



Castles for Children's Multicultural and Digital Experiences
ERASMUS+ Project 2023-2-CY01-KA210-SCH-000170000

HOW TO CREATE A PODCAST THROUGH CREATIVE WRITING IN CLASS

Teachers' Guide 3rd Part



Co-funded by
the European Union

PARTNERSHIP

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[Project website here](#)

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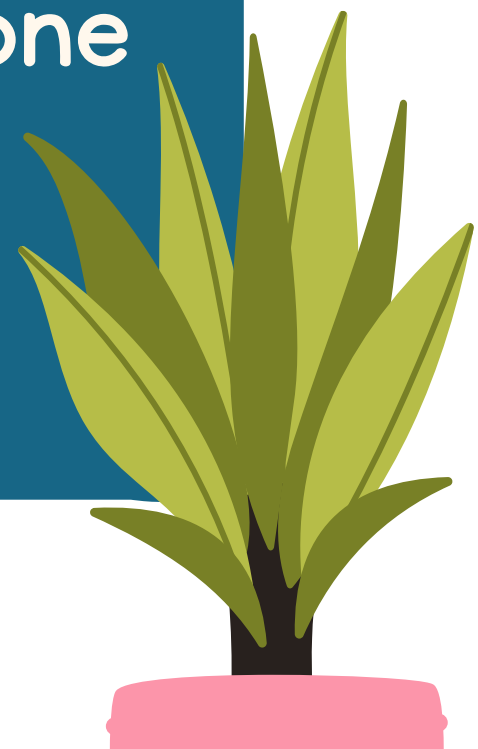
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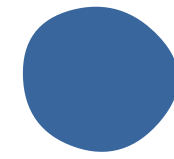
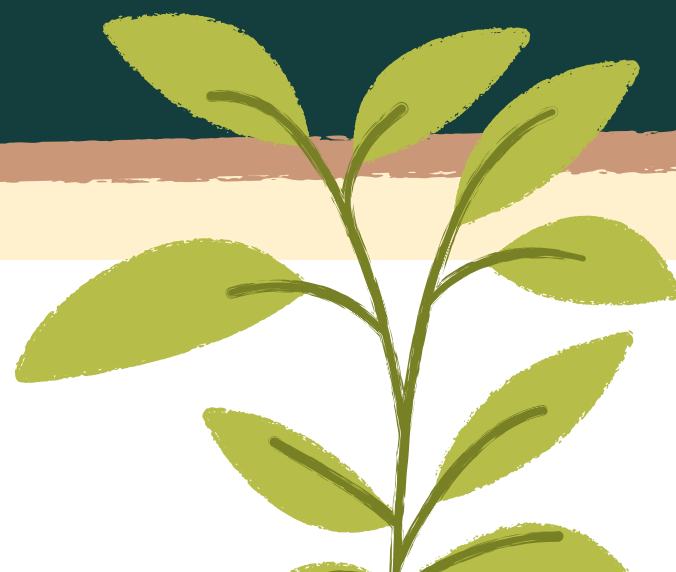
- **Introduction:** Why use podcasts?
- **Podcast planning:** objectives/structure/target
- **Writing and preparation:** creative phase
- **Recording and editing:** final phase-digital
- **Sharing:** podcast distribution
- **Evaluation and feedback:** reflections on the work done



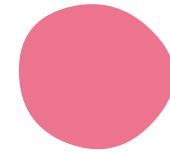


STEP 1

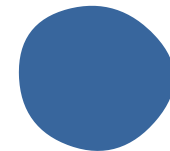
WHY USE PODCASTS AS AN EDUCATIONAL TOOL?



