

# ISSU9AP– Audio Podcasting

## Module description

Let's be honest. You probably aren't going to read this whole article. But what if it was read to you out loud while driving to work, working out at the gym, or completing chores around the house? Better yet, imagine listening to a smooth, relaxing voice like Morgan Freeman's. You'd be hanging on every word, and ready for the next episode immediately after...

Welcome to the world of Podcasting.

Over the past few years, there has been a massive growth in the number of audio podcasts being made, and millions are now listening to podcasts. This module will give you an insight into developing, proposing, pitching and producing audio content to be distributed as podcasts.

In this module we will work on creating a short factual podcast using the power of your voice, soundscapes that transport the listener and seamlessly blended music to create that moment. We will guide you on scripting, voice technique and narrative construction so that your podcast has an impact on your audience.

You will be taught by staff with industry experience in this area and we'll be covering:

- generating ideas to deadline
- communication and interview techniques
- scripting for factual content
- developing programme treatments and pitching to an industry panel
- editing and mixing on industry standard software

## Module outline

Learners will research stories and pitch ideas; then following industry feedback progress to making their podcast. Discovering and voicing new stories, recording their own ambient sound and sourcing music; telling those forgotten tales. Finally, editing and mixing so that sounds and aural 'pictures' come together to make the story.

In this module, learners will engage with both the creative and technical aspects of podcast making. They will be taught by experienced industry professionals, who will guide learners through voice technique, scripting, recording and editing. Teaching will be in small groups, using industry standard software and equipment, and working with their own material, the BBC sound library and the National Museum of Scotland Sound Archive.

By the end of the module, learners will have a confident grasp of technical skills, the techniques of aural storytelling and how voice, music and sfx come together to create impact for a listening audience.

No prior learning of software is needed for this module and students will be given the equipment.

## Learning outcomes

On successful completion of the module student will be able to:

1. Undertake production research to develop a creative factual idea
2. Work effectively as part of a production team to script, voice and record an audio podcast with music and location sound
3. Demonstrate an understanding of the principles of recording and editing

## Teaching

This module will have a practical focus, with week on week formative exercises and tutor feedback. This will include 2 x 3 hour lecture/workshops a week and an excursion.

## Assessment

Assessment Component	Assessment Type	Formative?	Weighting
Coursework	Weekly assignments	Yes	0%
Pitch Assessment 1	Practical assessment	No	40%
Production Assessment 2	Practical assessment	No	60%

## Graduate Attributes

### 1. Knowledgeable and Skilled

You will develop specific knowledge around aural communication including research skills, time-management, as well as audio recording and editing. Knowing the most effective ways to communicate is a hugely valuable skill in the 21st century. Access to industry-standard Avid ProTools software, industry standard mics, recording studios and a networked edit environment mean that you will be enhancing your employability prospects should you choose a media career.

### 2. Intellectually Curious and Research

The diverse range of historical and cultural locations together with the chance to research stories in and around Stirling plus vocal exercises and assessments, combined with the wide variety of topics covered, will spark curiosity, both about what stories are told and also about how they are presented and the ways that narratives can be constructed. This should feed into your own future academic and creative work.

### 3. Professionally and Personally Effective

In this module, you will develop technical skills in audio editing using industry-standard Avid ProTools software, knowledge of file management and post production workflow and the editorial and creative aspects of editing, which will both enhance your knowledge as an aural storyteller and also improve your employability prospects in the creative media sector. Equally, pitching ideas to BBC producers replicates industry process which builds confidence in idea generation and presentation work.

### 4. Engaged Individuals with a Global Perspective

You will engage with and record for yourself a range of audio material in which a diverse range of characters, subject matter and cultural experiences are represented, which will both develop greater awareness of the diversity of 21st century lived experience and challenge you to consider your own perspectives across a range of issues.

## Employability

Through this module, you will acquire a range of skills and attributes that are very relevant to employability. These include the ability to respond to a brief, work to deadlines and address how best to record and edit audio source material to tell a story.

The course is taught by an industry professional who can give insight into how the broadcast media sector works, including job roles, career progression and content commissioning.

As outlined above, you will use industry-standard Zoom H4N hand-held recorder and dynamic microphones, Avid Pro Tools software in a networked post production environment, and will learn practical skills that can stand you in very good stead in future media careers.

## **Key reading List**

Lindgren, Mia,; Loviglio, Jason. (2022) The Routledge Companion to Radio and Podcast Studies (ebook available online)

Hanks, M (2015) The Complete Guide to Maverick Podcasting: A Manual for Nonconformists. Rocketeer Press.

McHugh, Siobhan (2022) The Power of Podcasting New York: Columbia University Press.

Spinelli, M and Dann, L (2019) Podcasting: The Audio Media Revolution. London: Bloomsbury.