TECH1502-17 Social Media & Technology

Workshop Nine: Audio Interview Skills

	Activity: Podcast recording **Activity:** Coursework B & C Planning
001	**How to Podcast** You should form a basic idea of how you want to structure your podcast. There is one rule to keep in mind: **1. There are no rules with podcasting (just keep it legal)** You can cough into the mic once a week and post it to the internet if you want. Just know that I won't listen to it. Also, just because we are talking about a "plan" and a "format" does not mean that this stuff is set in stone. You will certainly change your mind as time goes on. You will add things and drop things. Eventually you will find your groove and settle into what works well for you. But it's good to start out with an outline so you have an idea of where you're going. It will make the process easier and also make your podcast better. A better podcast means more listeners and more fun for you. http://www.howtopodcasttutorial.com/05-choosing-your-podcast-format.htm
002	**Types of Podcast** Podcasting content comes in a wide variety of shapes and sizes. Businesses are finding many different and creative ways of incorporating podcasts into their business strategies and marketing plans. Here are just some of the various types of content that businesses are turning into podcasts... http://www.podcasting-tools.com/kinds-of-podcasts.htm **Podcast Genres** Does your podcast have to fit neatly into one of these categories? Not really. This is not a bookstore where if the publisher can't figure out where to put your book, you're not going to get shelf space. Podcasts that find themselves unclassifiable, and yet still entertaining, will get listeners. In fact, word of mouth by other podcasters continues to be the best way to get listeners. http://www.quepublishing.com/articles/article.aspx?p=486768 **The 3 Types of Podcasts That Drive Social Traction** Like peanut butter and jelly, podcasts and social networking platforms work well together. Here are 3 of the most popular types of podcasts that can drive social traction, provided they're made well. http://hotinsocialmedia.com/the-3-types-of-podcasts-that-drive-social-traction/
003	**Podcasting Kit** **Phones:** http://www.makeuseof.com/tag/record-publish-podcasts-mobile-phone/ **Mobile Devices:** https://theaudacitytopodcast.com/12-ways-to-use-an-ipad-or-android-tablet-with-podcasting-tap210/ **Mobile Devices:** http://www.androidaudiorecording.com/ **Digital Recorders:** http://www.micreviews.com/guides/top-10-best-microphones-for-podcasting **Microphones:** http://www.micreviews.com/guides/top-10-best-microphones-for-podcasting **Audacity** – open source audio editing: http://www.audacityteam.org/ **Reaper** – multitrack audio editing: http://www.reaper.fm/ **Podcast Equipment: A Podcasting Kit Guide for All Levels** You'll be pleased to know that creating your own podcast is amazingly easy, and requires very little equipment. Even better, the podcast equipment you do require is often already available to you. In this post I'll go through the types of podcasting equipment you might need and when you'll want to use each one. You wont need to get everything at once, so think about building your podcast equipment pool over time, as you improve your skills. https://www.thepodcasthost.com/equipment/podcast-equipment-podcasting-kit-guide/ **Behringer Podcastudio Kit Reviewed** To record your first podcast onto your computer - you need a microphone, some software, and a way of connecting the mic into your PC. That's the basics, but as ever - it's not quite that easy, and that's where this kit comes in. If you're looking to get started with recording audio onto your PC, or creating your own podcast, this kit is a great way to start. http://www.frequencycast.co.uk/podcastudio.html