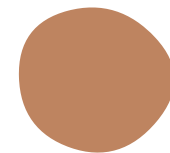
PROMOTES ACTIVE LEARNING AND
CREATIVITY



IMPROVES THE ABILITY TO SUMMARISE AND
PRESENT ORAL CONTENT



DEVELOPS COMMUNICATION AND DIGITAL
SKILLS



PROMOTES TEAMWORK AND INDIVIDUAL
RESPONSIBILITY



STEP 2 : PODCAST PLANNING

- Define learning objectives and theme
- Choose a topic in line with the curriculum and student interests
- Establish expected learning outcomes
- Identify the target audience (school, local community, online audience)
- Structure the format
- Assign roles





- THE THEME CHOSEN for the creation of the podcasts is the following:

POD CASTLE : CASTLES FOR CHILDREN'S MULTICULTURAL AND DIGITAL EXPERIENCES

Students will create 7 podcasts, each 12 minutes long, exploring various topics related to the castle.

1. History of real and imaginary castles and how the castles could be used today according to the fantasy of the children;
2. The castle and the territory; castles or buildings belonging to the migrant pupils' culture.
3. Building materials, means of transportation.
4. Life inside the castles (and buildings of migrant cultures), the food that castle residents ate.
5. Poetry, Music and Dance in the Castle
6. Games played in the castles
7. The ideal castle... and how to use castles that can still be used.



- SET EXPECTED LEARNING OUTCOMES

1. Improving language skills: Strengthening oral and written expression skills.
2. Developing creativity: Stimulating imagination through the creation of original stories.
3. Organization and planning skills: Structure an episode following a logical sequence.
4. Improving collaboration: Working in a group to create a shared project.
5. Using digital technologies: Developing skills in using audio recording and editing tools.
6. Enhancing speaking self -confidence: Gaining confidence in public speaking and presenting content.



- THE TARGET

- Primary school pupils and teachers in partner countries (Cyprus, Italy), in Europe and beyond, will be reached through the partners' networks and the project dissemination at global level
- Artists, cultural operators and local administrators will also benefit from the project.
- MUS-E Cyprus, as a member of the international MUS-E network of the Yehudi Menuhin Foundation (BE), which uses arts as a tool for social inclusion and works in particular with primary school children.
- Senza Tempo, as a member of the European Consortium of Historical Reenactment (CERS) will disseminate the project among CERS members to valorise tangible and intangible cultural heritage and inspire members to apply PodCastle educational resources in their community-based educational activities.



- STRUCTURING THE FORMAT

- Choose between interviews, storytelling, debates or mixed format
- Establish a clear structure for each episode: introduction, development, conclusion
- Define the duration of each episode
- Include interactive elements such as open questions or special segments
- Create a theme song and an identifying jingle to give continuity to the series



- ROLE ASSIGNMENT

- Authors: all students are involved in researching sources, brainstorming and writing content
- Sound technicians: some students take care of recording and editing
- Hosts: some students will lend their voices for the recording of the podcast



STEP 3 : WRITING AND PREPARATION

- Research and information gathering
- Writing the script or outline
- Diction and intonation exercises





- RESEARCH AND INFORMATION COLLECTION

- Identify reliable sources (books, articles, interviews, online research, documentaries, existing podcasts, on-site visits)
- Organize selected information into diagrams, concept maps or summaries to facilitate writing, content must be clear and structured-
- Verify the veracity of information to ensure quality content

- SCRIPT WRITING AND OUTLINE

- Create an engaging introduction to capture the audience's attention
- Structure the main body with well-connected and flowing arguments
- Write a clear conclusion with a summary and a possible call to action
- Include pauses and changes in tone to make the narrative more dynamic
- If you use an outline instead of a detailed script, define the main points to be covered in order to maintain natural and spontaneous language



CREATIVE WRITING FOR PODCAS

A good podcast is based on an engaging script.

Creative writing helps make content more engaging and memorable.

1. Structuring the Script or Outline

- Captivating introduction: start with a thought-provoking question, anecdote, or evocative sound to capture attention.
- Clear and coherent development: divide the content into well-defined sections to keep the listener engaged.
- Effective closing: summarize the key points, offer food for thought

2. Storytelling Techniques

- Storytelling: tell stories to make content more emotional and engaging.
- Use of sensory images: describe sounds, colors, emotions to create an immersive experience.
- Natural dialogues: avoid overly formal texts; write as if you were speaking directly to the listeners.



