

Unit 1. Lesson 7. Project. My first vox pop.

Activity 1

Text A

The phrase Vox pop comes from the Latin language “vox populi” and it means ‘voice of the people’. Today, a vox pop is a short video made up of short clips. These clips are interviews with different people in the street. These video interviews ask for public opinion about common topics, brands or products and are used for market research. Traditionally a vox pop video is an in-the-street interview, but nowadays they are made in different ways. From in-the-street style to in-home interviews and even mobile video diaries.

Text B

Vox pops are usually used in media, such as television, radio, and online platforms, as a way to capture and represent the opinions of the public.

Media organizations, journalists, researchers, and even marketing professionals may use vox pops to ask for public opinion, provide social commentary, or gather information for their work.

Nowadays Vox pops are also used in language learning. There are even whole textbooks based on short Vox pops videos.

Text C

Vox pops can cover a wide range of topics depending on the context and the aim. They are typically used to gather public opinions, reactions, or perspectives on different subjects. Some common topics for vox pops are

1. Current events: news, events, or trends.
 2. Social issues: climate change, immigration, equality, or education.
 3. Entertainment and culture: movies, TV shows, music, art, sports.
 4. Lifestyle and trends: fashion, food, technology, travel, or lifestyle choices.
 5. Product or service feedback: people’s opinions about specific products, services, or brands.
-

Unit 1. Lesson 7. Project. My first vox pop.

Activity 1.

Text D

Vox pops are typically made in public places where the interviewers can easily come to the people and ask them. Here are some common locations where Vox pops are often conducted:

1. Busy city streets or town centres.
 2. Parks or recreational areas.
 3. Shopping malls or markets.
 4. Universities, colleges or schools.
 5. Events or festivals.
-

Text E

Vox pops are popular in language learning for several reasons:

1. Authentic language use. Students can hear native language speakers speaking the spontaneous language.
 2. Students can practise their listening skills because they hear different people with different accents.
 3. Students can learn a lot of new words, which they will not find in their activity books.
 4. Students can learn a lot about different cultural topics.
 5. Students can use Vox pops as models for their own speaking.
 6. It is more interesting to listen to the real-world language.
-

Text F

To create vox pops, you will need the following:

1. Recording device: this can be a smartphone, digital recorder, or a video camera.
 2. Microphone (optional): if you don't have it that's okay, but the sound with a microphone is better.
 3. Interview questions: prepare a set of questions that you will ask.
 4. Location: choose a suitable location where you can find people to do the interviews.
 5. Participants: ask individuals or groups of people if they would like to participate in a short interview.
 6. Recording technique: hold the microphone close to the person to get good audio.
 7. Remember to always be polite, positive and smile.
-