

Podcast

Operational definition. A podcast is an audio file that is made available on the Internet. Listeners can download the file to their devices or stream it through a listening app. They are usually a series of episodes that last from 3 to 90 minutes which are personal in tone and have the purpose of conveying thoughts. The cornerstone of a podcast is its own style. It must be original to become popular.

Structure elements

It is important to mention there is a variety of podcast types; therefore, here you have the structure of the two most popular podcast formats.

- *Solo Podcast:*
 - *Podcast Name and Host Name.* Simple and repeatable, mention the podcast name and yours, you could also include a brief description of your podcast.
 - *Episode Title or Number.* If your podcast is very linear, you should also include the episode title and/or number.
 - *Relationship to topic.* This part is set to mention why you care about the topic, what is important about it, and why you are going to cover it.
 - *Outline.* You want to make sure to cover all the main points, but you want a naturally flowing monologue. Try documenting your journey and letting listeners follow along.
 - *Specialized Segment.* Find multiple sources for the topic and recap or explain them to your listeners. Just make sure to cite where you are learning from. You could invite an expert.
 - *Outro.* It is where you wrap everything up: a quick recap, thanks, calls to action, and cool outro music. Generally, a podcast outro takes from 1-4 minutes.

- *Interview Podcast:*
 - *Pre-Interview.* It is the opportunity to settle things down about the interview and find out if you have chemistry with your guest ahead of the actual interview.
 - *Podcast Name and Host Name.* Simple and repeatable, mention the podcast name and yours, you could also include a brief description of your podcast.
 - *Episode Title or Number.* If your podcast is very linear, you should also include the episode title and/or number.
 - *Guest Intro.* Briefly introduce your guest.
 - *Interview.* The backbone of the episode where you will discuss the topic or discover information by asking questions to your guest.
 - *Outro.* It is where you wrap everything up: a quick recap, thanks, calls to action, and cool outro music. Generally, a podcast outro takes from 1-4 minutes.

To learn more

Ausha. (2023, February 27). How to Structure a Podcast in 5 Steps. <https://www.ausha.co/blog/how-to-structure-podcast/>

Ausha. (2021, November 19). 10 Tips for a Great- Podcast Outro. <https://www.ausha.co/blog/10-tips-great-podcast-outro/>

BCC Academy Fusion Project. (n.d.). Podcasting: What do I need to know? <https://www.bbc.com/academy-guides/podcasting-what-do-i-need-to-know/>

Castos. (2024, January 25). What is a Podcast? (Everything you Need to Know About Podcasting). <https://castos.com/what-is-a-podcast/>

Castos. (2020, September 24). The Interview Episode Blueprint. <https://castos.com/podcast/the-interview-episode-blueprint/>



This material was developed by the Tecnológico de Monterrey Writing Center. Users may copy, distribute, transmit, and use it as a source for other works, so long as they credit the original and do not trade with it. If users alter or transform the original, they must distribute it under a license identical to this one. For more information

contact: cescrituratec@servicios.itesm.mx