



EDITION DW AKADEMIE

#2018

MEDIA DEVELOPMENT

Media and information literacy

A practical guidebook for trainers

4

Audio



Radio quiz



	Radio station	Type of radio content	Purpose	
Example 1		<input type="checkbox"/> news <input type="checkbox"/> magazine program <input type="checkbox"/> interview <input type="checkbox"/> vox pop <input type="checkbox"/> music <input type="checkbox"/> radio play	<input type="checkbox"/> information about famous people <input type="checkbox"/> advertisement <input type="checkbox"/> paid content <input type="checkbox"/> jingle <input type="checkbox"/> public service announcement	<input type="checkbox"/> to inform <input type="checkbox"/> to entertain <input type="checkbox"/> to sell or promote
Example 2		<input type="checkbox"/> news <input type="checkbox"/> magazine program <input type="checkbox"/> interview <input type="checkbox"/> vox pop <input type="checkbox"/> music <input type="checkbox"/> radio play	<input type="checkbox"/> information about famous people <input type="checkbox"/> advertisement <input type="checkbox"/> paid content <input type="checkbox"/> jingle <input type="checkbox"/> public service announcement	<input type="checkbox"/> to inform <input type="checkbox"/> to entertain <input type="checkbox"/> to sell or promote
Example 3		<input type="checkbox"/> news <input type="checkbox"/> magazine program <input type="checkbox"/> interview <input type="checkbox"/> vox pop <input type="checkbox"/> music <input type="checkbox"/> radio play	<input type="checkbox"/> information about famous people <input type="checkbox"/> advertisement <input type="checkbox"/> paid content <input type="checkbox"/> jingle <input type="checkbox"/> public service announcement	<input type="checkbox"/> to inform <input type="checkbox"/> to entertain <input type="checkbox"/> to sell or promote
Example 4		<input type="checkbox"/> news <input type="checkbox"/> magazine program <input type="checkbox"/> interview <input type="checkbox"/> vox pop <input type="checkbox"/> music <input type="checkbox"/> radio play	<input type="checkbox"/> information about famous people <input type="checkbox"/> advertisement <input type="checkbox"/> paid content <input type="checkbox"/> jingle <input type="checkbox"/> public service announcement	<input type="checkbox"/> to inform <input type="checkbox"/> to entertain <input type="checkbox"/> to sell or promote
Example 5		<input type="checkbox"/> news <input type="checkbox"/> magazine program <input type="checkbox"/> interview <input type="checkbox"/> vox pop <input type="checkbox"/> music <input type="checkbox"/> radio play	<input type="checkbox"/> information about famous people <input type="checkbox"/> advertisement <input type="checkbox"/> paid content <input type="checkbox"/> jingle <input type="checkbox"/> public service announcement	<input type="checkbox"/> to inform <input type="checkbox"/> to entertain <input type="checkbox"/> to sell or promote



On air! Test recording

TASK

Record a test news item about your training. We have supplied a sample text below. Please try to read the news story in a trustworthy, clear and factual voice and aim for a perfect recording.



Young people from different regions of the country are taking part in a _____-day (*duration*) workshop on media and information literacy in _____ (*location*).

The training helps raise awareness of how the media work. It also shows the participants how they can make their voices heard in public discussions.

The training is provided by _____ (*organizers*) and focuses mostly on radio. The participants learn to evaluate the quality of radio programming, produce their own radio news stories and conduct interviews.

Media and information literacy is not just important in _____ (*country*) but all over the world. It enables people to understand and process the abundance of information in the media. It also helps them actively participate in communication involving media. The growth of the internet and social media networks like Facebook and Twitter have made media and information literacy survival skills.



Audio recording

Recording audio is easy if you avoid some common mistakes.

