

# Podcast As A New Format In Journalism

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**Abstract:** This scientific article provides an in-depth and skillful analysis of what a podcast is, its origins, the role and significance of podcasts in journalism, and its potential as a new media format.

**Keywords:** Audio file, podcast, format, brand, Spotify, Apple Podcasts, Google Podcasts, Stitcher, YouTube, Podbean.

**Introduction:** In recent years, podcasts have become a favorite source of information and entertainment for millions of people around the world. Initially regarded as a simple audio file format, podcasts have now evolved into one of the most powerful tools in the media landscape. Through podcasts, one can access a wide range of information. As Ekaterina Plakunova, head of the UpMarketing communications agency, puts it: "From expert interviews and engaging lectures on interesting topics to stand-ups and much more — all of it can be found in podcasts."

A podcast is a rapidly growing new media format that provides a series of programs in audio or video format, distributed via the Internet for listening or viewing. Unlike traditional radio or television broadcasts, podcasts are consumed on demand by users, offering a high degree of flexibility.

What is a podcast? The term "podcast" is a blend of the English words "pod" (earphone) and "broadcast". It was first used by British journalist Ben Hammersley in his article Sound Revolution. The term gained popularity with the advent of Apple's iPod digital player. Podcasts began to develop in the early 2000s. With the widespread availability of the Internet, individuals started creating their own content and sharing it through social networks and specialized platforms. The defining feature of podcasts is the ability to listen or watch at any convenient time.

Podcasts are mostly audio files that cover a variety of topics such as politics, culture, technology, health, education, and more, providing news and insights to

listeners. According to statistics, there are currently over 5 million podcasts worldwide with more than 70 million episodes available to audiences. Listeners can find content tailored to their interests — from politics to true crime stories.

**Popular Podcast Platforms.** Several popular platforms offer access to podcasts. Among the most widely used is Spotify, which hosts both music and podcasts. Other prominent platforms include Apple Podcasts, Google Podcasts, Stitcher, YouTube, and Podbean. In Uzbekistan, YouTube is the most popular platform for podcast consumption, especially due to its accessibility — no registration or complex procedures are required; an Internet connection and a device are sufficient. Podcasts in Uzbekistan cover a wide range of themes including interviews, psychology, politics, and educational topics.

Podcast guests often discuss various subjects — from politics and culture to personal stories. Podcasts are not only tools for entertainment or information; they can also serve as powerful instruments for social influence. For instance, many podcasts tackle societal issues, conduct interviews, and engage in discussions on social, political, and cultural topics. They help generate new ideas, promote innovation, and foster open dialogue.

Educational podcasts are designed for learning. Their topics range from popular sciences to specialized fields. They help listeners acquire new skills, broaden their perspectives, and learn about new research developments. Podcasts are also accessible and user-friendly. They can be listened to or viewed for free on

various devices — phones, computers, TVs, radios, and others, requiring only an Internet connection.

**Advantages of Podcasts.** Podcasts provide up-to-date and modern content in a format that appeals to contemporary audiences. One of their key benefits is convenience: users can listen or watch them anytime, anywhere, pause in the middle, and resume from where they left off. In addition, podcasts can be fully downloaded and accessed offline or shared with others. Podcasts often allow interaction — listeners can share their thoughts or ask questions to the hosts or guests.

Defining the format, topics, and target audience of a podcast in advance is very important. The more clearly defined the content is, the easier it is to attract a loyal audience. It's also crucial to conduct research on potential subscribers' interests to create content that meets their expectations. However, the audio format requires attention, and many users may get distracted or miss the full content, especially if the topic is not engaging enough.

Today, podcasts have become not only entertainment and educational tools but also powerful marketing instruments. "Companies are creating podcasts to promote their brands, explain their missions, showcase industry expertise, and establish trustworthy relationships with their audiences." This format helps businesses connect with clients and share valuable information in an accessible way.

For example, large tech companies use podcasts to introduce new products, while marketing agencies offer practical advice and real-life case studies. Such projects become not only sources of information but also tools to engage customers in meaningful dialogue.

## CONCLUSION

Podcasts are a modern and versatile format that combines entertainment, education, and marketing functions. From beginner-level podcasts to advanced, high-quality productions, they have become an integral part of the lives of millions of people worldwide. Podcasts offer opportunities to learn, enjoy storytelling, and connect with new people, while remaining accessible and open to everyone.

As a popular and interactive media tool, podcasts play a vital role in providing people with information tailored to their interests and needs. The unique features and opportunities they offer set them apart from traditional media channels. Podcasts are expected to become even more widespread in the future, evolving into an effective global platform for sharing news and ideas.

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