

Podcasting

Unit: Technology

Problem Area: Adapt to Changing Technology

Lesson: Podcasting

- **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Explain podcasting.**
- 2 Identify uses for podcasting.**
- 3 Identify equipment needed for creating podcasts.**

- **Resources.** The following resources may be useful in teaching this lesson:

E-unit(s) corresponding to this lesson plan. CAERT, Inc. <http://www.mycart.com>.

“How to Start a Podcast: Editing—Simple Advice for Editing Your Episode,” *buzzsprout*. Accessed June 28, 2014. <http://www.buzzsprout.com/resources/how-to-start-your-own-podcast-editing/>.

“How to Start a Podcast: Publish and Promote Your Show,” *buzzsprout*. Accessed June 28, 2014. <http://www.buzzsprout.com/resources/how-to-start-your-own-podcast-publishing/>.

“How to Start a Podcast: Recording—The Tools You’ll Need to Record,” *buzzsprout*. Accessed June 28, 2014. <http://www.buzzsprout.com/resources/how-to-start-your-own-podcast-recording/>.

King, Cindy. “Six Podcasting Tips From the Pros,” *Social Media Examiner*. Accessed June 28, 2014. <http://www.socialmediaexaminer.com/6-podcasting-tips-from-the-pros/>.

“Podcast Gear & Software,” *buzzsprout*. Accessed June 28, 2014. <http://www.buzzsprout.com/resources/podcast-gear-and-software>.

“Podcast,” *Wikipedia*. Accessed June 28, 2014. <http://en.wikipedia.org/wiki/Podcast>.



“Podcasting 101 A Guide to Getting Started,” *Massachusetts Institute of Technology*. Accessed June 28, 2014. <http://web.mit.edu/newsoffice/2013/podcasting-101-a-guide-to-getting-started.html>.

“What Is Podcasting?” *buzzsprout*. Accessed June 28, 2014. <http://www.buzzsprout.com/resources/what-is-podcasting/>.

■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- ▶ audio podcasts
- ▶ chapter markers
- ▶ client application software
- ▶ enhanced podcasting
- ▶ podcast novels
- ▶ podcasting
- ▶ RSS
- ▶ server
- ▶ video podcasts
- ▶ XLR connectors

■ **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Students who own iPods, MP3 players, and certain cell phones can develop podcasts. Explain that podcasting is used to promote original music, to share knowledge, and more. Also, tell your students that podcasting is free and is a great way to achieve various goals. Find out how many students have previously viewed podcasts and how many own equipment that can be used to develop podcasts.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Explain podcasting.

Anticipated Problem: What is podcasting?

- I. **Podcasting** is a digital medium consisting of an episodic series of audio, video, PDF, or ePub files subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device.
 - A. In general terms, podcasting is an online audio or video broadcast published to distribute throughout the Web via online syndication.
 - B. Podcasting comes from the words “pod” from iPod and “broadcast.”
 - C. Listeners and/or viewers can subscribe to a podcast and automatically receive new episodes to a:
 1. Computer
 2. MP3 player
 3. Mobile device
 - D. A list of all the audio or video files associated with a given series is maintained centrally on the distributor’s server as a Web feed, and the listener or viewer employs special client application software that can access this Web feed, check it for updates, and download new files in the series.
 1. Really Simple Syndication (**RSS**) is an XML-based format capable of containing any type of media, including audio, video, and graphics.
 2. A **server** is a computer or device on a network that manages network resources.
 3. **Client application software** is a program that runs on a client computer or other equipment and makes requests to a remote server.

Teaching Strategy: *Discuss the types of equipment that the students may own. Have students write down ideas they would be interested in setting up or reviewing as podcasts. Explore the Web to find out what podcasts are available.*

Objective 2: Identify uses for podcasting.

Anticipated Problem: What can podcasting achieve?

- II. Podcasting was first mentioned in 2004. Since then, podcasting has become a resourceful way for many individuals to share information for relatively no cost.
- A. **Audio podcasts**—similar to radio talk shows and news programs—are digital talk programs or presentations (sometimes in a series) that can be downloaded to a device or streamed over the Internet. Examples are blogs for topics of interest and performances by new musical artists.
- B. **Video podcasts** are digital files for viewing that may be downloaded to a device or streamed over the Internet. Most video clips are now submitted and produced by individuals. Video podcasts are being used for Web television. Typical uses for Web video podcasting are:
1. Advertising
 2. Video blogs
 3. Amateur filming
 4. Journalism
- C. **Enhanced podcasting** is digital recordings that combine images synchronized with audio. The appropriate information is displayed at the same time and in the same window, making it easier to display materials. These may include:
1. **Chapter markers** are navigational tools that allow easy access to index points throughout DVDs, QuickTime movies, and podcasts.
 2. Hyperlinks
 3. Artwork
- D. **Podcast novels** are literary formats that combine the concepts of podcasts and audiobooks. Podcast novels are long literary fiction from new authors and established authors. The podcast novels are used to promote their work.
- E. Using the mentioned methods of podcasting, individuals can develop podcasts pertaining to any topic. Some of the ways individuals are using podcasts are listed here:
1. Public services
 2. Education and academia
 3. Entertainment
 4. News
 5. Marketing
 6. Music
 7. Politics
 8. Publicity
 9. Health
 10. Special interests

