

D. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

1. INTRO, OUTRO MUSIC:

Based on your selection of podcast themes, your podcast is going to need a distinct style of sound effects. Intro and outro jingles are mandatory to create the suitable atmosphere for listeners, whereas filler sounds in between sections of conversations are also recommended for a nuanced feel. To illustrate, you can easily use a sound effect for roughly 5 seconds serving as a transition between the introduction and the body of the podcast.

Several sites for a diverse selection of royalty-free sound effects can be found here: [Pixabay](#), [Freesound](#), [Mixkit](#), [SoundBible](#), etc.

TIPS: Check out professional, casual or unique podcast types all around media platforms like YouTube and Spotify. Keep in mind your podcast is overseen by the Ministry, so try to combine different types of jingles, music or effects in your podcast to make it stand out!

2. EXECUTION:

Since your only connection with the audience is auditory, you must be able to execute your speech delivery as naturally as possible. Here are some points to pay attention to:

- *Tone of voice:* This is the most crucial. You should be able to **channel your emotion** to listeners and make them feel the way you want them to. For example, raise your voice when speaking on a new topic to increase excitement.
- *Pace:* just adopt your usual speech pattern. Refrain from reading every word from your script but instead remember its content (you can adjust the script to what you said later). Not too fast, not too slow. Modify when needed. If you feel that you need to remember a person's name, for instance, try and slow your pace down.
- *Let listeners know that you are listening to others speaking as well.* This is shown via subtlety, just letting out "uh huh" or "hmm" is enough to convey this notion.
- *It's fine* to stutter sometimes, since it makes your speech natural and conversational. If you appear to be reading out your script, your marks will be deducted.

3. INTRODUCTION:

This is where you present your podcast and its general gist to the audience. This starting point while straightforward still has several necessities:

- It should be no longer than 30 seconds.
- Be energetic! Listeners will be expecting a warm welcome so you need to build excitement from the start.
- The structure can be as follow:
 - Opening remarks, welcoming listeners and stating the podcast's series/title.
 - Self-introduction of host.
 - Explanation of this episode or the podcast in general's main topic, content.
 - Transition into guest introduction.

4. GUEST INTRODUCTION:

Because every member in the team needs to adopt a role, each introduction needs to be concise and to-the-point. The simple format of a self-introduction is:

- Thanks to the host for introducing yourself (if applicable).
- Name/Title/Affiliation.
- Short description of your work, specialty or expertise (build credibility).
- Stating honor to be participating in the podcast.

Afterwards, the host should transition into theory explanation.

5. THEORY EXPLANATION:

In this section, the podcast must discuss in a general sense about the theory the team applies for it. Additionally, you can also explain any terms that frequently come up throughout the podcast.

To illustrate, you should discuss the concept of modernity or modernization since the assignment's topic revolves around this. Furthermore, if theories like that of Appadurai's global cultural flows are applied, be sure to delve a little bit into this as well, elaborating only key points.

TIPS: There is a couple of recommendations to follow for this segment:

- Make it **conversational**. Speakers should actively engage in the conversation, discussing what their knowledge encompasses regarding concepts like modernity rather than just wait for the host to ask them.
- Keep it **short and simple**. Talking about theories is subject to boredom if executed poorly, try to summarize key points of each theory or concept.
- The host must **be on top** of the discussion flow. This means he or she must manage the length or the person talking at all times.
- Try to incorporate as many **academic sources** as you can. You can use phrases such as "if I recall correctly, Appadurai did say [...]", or "Giddens' ideas really broadened my view, thank you [...] for bringing that up".

6. CONTENT

Ở bài này em thấy mình đang focus vào hướng dẫn mọi người cách làm 1 podcast á anh. Em suggest mình thêm 1 phần guide về content ở đây, các bạn định hướng content như thế nào, discuss cái gì. Vì thưa cái các bạn cần là các bạn không biết discuss gì ấy anh, nên mình giúp em thêm 1 phần làm kĩ kĩ về content ở đây, có provide example để dễ hiểu anh nha

According to the assignment, your instruction is as follows: "Your brief is to carry out research and advise the Ministry about relevant issues of modernity. Areas of emphasis include: culture industries, music, performance, cinema, arts and craft, architecture, language, literature, and much more."