004	**Sharing Your Podcast** **Soundcloud** SoundCloud was first conceived by its founders as an online collaboration tool for musicians. It eventually morphed into an upload-and-share service for audio. Thanks to its ease of use and social sharing features, the service took off with musicians. Its growing popularity caused some to dub it "the YouTube of audio." Soon, podcasters began asking SoundCloud how they too could take advantage of the service. http://podcasternews.com/2014/05/21/soundcloud-for-podcasting-a-skeptics-point-of-view/ **Audioboom** AudioBoom is the leading podcasting and on-demand audio platform for hosting, distributing and monetizing content. With offices in London, Melbourne, Mumbai and New York City, we host thousands of channels with top tier audio content producers from around the world. https://audioboom.com/ **Mixcloud** Mixcloud is the leading digital audio streaming platform rethinking radio for listeners, curators, and brands alike. We connect listeners to new music and ideas through radio shows, DJ mixes and Podcasts uploaded by over 1 million Curators. https://www.mixcloud.com/ **YouTube** YouTube is not a podcasting platform, but podcasters can still use YouTube with podcasting. As another point of distribution, YouTube can help with search-engine optimization (SEO), growing your podcast audience, and complementing your platform. https://theaudacitytopodcast.com/youtube-with-podcasting-and-growing-your-podcast-audience-tap186/ **iTunes** Validate, submit, and manage your podcasts on the iTunes Store, from preparing your feed to adding new episodes. https://itunespartner.apple.com/en/podcasts/overview **What is RSS?** In plain English, RSS is a specially formatted webpage that allows news-readers and podcast applications to subscribe for syndicated content. Without RSS, you may be used to visiting your favorite news sites, browsing to your favorite sections, and looking over the latest items to see what's new before deciding what to read or watch. RSS simplifies this by offering a summary of site updates. When you subscribe to an RSS feed, your software will check that one address for updated content, and display the summary or sometimes even the full content of the post (depending on the publisher's choice). https://theaudacitytopodcast.com/what-is-rss-and-why-you-must-own-yours-tap167/ Learn about a podcast-only RSS feed, three options for creating one, and how to fix if you already podcast without it. https://theaudacitytopodcast.com/why-you-need-a-podcast-only-rss-feed-and-how-to-make-it-tap128/
005	**Plan Your Podcast** **Listen to other podcasts:** • See if you can find a couple of podcasts based on subject that you are interested in. • List the key features of the style of presentation. • Does it have a format? • Is it made using a mobile device or a studio set-up? **Pick a subject:** • Look at some news websites and see if there are any topics that you think are interesting and that you would want to discuss. • How can the topic be broken-down and structured into a conversation? • Can different contributors discuss different elements of the topic and give reaction to other people's discussion of their topics?

Form a structure:
- How would you expect the conversation about this topic to unfold?
- Should someone guide and lead the discussion?
- Do you think other elements of the conversation should come before others?
- How will the listener be able to make sense of what you describe?

Plan your content:
- How well informed do you want to be perceived?
- Are you going to play music?
- Can you add external content that has been recorded separately?
- How will your listener find out more information about these topics?
- Should you give credit to people who make points that you have read about?

Add the polish:
- How interactive should you be between each contributor?
- At what point should you interrupt?
- What happens if one person hogs the microphone?
- How much fun should you have?

While this article focuses on the technical aspects of getting a podcast online, we should quickly cover the basics of starting a successful podcast https://www.smashingmagazine.com/2015/07/launching-your-own-podcast/

006	**Listening** Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood – communication breaks down and the sender of the message can easily become frustrated or irritated. If there is one communication skill you should aim to master then listening is it. http://www.skillsyouneed.com/ips/listening-skills.html#ixzz4QvYE7yZs **Become a Better Listener: Active Listening** Most people go through their daily lives engaging in many conversations with friends, co-workers, and our family members. But most of the time, we don't listen as well as we could or sometimes should. We're often distracted by other things in the environment, such as the television, the Internet, our cell phones, or something else. We think we're listening to the other person, but we're really not giving them our full attention. http://psychcentral.com/lib/become-a-better-listener-active-listening/
007	**Interview Skills** When you are interviewed on radio you have an incredibly short amount of time to make an impact. So it's important that you don't waste a second or mess up – as you probably won't have time to recover from a mistake. This can put you under a lot of pressure – which doesn't help your performance! But there are some simple things you can do to help avoid falling into some of the obvious traps. http://www.skillstudio.co.uk/help/media-skills/media-skills-tips-for-radio-interviews.htm **33 Radio Interview Tips** http://www.westwindcos.com/33-radio-interview-tips/ **Getting the best interview - five top tips** Everyone remembers watching or listening to a great interview – and a bad interview too. What factors make them great and what should you definitely avoid? Kim Normanton is an award-winning features producer with 20 years experience in BBC Radio and is known for treating difficult subjects with sensitivity and for her moving interviews. http://www.bbc.co.uk/academy/production/radio/presenting/article/art20141014134003471 http://www.bbc.co.uk/academy/search?query=interviewing+radio **Interviewing for Radio**

