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Student motivation and engagement are an ongoing challenge in the classroom.

Nontraditional methods (such as games) have been shown to serve as valuable teaching method (Kumar & Lightener, 2007).

Encourages active learning, collaboration, and interactivity.

Students generally perceive games in the classroom to be more positive than lectures (Kumar & Lightener, 2007).

Why aren’t they used more then?
- Time consuming
- Concern for student resistance
- Classroom management
What Inspired AP Style Jenga?

- Perceived as a “boring” aspect of teaching PR and media writing
- Looking for a way to engage students, improve their knowledge of AP style rules → implement in writing assignments
- Less lecturing, more interaction!
AP Style Jenga

- 1 Jenga set per group of 5 students
- 1 player: Question Master (rotates)
- Given Packet:
  - Rule sheet
  - Question sheet
  - Answer sheet
  - “Cheat sheet” (for beginners)
- Players select pieces and answer the corresponding questions
  - If correct - keep piece
  - If wrong - place piece on top of stack
- The player with the most pieces by the time the tower falls wins