

UNIT 2 PROJECT – SOCIAL SCIENCES: HEALTH PODCAST

In this unit, you will synthesize social science research and make it accessible and interesting to a general audience. Imagine that you are working at the WUNC radio station on a new podcast, similar to NPR’s “Hidden Brain” hosted by Shankar Vedantam that explains health topics using recent social science research. Your goal is to make social science research understandable, interesting, and relevant to your listeners.

Genre	Purpose	Audience	Role	Rhetorical Situation
Podcast	To explain recent social science research to listeners	General public	Radio co-host or producer	As a WUNC employee, you have joined a team of co-hosts and producers to launch a new podcast that makes social science research accessible to a general audience.

Feeder 2.1: “Stopwatch Science” Presentation

Using the “Stopwatch Science” segment of early “Hidden Brain” episodes as inspiration, you will each inhabit the role of “Senior Stopwatch Science Correspondent” to briefly “summarize interesting social science research” in terms that are easily understandable for a general audience (i.e., your classmates). While you will collaborate with your group members to find articles related to your podcast topic, you will each be responsible for independently presenting one of those articles. You will each have 60 seconds of class time to explain one social science research finding to your classmates.

An effective presentation will clearly, concisely, and accurately summarize the main findings of a recent social science research article including the argument, important details, and significance; be effectively organized; and be presented with enthusiasm and professionalism.

Feeder 2.2: Podcast Outline & Plan

Successful podcasting involves detailed planning. As a group, you will outline your podcast, define your roles, and decide on a timeline to record and edit the podcast episode. The **outline** should sketch the key parts podcast (see Unit 2 Project description below). The **plan** should clearly define each group members’ role on the podcast (e.g., host, writer, producer, editor); outline the steps you will take to write, record, and edit the podcast; propose a timeline to complete the outlined steps; and indicate which group member will complete each task.

An effective outline and plan will provide a clear focus for the podcast episode; contextualize research findings in a way that is interesting to a general audience; fairly distribute the work across all group members; and propose a realistic and feasible timeline.

Unit 2 Project: Podcast

For the final unit project, you will compose and record a 10-15 minute podcast using Adobe Audition (or another recording software of your choice). Like the “Hidden Brain,” your podcast will take recent social science research and make it interesting and approachable for a general audience by framing the significance of that research around a health topic and connecting it to a real-world example. Your goal is to present organized information about your subject that is accurate, relevant, informative, and concise. To supplement the recording, you will also turn in a polished podcast script and APA-formatted reference list.

Your podcast episode should include the following:

- The **title** of the podcast and episode,
- An **introduction** to the show and its hosts that welcomes your listeners and explains the purpose of your podcast,
- An **overview** of the episode that tells your listeners what to expect,
- A real-world **example** of the phenomenon you will discuss,
- A social science **concept** that explains the phenomenon,
- At least two recent, peer-reviewed **research studies** that explain that concept,
- An **outro** to wrap up the episode,
- **Reference list** and internal citations in APA style

An effective podcast recording will be conversational with friendly language, avoid jargon or other technical terms, effectively explain recent social science research for a general audience, be carefully organized to avoid sudden jumps, have clean and crisp delivery on a 10-15 minute recording, and be professionally recorded and edited.

An effective podcast script will also be written in a tone and style that fits the genre, be free of surface errors, and accurately cite all sources using APA style (in-text and reference list).

Deadlines

Assignment	Due Date
Feeder 2.1 Draft	Tu, 10/3/17
Feeder 2.1	Th, 10/5/17
Feeder 2.2 Draft	Tu, 10/17/17
Feeder 2.2	Th, 10/19/17
Unit 2 Written Draft	Th, 10/26/17
Unit 2 Recorded Draft	Tu, 10/31/17
Unit 2 Project	Th, 11/2/17