Here are some basic tips:

- Choose a quiet environment but avoid empty rooms as they make the recording sound hollow.
- Don't record in places with a lot of background noise like traffic, music or other people talking. Background noise can make it difficult for you to edit your recording and makes it hard for your listeners to understand what is being said.
- If you record outside with an external microphone, you can reduce wind noise by using a mic windshield.
- When your interviewees talk, do not encourage them audibly by saying “aha,” “yes,” “I see” or “I agree.” Encourage them silently by nodding, smiling and keeping eye contact. Verbal encouragements may give your listeners the impression that you agree with everything your interviewee says.
- While you record, don't move the fingers that hold the microphone, as this will make sounds that the microphone can pick up. Also try to avoid making any other sounds that could end up on tape, like shuffling your feet or coughing.
- Hold the microphone in the direction of the source of the sound: your mouth when you ask a question, and the interviewee's mouth when they answer.
- A good distance between the mouth and the microphone is about 20 cm (almost eight inches). You can get a little closer if you're using an internal microphone, like the microphones built into smartphones.
- Always wear earphones or headphones to check the levels and the sound while you are recording.
- Press the record button a few seconds before asking your first question. Keep recording for a short while after the end of the last answer. You can trim the beginning and the end of your interview later, but you can never recreate missing sound bites if someone starts to speak before you've started recording.



Checklist: Our radio news

TASK

Do you want to produce quality radio news yourself? Use this checklist.

1 Check your topic

Topic: _____ Subtopic: _____ 

How newsworthy is it? Circle the characteristics of newsworthiness, also known as news values. If your topic doesn't have any of these news values, you may want to change your focus or concentrate on a subtopic instead. 

timeliness	impact	conflict	consequence
proximity	prominence	novelty	human interest

2 Check your information sources and the results of your research

What sources of information did you use for your research? Evaluate them. 

Information source	Primary source?	Secondary source?	How trustworthy?

3 Check the quality of information in your news text

- all relevant facts
- neutral language
- balanced, not biased
- consequence
- truthful
- factual not emotional
- no interpretation from the journalist
- human interest
- easy to understand
- transparent
- no value judgments from the journalist



The interview plan

Interviewee _____ Interviewer _____ 

What should the listener know at the end of the interview? Interview goal:

Interview plan:

Aspects to keep in mind

- 1 What do potential listeners already know about this topic? What should they know about it? What questions would make this topic interesting for them? How can you make this topic clear for them?
- 2 Develop the interview logically; ask the basic questions first.
- 3 Listen to what your interviewee says and integrate their answers into your questions. Adapt your questions or the sequence of questions accordingly. This will give your interview a logical flow, just like an everyday conversation in which you respond to something that is said. It will help listeners to follow the interview.
- 4 Don't jump from one idea to another without building bridges for your listeners.
- 5 If the interviewee doesn't answer a question, ask it again using different words. If the interviewee still doesn't answer, you can ask why they do not seem to want to answer your question.



Vox pop

1 Preparing a vox pop: researching and choosing one question

After you have selected a suitable topic and researched the basic facts, you may find it difficult to choose one question. There are a lot of different questions that you can ask about any topic, but for a vox pop, you must choose one key question. It should:

- be clear and easy to understand.
- urge people to share personal opinions or experiences.
- be an open question.
- lead to a variety of answers and not just bring about one possible or desirable answer.

2 Your approach and appearance

The first impression counts. So before you go out and ask strangers to answer your question, think about your approach and your appearance. Here are some tips:

- Be friendly and smile.
- Maintain eye contact. Show people that you are genuinely interested in what they are saying. Nod and smile when they speak to encourage them.
- Do not wear inappropriate clothing.
- Look self-confident and optimistic. If you are nervous, try not to show it.

3 When conducting a vox pop

There are some things you should keep in mind while conducting a vox pop. It helps to take notes and check the levels while you record. This will make editing easier.

Content

- Short and clear answers
- Different opinions
- Different voices (young/old, male/female)
- Do not interrupt people; be patient.
You can edit the answers later.

Technical tips

- Find a suitable location where you will not pick up background noise.
- Wear earphones or headphones to check the volume while you record.
- Start recording a few seconds before the answer starts and keep recording a few extra seconds at the end to make editing easier.

4 Editing a vox pop

Select the best answers. Discard the ones that are not clear, well-expressed or well-recorded. Make sure you have a mixture of different voices and opinions. Start and end with a strong statement.

DW Akademie

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