	is a thorough introduction to the techniques and skills of the radio interview. It offers advice on how to ask the right question and elicit a response and guides the reader through the use of equipment, the mechanics of recording, the studio environment, live broadcasts, presentation and pronunciation, and editing material. http://www.rasaneh.org/Images/News/AtachFile/30-5-1392/FILE635126670873688620.pdf **Teen Reporter Handbook** A good interview depends on more than just a list of questions. http://www.radiodiaries.org/trh/interviewing/
008	**Body Language** **The Body Language of Listening** What can you do to help focus and show that you are listening? What body language cues show that your listening? Just like your sixth grade teacher told you: be polite –be a gentleman or gentlewoman. You should be GENTLER with your listening by following these G-E-N-T-L-E-R tips. http://www.pattiwood.net/article.asp?PageID=2323 **Nonverbal Communication** It's well known that good communication is the foundation of any successful relationship, be it personal or professional. It's important to recognize, though, that it's our nonverbal communication—our facial expressions, gestures, eye contact, posture, and tone of voice—that speak the loudest. The ability to understand and use nonverbal communication, or body language, is a powerful tool that can help you connect with others, express what you really mean, and build better relationships. http://www.helpguide.org/articles/relationships/nonverbal-communication.htm **Active Listening through Body Language** Active listening is not just about taking information in and processing it. It is also about our physical demeanour and body language. Egan (1986) devised five key component of active listening, known by the acronym SOLER: • Sit straight (this is important in conveying the message that 'I am here with you.') • Open posture (indicating openness to listening to anything the speaker chooses to share) • Lean forward (indicating an interest in the speakers words) • Eye contact (another way of expressing interest and reassurance) • Relax (a relaxed posture puts the speaker at ease). https://healthpsychologyconsultancy.wordpress.com/2011/08/25/active-listening-through-body-language/
009	**Hearing & Absorbing** **The Difference Between Hearing & Listening Skills** When a person responds to your words by saying "I hear you," you may sometimes wonder if he is truly listening to you. Perhaps you find your mind wandering off when someone is sharing her thoughts with you. Hearing and listening have quite different meanings. Hearing is a passive occurrence that requires no effort. Listening, on the other hand, is a conscious choice that demands your attention and concentration. http://www.livestrong.com/article/83661-difference-between-hearing-listening/ **Difference Between Hearing and Listening** omeone rightly said, "Hearing is through ears, but listening is through the mind." The two activities hearing and listening involve the use of ears, but they are different. Hearing is when you experience the sound waves and noise by ears, but listening is when you receive the sound waves and understand it by paying full attention to the words and sentences of the speaker. For many people, these two activities are one, but the truth is, the difference between hearing and listening is vital. so have a glance at this article to understand the terms completely. http://keydifferences.com/difference-between-hearing-and-listening.html
010	**Roundtable** **Hosting a Roundtable on Your Podcast** https://www.thepodcasthost.com/methods/hosting-a-roundtable-podcast/

