

UNDERSTANDING A PODCAST

Informative review on what a podcast is and how it can be
done.

Ridwan Chowdhury

DEFINE PODCAST

- Podcast- digital audio file that can be aided with visuals that is posted on the internet furthermore in recent times podcasts are mainly developed into a series. Podcasts cover topics from storytelling to how our economy is being developed, there is many sub-genres that it can speak on. This platform/genre allows the people to speak from their heart or inform those on something they consider of great importance.
- The popularity of podcasts come solely due to how wide its scopes is through creators covering topics the people want to hear. For example, someone wants to find a podcast on horror stories said person will find it with ease due to how many creators there are.

DISTRIBUTION

- In modern times one must ask themselves “what can you NOT do on the internet?” the internet allows virtually anyone a platform of speech or sharing. One must understand how sharing on the internet works. Simply post a topic of your choosing on any platforms (twitter) and the people will see it although their stance on it may differ. This freedom attributes to the distribution of podcasts thus garnering popularity, in other words if you can share it the people will do the same regardless of their opinion.
- It is noted that since podcasts are mainly audio files/recordings it is more accessible on streaming services such as apple music, Spotify or YouTube.

CONTROVERSY

- If one were given unlimited access to say whatever it would anger people who may not see the same. One must understand that even in the freedom of speech over the many topics one can choose there always those who disagree causing hate towards the creator. For example, creator A is speaking on socioeconomic reforms in third world countries however, person A is offended by this saying the third world countries do not need help henceforth shared to person B who also agrees. Similar to mass hysteria this is how controversy is created which also goes against what podcasts stand for, the freedom to talk and let the people know.

STEPS TO CREATE A PODCAST

- Research a topic of your choosing as long as it satisfies the following.
 - Details and facts of the importance of this topic and can be clearly stated why you choose this topic.
 - Understandability and audience engaging
 - Invoke thought among the audience.
- Create a group of who will attend the podcast.
- Create a greeting, a farewell, and pre-written questions.
- Choose a platform and look for ways of monetization through ads or services like Patreon or Apple Music.
- Have recording software and editing applications such as AE and SVP.
- Have equipment such as audio recorders or cameras ready along with headsets and microphones to capture audio.
 - Phones are commonly used for beginner creators.
- Record
- Post your podcast and outline your first episode on free streaming services (YouTube)