

My genre was a podcast, or radio news program. I think it is appropriate because a lot of people listen to the radio especially when they are in a car and many people listen to podcasts on their phones these days. While a lot of these podcasts are not necessarily news or anything serious (think Joe Rogan, or other things like that) people do still listen to the news as many find it tedious to read a newspaper. My target audience was policy makers and legislators because I had a lot of specific information and technical quotes. Similarly to how talk show podcasts and random podcast where people talk about culture and hip hop are becoming more popular and all these niche genres of podcasts are coming up, my podcast could definitely be an informational niche. Few podcasts today spread information from peer reviewed sources and experts. This kind of information is not vital to the average person's understanding of economic inequality in the United States, but would definitely be useful for people who work a lot in this field and can do something about it more directly. In addition to this they likely already know the basic information, and more advanced news and statistics relating to the topic would likely be easily received by them. However my podcast does give plenty of basic explanations and simplifications of concepts that plenty of ordinary people could understand and form opinions about. There is definitely a large contingent of politicians that drive to work, and regardless of whether they drive or not, all politicians need to keep up with the news almost constantly. Some traits that are unique to my genre include the ability to provide a lot of information easily and without the listener exerting very much effort to receive it. A podcast is something people are often passively listening to and is designed to be well paced. Someone reading the script of a podcast might have more trouble understanding and processing the information,

however when it is being read or spoken in a well paced manner, with certain things emphasized, it is much easier to understand. Vocal variety can also queue the listener into knowing when something more important is being discussed. Another trait is more detailed descriptions of things since the podcast is only audio there needs to be good descriptions so a listener can visualize things. Sometimes something a podcast will do is play soundscapes or sound effects that help to immerse the listener in place of vivid descriptions. A podcast can be casual or more professional and sometimes can flip between both, since most people would be listening to them in a relaxed situation or setting. By this I also mean that they can be maybe walking somewhere or driving somewhere, they aren't even necessarily taking time out of their day to read or watch something. You can multitask to an extent and still get something out of a podcast. This can give the listener intermittent breaks from parts that may be information heavy. A podcast needs to have a logical order, sometimes a chronological order, so things make sense to a listener and the content can be consumed in one sitting. This also makes has to do with going easy on the listener and keeping them engaged even in a longer podcast. One of the biggest and most valuable traits of podcasts are their accessibility. Almost everyone has a phone in this day and age and if they do not you can almost certainly bet that they have access to a radio. This means that a lot of people would be able to access a podcast, whereas a newspaper or magazine and television may not be accessible in some areas. A portable radio even can be quite small and often quite cheap.