	Talkaoke Talkaoke is a pop up talk show that is has been gaining popularity in festivals, clubs, galleries, theatres, conferences and on the street. it consists of an illuminated round table with a host sitting in the middle on a swivel chair. Participants sit around the outside and are passed the microphone whenever they want to talk, coming and going as they please. http://thepeoplespeak.org.uk/ **Talkaoke Projects** http://thepeoplespeak.org.uk/blog/category/talkaoke-projects/ **Talkaoke! The nights of the round table** A Slice of Britain: It's a simple formula - just 10 people round the 'flying saucer of chat', debating whatever issues they choose. And it is taking the world by storm http://www.independent.co.uk/news/uk/this-britain/talkaoke-the-nights-of-the-round-table-7440946.html **This is Talkaoke** Talkaoke is the the live, people-led talk-show where the host sits in in the middle of the media-rich UFO of chat, wielding the microphone and facilitating a dynamic conversation between people who gather around the Talkaoke table. The conversation is projected live from the Talkaoke tables broadcast system into whatever environment it lands in, mixing live, people-led conversation with the television-style excitement of a media spectacle. https://www.youtube.com/watch?v=O7GTJfcP9jo
011	**Asking Questions** **30 Tips on How to Interview Like a Journalist** This article began with me questioning fellow journalists for their best advice on how to interview. What follows is some of my own advice, but a ton more from industry colleagues on how to conduct a journalistic interview for print, blog, radio, TV, and films. http://www.sparkminute.com/2011/11/07/30-tips-on-how-to-interview-like-a-journalist/ **Interview - the Art of Asking** For a good interview you need a key question. What are you aiming at? This key question is the headline of the interview which you should always keep in mind. However, you never ask your key question directly but divide it into smaller questions which leave your interview guest room to answer. The interview consists of these smaller questions. So that you receive intriguing answers the following thoughts on how to ask are helpful: http://interaudio.org/mos/interaudiodoc/handout/Handouts%20(englisch)/Interview-the%20Art%20of%20Asking%20(Geschickt%20fragen).pdf
012	**Conversations & Discussions** The art of conversation is a necessary skill for almost everything in life. Conversations introduce you to people, important people who could be your mentors, employers, employees, partners or friends. Without conversations as the foundation for those relationships, you'll have a hard time building a social circle, starting a business or advancing your career. http://www.success.com/article/6-tips-to-rule-the-art-of-conversation
013	**The Art of Conversation: 5 Dos and Don'ts** While it's true that some men simply have a greater portion of innate natural charm, the art of conversation is a skill in which all men can become competent. You may never have a silver-tongue, but you can learn to converse in ways that make you a valued party guest, set you apart at company functions, impress the ladies, and win you new friends. Below, we provide some tips and guidelines as an introduction (or reminder) on properly engaging in conversation. http://www.artofmanliness.com/2010/09/24/the-art-of-conversation/
014	**The Art of Meaningful Conversation** You talk to people everyday. But do you really feel like you're communicating? These talks will help you go beyond small talk, to the conversations that nudge along understanding. https://www.ted.com/playlists/211/the_art_of_meaningful_conversa

015	**Invitation: The Art of Good Questions**
	Conversations flow when they move from topic to topic and speaker to speaker in a way that feels smooth and natural. One of your primary tools for helping conversations flow is the idea of invitation. An invitation is something you say that:
	• Communicates very clearly that it is now your partner's turn to talk, and
	• Gives a strong suggestion for what your partner should talk about.
	http://www.improveyoursocialskills.com/conversation/invitation

