



# Media and information literacy

A practical guidebook for trainers

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The background is a vibrant blue gradient. It features several abstract geometric elements: a large yellow circle with pink diagonal lines in the top right; a pink circle outline on the left; a yellow circle with yellow diagonal lines in the bottom right; and various blue and grey rounded rectangular shapes scattered throughout. There are also two circular patterns of small dots, one in the top left and one in the bottom right.

# 4. Audio

You can download the guidelines and worksheets from this chapter here:  
[dw.com/en/media-and-information-literacy-a-practical-guidebook-for-trainers-third-edition/a-56192371](https://www.dw.com/en/media-and-information-literacy-a-practical-guidebook-for-trainers-third-edition/a-56192371)



## WORKSHEET

### Radio quiz

#### Elements of a story

Type of 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



## WORKSHEET

### On air! Test recording

#### TASK

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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 and recognize disinformation. It also helps them actively participate in communication involving media. The growth of social media networks like Facebook and Twitter and the spread of disinformation and hate speech have made media and information literacy more important than ever.



## GUIDELINES

### 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 can result in a hollow sound and echoes.
- 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 windscreen.
- 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 maintaining 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 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: near your mouth when you ask a question, and near 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.
- To avoid P-pops, hold the recording device a little off to the side of the mouth, not directly in front of it.
- 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 audio if someone starts speaking before you've started recording.



## WORKSHEET

### Checklist: Our radio news

#### TASK

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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

truthful

easy to understand

neutral language

factual, not emotional

transparent

balanced, not biased

no value judgments from  
the journalist

no interpretation from  
the journalist



## WORKSHEET

### The interview plan

Interviewee: \_\_\_\_\_ Interviewer: \_\_\_\_\_

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

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Interview plan:

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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 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 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.





## GUIDELINES

### 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 short, 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 elicit one possible or desirable response.

#### 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 too much 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.

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