

Alex Herrera

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For Unit 3 part 1, the genre I chose was podcast because personally, I like listening to podcasts whenever I'm doing something that doesn't require my full attention such as doing my work and I find the format for a podcast to be easy because it just listening instead of watching. Some of my favorite podcasts are The Joe Rogan Experience and The Yard. For this specific assignment, the podcast fits perfectly in my opinion because the issue I discuss allows for conversation and seeing both sides which many podcasts do.

I think that the genre fits with the teen and adult audience more than the kids and elders because kids are more likely to watch something flashy while teens and adults are in the phase of wanting to know more and just like me, likely to play it in the background while doing something else. I also believe people who love podcasts already would listen to or watch the issue I presented because a lot of podcasts discuss current events or big topics.

My target audience is mainly teenagers and adults because it relates more to them and it is easier for them to understand this topic. For teenagers, many of them are hearing all this news about gun violence in their community, or their schools are adding drills to protect them from school shooters. The podcast genre would be easier for them to access because it is available on the internet. For adults, many of them probably watch the news or read it through social media but unlike teens who sometimes take everything on social media as facts, they might want to know more or more insight into the issue, and podcasts allow them to do this easily, especially

when there commuting to work. My subject may know more than others due to them still growing their knowledge on things. Some of the assumptions that my subject may have on this topic could be wrong due to being easily influenced by social media and the concerns would be our government policy and what political party they are in.

5 unique podcast traits are establishing the main point of the podcast, authenticity, regular scheduling, catering to the audience, and audio. When a podcast usually starts, the host will introduce himself/herself to the audience and then reveal the purpose of that episode so that the audience understands what is going to be talked about during the podcast. Authenticity is very important in podcasts because many people are not just listening/watching just for the topic but instead want to know what the host thinks and knows about the topic. It is important thing that the host builds a relationship with the audience so that audience feels like the host cares about them and what he/her is talking about.

For a podcast to be successful it also needs a schedule. This allows the audience to know when to expect an episode which helps build trust with them and allows hype to build up for each episode. Another important aspect of a good podcast is catering to the audience because it helps better understand who your making this for and how much will they know about this topic. The last unique trait is audio whether the audience is listening or watching it is important that your equipment is good enough for the audience to enjoy and that your voice is clear enough for anyone to listen to. You don't want any background noise and the only thing that should be heard by the audience is your voice.