







The Viral AI Video Guide: Engage, Excite, and Energize Your Students

 Supercharge your teaching with **The Viral AI Video Guide: Engage, Excite, and Energize Your Students**—a bold, ready-to-use resource that brings AI in business communication to life. Featuring hand-picked YouTube videos, thought-provoking questions, and engaging activities, this guide transforms passive viewing into powerful, student-driven discussions. Energize your classroom with real-world examples of ethics, authenticity, and human connection in the AI era, while seamlessly reinforcing the cutting-edge coverage in *Business Communication Today*, 16th Edition. Make every lesson unforgettable!

This guide features five YouTube videos on AI and its impact on business communication. It is structured for use across two class sessions, but can be adapted as needed. Each section includes discussion questions, key takeaways, and suggested activities.

Selected Videos

-  AI & Ethics in Strategic Communication: A Conversation with Experts
(<https://www.youtube.com/watch?v=ZTZaU19hvtU>)
-  Ethics in AI Applications | From A Business Professor
(<https://www.youtube.com/watch?v=avSkKOGxQr4>)
-  Using Generative AI (GenAI) on the Job by Bovée and Thill
(<https://www.youtube.com/watch?v=broysdifcH8>)
-  3 Critical Writing Mistakes You Must Avoid with AI
(<https://www.youtube.com/watch?v=YxNcsuTb30A>)
-  AI + Human Connection: The Future of Business Communication by Bovée and Thill
(<https://www.youtube.com/watch?v=HB4X4Xcs8JM>)

Session A – Foundations & Ethics (approx. 60 min)

Videos: AI & Ethics in Strategic Communication; Ethics in AI Applications.

Activities:

- ✓ Warm-Up: Why does strategy matter when applying ethics to AI in communication?
- ✓ Group Discussion: How AI tools influence ethical decision-making in PR, marketing, or crisis communication.
- ✓ Class Synthesis: Draft “31 Golden Rules” for ethical AI use in business communication strategy.

Guiding Questions:

- ? How does strategic context shape ethical decisions differently than day-to-day writing?
- ? What ethical risks arise when AI is used at scale for public communication?

- ? How should companies balance speed, cost savings, and ethical responsibility?
- ? Which stakeholders benefit or lose when ethics are ignored in AI-driven communication?

Key Takeaways:

- ★ Strategic communication magnifies the stakes of ethical decisions—messages affect public trust and reputation.
- ★ AI can accelerate communication but also amplify ethical risks.
- ★ Ethics in communication must be proactive and embedded in company strategy.

Homework: Reflection: 'Identify a recent business communication campaign. How could AI have been used ethically or unethically in shaping it?'

Session B – Practical Writing & Communication Skills (approx. 60 min)

Videos: Using Generative AI on the Job; 3 Critical Writing Mistakes; AI + Human Connection: The Future of Business Communication.

Activities:

- ✓ Warm-Up: Share personal experiences with AI tools.
- ✓ Paired Discussion: Benefits & risks of AI at work.
- ✓ Writing Workshop: Revise flawed AI-generated drafts.
- ✓ Reflection: What communication aspects must remain human?

Guiding Questions:




- ? What are common AI writing mistakes?
- ? How can we polish AI output to make it authentic?
- ? Where does human empathy and connection still matter?

Key Takeaways:

- ★ AI = drafting partner, but needs revision for tone, clarity.
- ★ Avoid generic or “bot-like” writing.
- ★ Human connection and empathy remain essential.

Homework: Draft an AI-generated email, then revise manually. Submit both versions with a reflection on the changes.

Optional Integration Ideas

-  Students build a “Personal AI Communication Handbook” throughout the course.
-  Peer Review: Exchange AI vs. revised drafts and critique for clarity and authenticity.
-  Role-Plays: Decide whether to use AI in specific workplace scenarios (speed vs. risk).