

Unit 1 Task 2



Vox Pop Guidance

Vox pop

A vox pop is a collection of opinions on a particular subject. They are not interviews, but usually one question answered by several people. Vox pops help illustrate what people think about an issue such as the government, or the latest film release. They often involve stopping and asking a selection of people in one place. This could be a street or a school corridor.

Vox-pop comes from the Latin for "voice of the people".

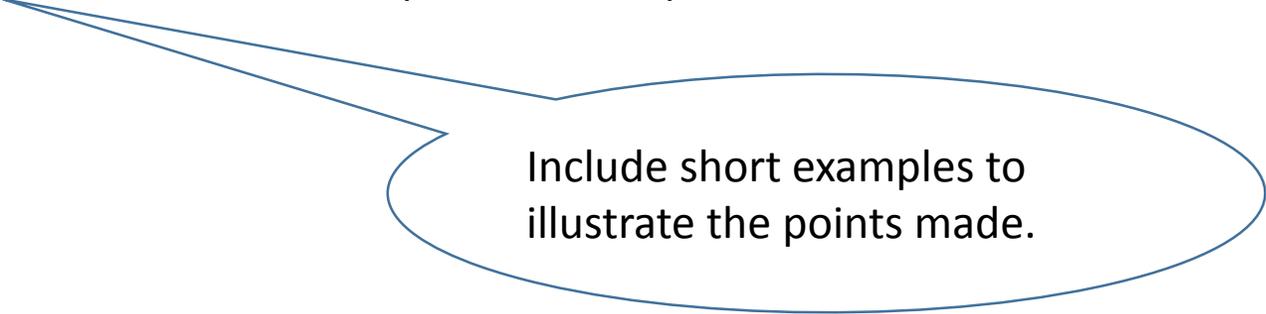
Selecting a topic

- Record a **range** of voices if you can. It's better to initially have more than you need in order to ensure you have good quality recordings.
- A vox pop will sound more interesting if it includes a **mix** of male, female, high and low voices, different ages and accents. Consider the structure of your vox pop – try to start and end with a strong statement.
- Analyse the **decision-making** in your log book.
- If your vox pop concerns a controversial subject, it's good to get opinions from people on **all sides** of the argument. Choose your topic carefully. It needs to be something about which people will have a definite opinion. For example, it is no good asking a group of middle-aged people what they think of the latest band.
- If your topic only concerns a certain section of society eg student fees or care homes – then you may want to target those to whom this is relevant.

Log book

	VP1	VP2	VP3	VP4
Gender	Female	Male	Female	Male
Voice	Young	Old	Deep voice	High voice
Opinion	Negative	Positive	Neutral	Critical
Length of answer	20 secs	12 secs	8 secs	20secs

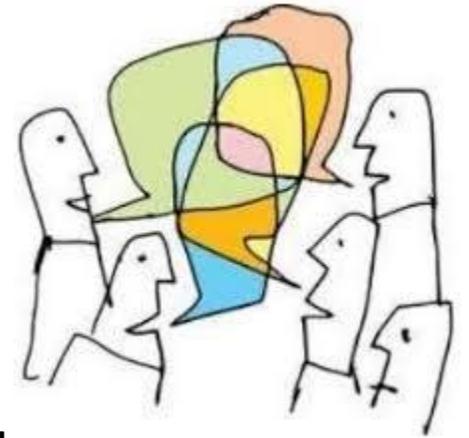
VP1 is a strong statement which begins my vox pops in a manner which will engage my listeners. Having a consecutive mix of gender provides an interesting structure to provide variety. VP3's response was neutral and therefore I placed it in the middle of the vox pop as it wasn't as controversial a statement and was much shorter. Whereas the emotive response in VP4 provided a dramatic conclusion to my vox pop.



Include short examples to illustrate the points made.

How to ask the right question...

- Choose your question carefully. It should be short, simple and easily understood.
- Remember to ask everyone the same question so that when you edit them together, WITHOUT your question in between the answers, they will make sense.
- Ask an open question, beginning with what, who, where, when, why or how, so you don't end up with a series of "Yes" or "No" responses.
- Aim to interview more people than you need. A couple of sentences from each person is about the right length. Keep your voice out of it. Normally the reporter's voice does not appear in a vox pop, except perhaps asking the question at the beginning, but the rest of the vox pop is made up of people's answers. If you talk too much, editing could be difficult.



Consideration of question



Take the example of a vox pop in a town where a wind farm is planned.

- An open question, “what do you think about the council’s plans to site a wind farm here?” could give long unfocused answers or you could get some angry, to-the-point replied.
- A closed question, ‘Do you want a wind farm on your doorstep?’ could get a plain yes or no. Then you have to follow it up with why.
- You could try “Are you for or against the windfarm and why?”

Evaluate your thought process behind choosing your question and document any changes, explaining edits to your wording.

Open v closed



Closed question:

“Do you mind having to leave your town because of the construction of the new pharmaceuticals plant?”

A possible response could be: “Yes”, or “No, I don’t mind”.

Open question:

“How do you feel about having to leave your town because of the new pharmaceuticals plant?”

“This whole issue makes me feel sick! They....”

Avoid leading questions

Leading question:

“I suppose you feel sad about having to leave your town...”

Better phrasing:

“What are your feelings when you think about having to leave?”

Dangers of manipulation:

Make sure you stay neutral and objective throughout the entire production process, including editing. It is possible to give the vox pop a certain slant through omission as much as inclusion. Do not edit quotes that change the meaning.

Ensure your finished report fairly represents the views expressed. If half the people thought one thing and the other half thought something else, then the recording should reflect this balance.

Editing and presenting your vox pops

- Listen to all the recordings and select the ones you want to use. Cut out the parts where you have asked your question.
- The vox pops should be recorded as a continuous 60 sec MP3 recording with a minimum of four people. No answer should really be longer than 20 seconds.
- Be mindful of the quality of your recording and the impact of background noise.
- It should be presented in the online formatting in the side bar using an image/icon and caption, rather than a working link in a web page.
- The vox pop quotes would not be referenced in the body of the online article.

Mark scheme

Level 1: Lacks relevance and balance

Level 2: Shows some relevance and balance

Level 3: Relevant and balanced

Level 4: Insightful, well balanced, discerning and purposefully presented

Sample vox pops

Vox Pop Exemplar A (Abortion)

Level 4

Well balanced – range of ages, genders, occupations and views

Prioritisation/structuring – Started with a succinct, emphatic comment. More detailed and descriptive in the middle. Concluded with balanced opinion. Purposefully presented.

Quality of sound good and timing correct. 5 voices included.

Vox Pop Exemplar B (Electric cars)

Level 2/3

Only 3 voices included

Timing over 60 seconds

Some range of opinions (positive and mixed) about the benefits of electric cars.

Clear relevance and use of an open question.

Clips

- Tips for recording vox pops

<https://www.bbc.co.uk/academy/articles/art20130702112136311>