

## Podcast Assignment

For this project, you will create a short (3-5 minutes) audio essay in the style of radio programs and podcasts like *This American Life*. In the essay, you may make creative use of sound effects, music, silence, and any other audio tools at your disposal to communicate your ideas.

The topic is up to you, but the theme you choose should allow you to include at least one other voice in your podcast. This might be an interview, or a more scripted use of another voice. Please use the audio recording equipment available in the Sanford Media Lab to record your voice, your interview, and any additional sounds or sound effects you would like to add to the podcast.

If you have any questions about your ideas, feel free to contact me. Consider the information in the McKee reading when thinking about how to construct your essay. Think not only about your narration, but other voices you might include and other sound (music, sound effects, ambient noise on campus) that will add to your piece. Also, make sure to use the workshop time provided in class to get feedback from me and from your classmates.

I will demo several aspects of Audacity in class, though you may use any audio editor that you feel comfortable with. To turn your project in, you will upload your podcast as an .mp3 file to a shared Box folder.

*The written portion of this assignment has three parts:*

1. First—and before you record your audio essay—you will produce a pitch that outlines your essay plan, focusing on your topic and the interview you will be conducting.
2. Second, you will write a proposal/script. This script need not have every word that you plan to utter during your essay (some, I imagine, will opt for a more open, spontaneous format), but it should outline all major points and include notes on your planned effects/music. There is a temptation, I think, to create this document AFTER you've completed your work. Use this script as a means to help you organize your podcast.
3. Finally, you will write a 500-word hard copy rationale where you address your choices in putting together the audio essay. Address the following questions:

*persuasion:* what are my rhetorical goals/compositional vision?

*audience:* Who did you have in mind as potential audiences while composing this piece?

*audience response:* how do you hope your potential audiences would respond to your audio creation?

*authorship:* who/what are my influences? Who composed the pieces of this object's composition? If you used already made clips and music, who are your co-authors? What does it mean to repurpose someone else's work? Is it easy/lazy/plagiarism? Or is it difficult/hard work/something new?

*context/situatedness:* where is this media object going to be presented? How does that influence your composition of the object? What other influence does social/cultural/historical context have on the meaning of the object?

Talk about the specific choices you made in design, including how you structured the introduction, body, and conclusion to the piece (or if you left any of those out, why?) How did you use your VOICE as a rhetorical tool? How did composing a piece to be heard differ from composing a piece to be read?

Key dates:

**Pitch due: February 21**

**Rough cut due: March 5**

**Final version due: March 7**