



New sound for GSL: staying tuned into language

The DaZ@work podcast (GSL@work podcast) from the Competence Centre for Work-Related German Language provides an easy-to-access and in-depth look at a topic.



iQ | GOOD PRACTICE in a nutshell

Addressees for transfer:
Advice centres, training providers
and companies

DaZ@work podcast

The DaZ@work (GSL@work - short for German as a Second Language at work) podcast highlights the different aspects of the work-related German language area. This concept offers background information on a topic and encourages listeners to think about language in training and in the workplace. The podcast also highlights ways in which this can be implemented in different contexts. For each topic, questions are posed to a number of interviewees with a focus on one key issue. This enables complex processes involved in work-related language support to also be made accessible to non-experts. The DaZ@work podcast makes it easy to access a subject area independently of location and means content can be available continually over a long period.

Field of work:

DaZ@work podcast, IQ Competence
Centre for Work-Related German
Language

Provider:

passage gGmbH

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Provision:

More information is available at
[www.deutsch-am-arbeitsplatz.de/
aktuelles/podcast.html](http://www.deutsch-am-arbeitsplatz.de/aktuelles/podcast.html)

All previously published IQ Good
Practice examples can be found at
www.netzwerk-iq.de.

Starting point/challenge

The ARD/ZDF 2020 online study showed that 19 million people in Germany use podcasts. A podcast is an audio or video item which users can play or download immediately, take with them on mobile end devices and listen to or watch at any time. During the coronavirus lockdown, one-quarter of those surveyed said they had listened to audio content more frequently. Releasing a podcast means focusing on a new channel and therefore also on a potential new target group. It also means that new and attractive content is created for existing channels such as websites and social media. At the IQ Competence Centre for Work-Related German Language, the pandemic led to a rethinking in terms of how interviews and in-person presentations had previously been organised. Work began on initiating a podcast to support engagement "independently of location".

Launching the DaZ@work podcast

The aim was for the new podcast to provide a lively introduction to topics covering all aspects of language and communication. Verbal contributions from different perspectives and the way these are compiled in an entertaining way also means that complex relationships can be explained. The focus of the podcasts was previous IQ job training as well as concepts and methods such as ascertaining language level and use of scenarios for language teaching. In each case, two or three interviewees were asked questions on a topic to initiate a discussion between research and practice. Launching a podcast required questions to be well planned and discussions with interviewees to take place beforehand. In this way it was possible to focus on the different perspectives of each of the experts. For the podcast team at the IQ competence centre, working on the technical aspects of the content in an editing tool turned out to be a fascinating editing and production process. Tips and advice on pronunciation and intonation and a stimulating atmosphere for



the discussion meant that the interviewees had no fear of the microphone. The podcasts created and released on deutsch-am-arbeitsplatz.de are 10 to 12 minutes long, providing interesting background information on a subject from a range of perspectives. They invite listeners to consider language and communication in the context of inclusion in employment and careers and also to take their thinking further. The podcasts are digitally accessible and there is no limit to how often they can be used. They help to broaden an individual's level of understanding and can also be used in groups, for further training and in workshops.

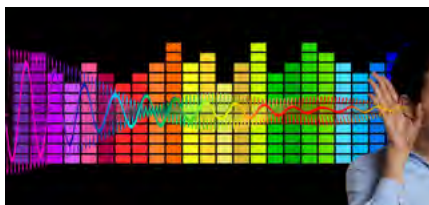
Conclusion

The podcast is aimed at language and subject teachers, instructors and advisers, companies and disseminators in the area of labour market integration. The podcasts are distributed directly to around 1,600 newsletter subscribers and approximately 1,500 Facebook followers. They are linked from www.deutsch-am-arbeitsplatz.de. The download rate here is around 500 per podcast. This is a very high level of visibility given the relatively minimal resources and personnel used. Other newsletters also refer to the podcast.

“Great voices increase receptiveness”

Four DaZ@work podcasts created by the IQ Competence Centre for Work-Related German Language are released.

“Just exploring a new topic or listening to an expert speaking during your commute makes you want more!”, explains the presenter Olga Haber, research assistant at the IQ Competence Centre for Work-Related German Language. “We used a high-quality microphone which meant we could make high quality and authentic-sounding recordings and that made the podcast more interesting. Great sounding voices make listeners more receptive.” In each case, music was also used to integrate and add variety to the items. In the first podcast, Olga Haber addressed the question: how successful was “Running online courses during the coronavirus period”? For this she spoke to Eliška Dunowski and Rabeaa Cherif from the Bremen-based IQ project “Brücken-



maßnahme für Fachkräfte im Bereich Bauingenieurwesen und Architektur” (“Bridging measures for skilled workers in the area of structural engineering and architecture”). “To begin with we had huge concerns about whether it would even be possible to run the course entirely digitally. To our huge surprise the course was really well received by all participants,” explains Eliška Dunowski. “Moving over to online mode from offline really changed my day-to-day work as a lec-

turer,” explained Rabeaa Cherif. In another podcast, Olga Haber interviewed an advanced training practitioner and a language trainer on the impact of guided observation which is a component of the three-module “Qualifizierung für DaZ-Lehrende – Gesundheitsfachberufe” (“Training for GSL teachers – specialist healthcare occupations”). The third DaZ@work-podcast explained how important it is to be thorough when determining language needs for work-related German courses. The fourth podcast looked at using scenario-based teaching. Three experts examine the various aspects of teaching and testing using scenarios; these are chains of actions involved in sequential communication as they might occur in an individual’s own occupational field.

Three questions for Dr. Olga Haber, contact partner for the DaZ@work podcast in the IQ Competence Centre for Work-Related German Language

“Chance to think”



What is innovative about the podcast?

Our podcast lends a voice to the point of view of all participants. In the latest podcast on the scenario approach, for example, there was a fascinating discussion between an educationalist, a teacher on a refresher training course, and a coordinator. This produces new insights, from multiple points of view, into language training and is also made accessible to

non-experts. Listeners are encouraged to consider their own views as a result of the discussion. They can be involved directly in deliberations which lead to solution strategies. In this way the podcast literally offers a very “appealing”, non-linear and, above all, cost-effective way of making complex subjects understandable.

Can the podcasts also be transferred to other contexts?

For the project, we developed a procedure for technically imple-

menting the idea in a relatively simple way. The concept can be transferred across to separate content and can be created accordingly by many project providers. In terms of transferability to specific priorities there is plenty of scope both in the design of content and in the selection of interviewees.

What can the project achieve over the long term?

The podcast is reaching a huge number of people throughout Germany by presenting content for which there is normally not a huge audience. The huge potential for dissemination via our own website, our own Facebook presence but also free of charge via Spotify or Apple means content is constantly available over a long period.

The range of people involved in the discussions also contributes to dissemination of the podcast. So far, our podcasts have involved contributions from numerous colleagues from IQ networks and participants in a range of different job training schemes. Due to the minimal technical barriers involved, the podcasts are easy to listen to wherever you are and when undertaking lots of different activities.

Publication details

The DaZ@work podcast field of work is funded by Network IQ. It is part of the work of the IQ Competence Centre for Work-related German language.

www.netzwerk-iq.de

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Network IQ

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