016	**Coursework B & C Discussion**
	Component Two - Community Media Project Investigation (15%)
	This assignment consists of investigation and research into your chosen group project for component three of your coursework. This means discussing ideas with members of your group, finding out if other people have undertaken similar social projects, and explaining how these project work.
	The final blog post of this section of your coursework portfolio should be a three-minute reflective video, posted either to the blog directly, or embedded as a YouTube video.
	This assignment is an assessment of your digital capabilities, skills and literacies for community media production, consisting of a portfolio of different types of media submitted to your personal blog on the DMU Commons http://our.dmu.ac.uk, with a feed to the http://diy.our.dmu.ac.uk/ blog site and a link and description of each blog posted to your DMU Wiki profile page https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learners.
	This should aim to incorporate a wide variety of content such as podcasts, videos, blogs and wikis, or whatever forms of media you are asked to experiment with and try out.
	You will submit five blog posts, the last blog being a three-minute video blog that reflects on what you have learnt so far. It is essential that you establish the habit of blogging regularly, so you will be expected to post a blog each week, with an updated link on your wiki profile page, and an explanation of what is distinctive and innovative about the blog post.
	Minimum Work: Five weekly blog posts published from week 6 to Week 10.
	Deadline: Week 11 (before Christmas break), 10am Monday 12th December.
	Marking & Feedback by: End of Week 15 (after Christmas break).
	https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component_Two_-_Community_Media_Project_Investigation_.2815.25.29

017	**Component Three – Community Media Group Project (30%)**
	How can we use media to report and share stories about what is going on in our communities? How do people talk with one another, and what are the issues that are important to them? What are the skills that people use when sharing and using forms of media to talk with other people in their communities? How can different forms of community media help us to understand differences within and between our communities?
	• Using the DMU Commons Wiki as the main platform, you will work in a group of **no more than four people** to put together, develop, trail and reflect-on a 'real-world' community activity.
	• Your job will be to create and develop a 'community media package' using a dedicated page on the DMU Wiki as an organisation tool, that will help people to share information and ideas about your real-world community activity.
	• Your job is to use different forms of at-hand media to manage and develop this product, and to include members of a real-world community as participants and learners.
	• Groups and topics will be allocated in your lab sessions. The list of topics, with links to projects undertaken in previous years can be shared on the DMU Commons Wiki: TECH1502 Community Media Group Project

- Time will be allocated in the lab sessions for the investigation and the planning of the topics, so group membership is fixed by your lab session.

Your final Community Media Group Project Wiki page will include:
- A definition of what your project is.
- Examples of this type of activity being undertaken elsewhere.
- Instructions and essential information about getting started.
- Examples of how your group has tried out the activities.
- Video footage, photographs, audio capture, blog write-ups, links to Tweets, Facebook Groups, Google Groups, pages, and so on, that show how the activity was undertaken.
- Comments from participants from beyond the group that have been drawn-in to join the group and participate in the activity.

Blog Journal: You are expected to keep a journal that records your involvement and level of participation through the process of developing your Community Media Group Project. Entries will be posted to your blog each week and listed on your personal wiki profile page. The final blog post will consist of a video presentation lasting no longer than three minutes, that reflects on what you have personally learnt about social media, how you have improved and developed in this module, and how this relates to the content that you will have posted to your own blog site and the module wiki.

Minimum Work: Ten blog posts published each week 15 to Week 23.
Deadline: Week 25, 10am Monday 20th March.
Marking & Feedback: Thursday 13th April 2017.
https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component_Three_.E2.80.93_Community_Media_Group_Project_.2830.25.29

018	**Actions**
	- Start Investigating and finding different types of DIY or Community Media that you think would be good to use as a model.
	- Note and capture these examples and write a blog about what makes them interesting to read, watch or interact with?
	- Share you examples on the DMU Commons Wiki, on the TECH1502 Community Media Group Project page.
	- Discuss the topics that you are interested in and explain how they might be interesting to work on?
	- Form a group with no more than four people and start to plan your community media product.
019	**Think About**
	- How will you capture and record information about how you are working on your project?
	- How will you share the information that you are capturing so other people can share ideas with you?
	- What do you need to write on the DMU Commons Wiki that will explain to other people how your project is taking shape?
	- Will a stranger be able to understand what your group is working on when they read your wiki entry?
020	**The Art of Conversation**
	- Silence is one of the great arts of conversation. Marcus Tullius Cicero
	- Conversation about the weather is the last refuge of the unimaginative. Oscar Wilde
	- Conversation should touch everything, but should concentrate itself on nothing. Oscar Wilde
	References: