## TARES Test: What is it and how can it help with decision-making?

**READ**:

* TARES Test (Media Ethics Issues and Cases, 9th edition)
  + What is it? How do you use it?

**ACTIVITY:**

* Have students work in small groups of three to determine whether the advertisement (attached below) would pass the TARES Test.

*Example:*



* Students should use the chart below to help formulate their thoughts and submit their responses. A handout will be provided to students.
  + Once completed, students and the adviser will discuss the findings with an in-depth look into how The Atlantic handled the case following complaints.
    - [On the Atlantic's Scientology Ad (and Aftermath)](https://www.theatlantic.com/national/archive/2013/02/on-the-atlantics-scientology-ad-and-aftermath/273447/)
    - [The Atlantic publishes then pulls sponsored content from Church of Scientology](https://www.poynter.org/reporting-editing/2013/the-atlantic-pulls-sponsored-content-from-church-of-scientology/)

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| Is it TRUTHFUL? |  |
| Is it AUTHENTIC? |  |
| Is it RESPECTFUL? (Is it misleading or deceptive when it reaches the consumer/reader?) |  |
| Is it EQUITABLE? (Is there an equal field between the advertiser and the consumer?) |  |
| Is it SOCIALLY RESPONSIBLE? |  |