3. Adapting Language to the Audience

If the podcast is for younger students, use simple and dynamic language. For a more expert audience, integrate cultural references and specific terminology. Avoid overly long or complicated sentences: oral communication must be fluid and understandable.

4. Review and Reading Tests

Read the script aloud to check the rhythm and effectiveness of the intonation. Eliminate repetitions and redundancies to make the text flow more easily. Test the script with a small group to gather feedback before recording.



- Create an Engaging Introduction: The beginning of a podcast should immediately capture attention.

Example 1 – Challenging question:



“Have you ever wondered what school would be like without grades? Today we explore the topic of assessment and share some surprising experiences!”

Example 2 – Personal anecdote:



“I was afraid of speaking in public. Then I discovered the power of words... and today I am here hosting a podcast! I will tell you how you can overcome this challenge.”



- Storytelling Techniques: Using stories makes content more engaging.

Example - Story to explain a concept:

👉 Theme: The digital revolution

🎙️ “Imagine waking up one day and finding that the Internet no longer exists. No social media, no online searches. How would your life change?”

Questa tecnica aiuta gli studenti a immedesimarsi e riflettere.

- Writing a Natural Dialogue

The podcast is not a written essay, so the language must be fluid and realistic.

🚫 Example of too formal dialogue:

🎙️ “The history of printing is very interesting because it revolutionized the world of communication.”

✅ Improved example:


🎙️ “Do you know that without printing we would not have had books as we know them today? It was a real revolution, and I will explain why!”




- Creating a Memorable Closing

The ending should leave a lasting impression.

Example - Call to Action:

 “If you liked this episode, try to imagine a future without technology and tell us in the comments! See you next time!”

Example - Final reflection:

 “Today we saw how art can change society. Think of a work of art that moved you... and ask yourself why. We’ll talk in the next episode!”



Mini-Guide: Creative Writing Exercises for Podcasts

I. Exercise: The Perfect Hook



Objective: Write an attention-grabbing introduction.



Activity: Ask students to write three different types of introductions for the same topic:

An intriguing question (“Have you ever wondered why we dream?”)

A personal anecdote (“As a child, I was afraid of the dark... until I discovered the fascination of the stars.”)

A surprising fact (“Every night, we dream on average two hours, even if we don’t remember it!”)



Practice Test:

Have students read the introductions aloud and choose the most engaging one.



2. Exercise: Sensory Narration

 Goal: Create vivid images with words.

 Activity: Ask students to describe a scene using the five senses.

Example theme: "A storm is coming"

 View: "Dark clouds gather on the horizon"

 Hearing: "A thunder shakes the air"

 Smell: "The smell of wet earth spreads"

 Touch: "Cold drops slide on the skin"

 Taste: "A vague taste of rain on the lips"

 Practice test: Read the text and check whether listeners can "see" the scene in their minds.



3. Exercise: Writing Realistic Dialogues



Objective: Avoid overly formal texts and make the podcast more natural.



Activity: Write a dialogue between two people on a simple topic (e.g. “Is it better to read a book or watch a movie?”).

Read it aloud again to see if it sounds spontaneous.

Reduce unnecessary words and insert natural interruptions (“Um... well, it depends! What do you think?”).



Practical test: Record the dialogue and evaluate its pace.



4. Exercise: The Memorable Finale



Objective: Write an effective closing that leaves an impact.



Activity: Give students an essay and have them write three different endings:

Reflection (“After all, true happiness lies in the little things.”)

Open question (“And you, what choice would you have made?”)

Call to Action (“If you liked this episode, share it with a friend!”)



Practice Test: Test which closure works best by reading aloud.



Writing Worksheet for the Podcast

 Podcast Name: _____

 Episode Title: _____

I. Introduction - Grab attention!

Start with a sentence that makes you want to listen.

- Choose a way to get started:
- A Mysterious Question → “Have you ever wondered why the stars shine?”
- A short story → “Once upon a time there was a child who wanted to fly like the birds...”
- A special sound → “Hear this noise... Do you know what it is?”

 Write your introduction here:



2. Main Part - Tell your story!

 What will you talk about in your podcast? (Choose one or write your own idea!)

