites. Discuss as a class whether presidential debates should fact-check responses in real-time.
- 9** Find examples of scapegoats, strawman arguments, and other logical fallacies in candidate campaign media.
- 10** Provide a rubric with specifics of how the students should present their projects, arguments or any writing assignments related to media.



Additional Resources for Teaching the Election

DEBUNK MISINFORMATION

[The News Literacy Project's Misinformation Dashboard for Election 2024](#) debunks election misinformation trending topics.

COMPARE MEDIA OUTLETS

[AllSides.com](#) is a site that shows how different media outlets cover current issues.

EXPLORE CAMPAIGN ADS

[The Living Room Candidate](#) has campaign advertisements from elections from 1952 to the present.

CHECK THE FACTS

Explore fact checking sites such as the Annenberg Public Policy Center's [Factcheck.org](#) and the Poynter Institute's [Politifact.com](#).

ELECTION RESOURCES AND LESSONS

Dr. Bret Levy's [TeachingElections.org](#) has a range of resources and lessons for teaching elections.



Speech and debate teaches students communication, critical thinking, collaboration, and creativity. As the national authority on public speaking and debate, the National Speech & Debate Association (NSDA) provides the infrastructure for speech and debate competitions around the world. The NSDA believes in the power of student voices and creates a platform for them to be heard and celebrated. You can find more resources on speech and debate at www.speechanddebate.org/getting-started.



The National Association for Media Literacy Education (NAMLE) promotes media literacy education across a wide array of disciplines. NAMLE views media literacy—the ability to access, analyze, evaluate, create, and act using all forms of communication—as an essential 21st century literacy. Media literacy education is the ongoing development of habits of inquiry and skills of expression necessary for people to be critical thinkers, thoughtful and effective communicators, and informed and responsible members of society. Developing these habits and skills is vital to civic life. You can find more on media literacy at www.namele.org/resources.