When selecting a theme for your podcast, you should be able to locate one or two specific areas you're going to touch on. For example, in the music industry you can explore the hip hop genre - its transformation from past eras (50s, 60s until now) to present day, instrumental changes, iconic figures, memorable concerts that exemplify the genre, and more. However, each subtopic must be able to resonate with concepts of modernity (modernization, modern societies, multiple modernities, etc.) because drawing up comparisons is key in achieving success in this assignment.

TIPS: Have your speakers comment on the area that falls into their speciality. To illustrate, you might have a modern hip hop fan who desires to learn more about the genre, a professional hip hop musician who recently signed with a major label, and a musical professor with years of research into this category (who is quite suitable for bringing up academic sources). They should contribute according to their respective roles; the fan can be energetic and ready to ask questions along with the host, the musician can provide his/her experience in touring and playing live music, and the professor explains the inner workings of the genre.

As far as a podcast's content is concerned, you can study a sample flow of its body from below:

Introduction of ideas/frameworks => Explanation of concept #1 (e.g. hip hop) => Explanation of concept #2 (e.g. rock, if you desire to compare how the two genres have developed throughout the years) => Mapping out similar features => Outlining the contrasting changes => Conclusion

7. SECTIONS:

This is where you bring everything together, treating different theories as lenses to zoom in and out of topics. The host should engage the guests with concise, explicit questions, then they take it from there until the next question comes up.

TIPS: In order to make your discussion conversational and form chemistry between speakers, you can attempt these phrases:

- *Questions/Requests:*
 - "Can you give us an example for [...]?"
 - "We'd love to hear your side of things."
 - "More details on this, please?"
 - "If I'm not mistaken, did you mean [...]?"
 - "Let me guess, does this [...]?"
- *Encouragement/Transition* (required of the host, but other speakers should also use):
 - "Excellent answer [...]."
 - "We appreciate your input. Now let's turn to [...]."
 - "Yes, you got that right."
 - "Would you say that [...]?"
 - "If you ask me, [...]."
 - "As far as I'm concerned, [...]."

To make it even more of a dialogue, try informal words like "for sure", "yeah" or "hmm".

A sample script can be designed like this:

Running time	Segment	Voice	Transcript
0:00 - 0:30	Introduction	Host	Greetings listeners of the [...] podcast! Welcome back as we dive into...

Here are some ideas to bring up when the team is debating on the content of the podcast:

- *Linking the topic to modernity-related concepts.* Whether you pick healthcare, lifestyle or traveling themes, the topic should always maintain a close connection to modernity, modernization, urbanization and more. For instance, talking about Bollywood - a kingdom of film culture, one should discuss its transition from pre-modern to post-modern: stylization, color palette, execution, camera work, VFX - SFX, etc. What does the current landscape of this industrial giant look like?
- *Compare, compare, contrast, contrast.* You must be able to identify differences, not only between how an issue was and now is, but also between alternative issues in various timelines. Although this seems like a lot to handle, it also translates to the nuanced nature and the plethora of aspects you can choose to discuss amongst yourselves. To illustrate, after seeing how Bollywood transformed itself over time, comparing it to Hollywood's evolution creates an intriguing conversation. Moreover, this notion links back to the concept of multiple modernities.
- *Similarities are important, too!* Amidst the radical change of modernization in every issue, locating what remains (roughly) the same is critically pivotal. Bollywood and Hollywood definitely have something in common that is worth pointing out.
- *Examples, please!* Incorporate real-life instances into your discussion. It will make your arguments down-to-earth and resonate with listeners.

TIPS: When you mention scholarly material, you must use signifying language to let the marker know the reference you are making. These phrases include (but are not limited to) “according to”, “said that”, “claimed that”, “mentioned something along the lines of”, and so on.

This section forms the bulk of your podcast so try to perform time management. You cannot bring in everything you have researched.

8. ENDING:

The host, again, must signify when the discussion comes to an end. Below is a recommended format for a conclusion:

- *Closing remarks*, e.g. “And that’s all the time we have”, “that brings us to the end of our discussion”, or any relevant or comical phrases like “Unfortunately all good things must come to a stop”.
- *Summary of the entire podcast* (2-3 sentences).
- *Parting*, e.g. farewell, goodbye, see you again, etc.
- *Outro music*.