 Fun Fact → “Did you know that ants talk with their antennae?”


 A Made Up Story → “One day, my cat started talking to me!”

 An interview → “Today we will ask the teacher how to become a teacher!”

 Write your story or interview questions here:



3. Conclusion – Say hello!

- Choose a way to finish:
 - ✓ A question for the listeners → “And you, what would you do if you met an alien?”
 - ✓ A tip → “Remember: reading a book is like travelling with your imagination!”
 - ✓ A thank you → “Thanks for listening! See you next time!”
-  Write your conclusion here:



4. Special effects and sounds!

 Are there any sounds or music you would like to add? (Mark with a )

Sound of the sea

Animal Sounds

Funny laugh

Happy music

 Now you are ready to record! 

How to help students in the creative phase?

- Stimulate students' imagination with open-ended questions and brainstorming ideas
- Use stories, fairy tales or fictional tales to make the podcast engaging
- Develop characters, scenarios and dialogues to create a lively narrative
- Include word games, rhymes or songs to capture children's attention
- Integrate sound effects and music to make the experience more immersive
- Encourage collaboration by assigning narrative roles and encouraging teamwork





- Diction and intonation exercises:
 - Practice reading aloud to improve clarity and fluency
 - Practice tongue twisters to improve articulation.
 - Train your intonation to avoid a monotonous tone and keep your listeners' attention
 - Do breathing exercises to control the rhythm and volume of your voice
 - Record and listen to your voice to identify any improvements



STEP 4 : RECORDING AND MONITORING

- Recommended Tools and Software
- Kid-Friendly Recording Techniques
- Editing Your Podcast
- Quality Monitoring





- **Recommended tools and software:**
 - Audacity, GarageBand, Anchor Riverside.fm and Audiomass for recording and editing
 - Simple microphones and quiet environments to improve audio quality
- **Child-friendly recording techniques:**
 - Create a relaxed, distraction-free environment
 - Use clear language and give simple instructions
 - Encourage spontaneity without pressure for perfection
 - Make multiple recordings and select the best one
- **Podcast Editing:**
 - Cut pauses and errors for smooth narration
 - Add sound effects and music to engage listeners
 - Adjust volume to maintain consistent sound
 - Save in publishing-friendly format (MP3, WAV)
- **Quality monitoring:**
 - Have children listen to the recordings again to encourage them to improve
 - Ask for feedback on pacing, tone and clarity
 - Make changes and improvements before publishing



STEP 5 : SHARING

- Distribution Platforms
- Creating an Eye-Catching Cover
- Promotion Strategies
- Impact Tracking





- **Distribution Platforms:**
 - Spotify, Apple Podcasts, YouTube, SoundCloud
 - School websites and educational platforms
- **Creating an eye-catching cover:**
 - Using images, a clear title, and bright colors
 - Recommended Tools: Canva, Adobe Spark, free online tools
- **Promotion Strategies:**
 - Sharing on school social media and dedicated groups
 - Engaging families and communities with listening events
 - Sending to school newsletters and educational blogs
 - Collaborating with other schools or educational podcasts
- **Monitoring Impact:**
 - Collecting feedback from students, parents, and teachers
 - Analyzing listening statistics on platforms
 - Adapting content based on responses received



STEP 6 : EVALUATION AND FEEDBACK

- Evaluation criteria
- Evaluation methods
- Discussion and improvement





- **Evaluation criteria:**

- Quality of content: relevance, depth, originality
- Clarity of presentation: tone, pace, involvement
- Technical quality: clean audio, editing, adequate sound effects
- Collaboration between students: division of roles, time management

- **Evaluation methods:**

- Self-assessment by students with observation grids
- Peer feedback: listening and commenting on the episodes of other groups
- Teacher evaluation through rubrics with specific indicators
- Collecting feedback from listeners to improve the project

- **Discussion and improvement:**

- Organize collective listening moments to discuss strengths and areas for improvement
- Ask students to reflect on what they have learned during the process
- Identify strategies to improve future podcast productions



Good work!