Teaching Strategy: Use VM–A through VM–C. Review the types of podcasting available in a group discussion. Have students decide which type will be used for their podcasts. Then have them brainstorm their topic for podcasting. Have students view some samples of podcasts that pertain to the selected topic.

Objective 3: Identify equipment needed for creating podcasts.

Anticipated Problem: What equipment do you need to start podcasting?

III. Equipment needed to produce a podcast

- A. A microphone is a must for recording audio. Obviously, a high-quality microphone provides better audio.
- B. A quality set of headphones is needed to provide greater control over the sound produced.
- C. A mixer will provide greater control over the recorded sound as opposed to just plugging a microphone into the computer. A mixer is needed if the microphone has an XLR connection. **XLR connectors** are electrical devices that are circular in design and have three to seven pins.
- D. Software is needed to edit a podcast. Types of software available range from free (Audacity) to several hundred dollars, depending on the specifications and editing capabilities, ease of use, and publishing options.
- E. A digital recorder is an optional purchase, depending on the level of professionalism desired in the podcast. A digital recorder is great for a backup in case the computer crashes or some other unforeseen situation occurs. In addition, a digital recorder is good when performing live interviews as it will improve the quality.

Teaching Strategy: Discuss the equipment students have available for use and what needs to be purchased. Decide on the software that the students will use to publish their podcasts. Are they going to use a free service or purchase one with more editing options? Prepare the students to begin making their podcasts. Assign LS–A.

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. If a textbook is being used, questions at the ends of chapters may be included in the Review/Summary.
- **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.

- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

- **Answers to Sample Test:**

Part One: Multiple Choice

1. a
2. d
3. b
4. c
5. c
6. d

Part Two: True/False

1. T
2. F
3. F
4. T
5. F
6. T

Part Three: Short Answer

1. Answers should include five of the following: public services, education and academia, entertainment, news, marketing, music, politics, publicity, health, and special interests
2. computer, MP3 player, and mobile device

Podcasting

► Part One: Multiple Choice

Instructions: Circle the letter of the correct answer.

1. Music is _____ podcasting.
 - a. audio
 - b. video
 - c. enhanced
 - d. novel
2. A long literary work of fiction is known as _____ podcasting.
 - a. audio
 - b. video
 - c. enhanced
 - d. novel
3. Pictures, graphics, and live recordings are _____ podcasts.
 - a. audio
 - b. video
 - c. enhanced
 - d. novel
4. A combination of sound and visuals is a/an _____ podcast.
 - a. audio
 - b. video
 - c. enhanced
 - d. novel



WHAT IS PODCASTING?

Podcasting is a digital medium consisting of an episodic series of audio, video, PDF, or ePub files subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device.

- ◆ In general terms, podcasting is an online audio or video broadcast published for the purpose of distributing it throughout the Web via online syndication.



KEY TERMS IN PODCASTING

- ◆ Audio podcasts
- ◆ Chapter markers
- ◆ Client application software
- ◆ Enhanced podcasting
- ◆ Podcast novels
- ◆ Podcasting
- ◆ RSS
- ◆ Server
- ◆ Video podcasts
- ◆ XLR connectors



PODCAST TOPICS

- ◆ Public services
- ◆ Education and academia
- ◆ Entertainment
- ◆ News
- ◆ Marketing
- ◆ Music
- ◆ Politics
- ◆ Publicity
- ◆ Health
- ◆ Special interests



Create a Podcast

Purpose

The purpose of this activity is to produce a podcast.

Objective

Produce a podcast using a smartphone or computer.

Materials

- ◆ computer or smartphone with Internet access
- ◆ microphone
- ◆ headphones
- ◆ recording software
- ◆ podcast editing software
- ◆ podcast publishing site

Procedure

1. Gather equipment, including a microphone and cable, a pair of headphones, and recording software.
2. Record your audio.
3. Edit your audio.
 - a. Place music at the beginning.
 - b. Remove silence or speech mistakes.
 - c. Compress your audio file.
4. Publish your podcast.
 - a. Find a hosting service.
 - b. Upload your podcast.

