

Analysis model- Podcast¹

1. Info	
Title	What is the name of the podcast?
Publisher	Who made it / published it?
Runtime	How long is the program?
Year	When was the episode published?
Season/episode	Which episode from which season?
Seriality	Is the podcast a serial podcast or an episodic podcast?
Genre	Podcast narrative genres: <ul style="list-style-type: none"> - The detective story - The personal narrative - The thematic narrative
Concept	What/which concepts are present in the podcast <ul style="list-style-type: none"> - Conversations - True Story - True Crime - Investigative - Discussions

2. Structure and composition	
Theme	What theme does the podcast deal with?
Plot	Is it a story? A conversation? Is there a conflict that needs solving?
Elements / structure	Which elements does the podcast consist of and how are they structured? <ul style="list-style-type: none"> - Jingle - Presentation of concept/topic - Presentation of host(s) and/or guest(s) - Background knowledge - Archive material - Interviews - A story

¹ Modified by KHH from: <https://indidansk.dk/podcast>, *Håndbog til dansk, Do it, write! (EN)* and *The English Handbook*

	<ul style="list-style-type: none"> - Monologue - Music - Sounds
Composition	<p>Can the episode be divided into different sections? Note down the timespan of each section.</p> <ul style="list-style-type: none"> - Intro and jingle: 00:00-00:30 - Presentation: 00:30-2:45 - First listener story: 02:45-08:10 - ...

3. People	
Host(s)	<p>Does the podcast have a host? Which roles does the host play?</p> <ul style="list-style-type: none"> - Hosting - Moderator - Speaker - Narrator (tells a story)
Narrator(s)	<p>What type of narrator is the host(s)?</p> <ul style="list-style-type: none"> - The self-involved narrator - The showing narrator
People	<p>Who is in the podcast? (depends on genre)</p> <ul style="list-style-type: none"> - A main character - A biography - Guests with a certain knowledge - Sources
Characteristics	<p>In fictive podcasts you can do characteristics of the most important characters (fiction analysis)</p>
Listener	<p>Who listens to the podcast?</p> <ul style="list-style-type: none"> - Try to narrow down the target group, who listens to the podcast and why? - Is the listener addressed by the hosts in the podcast?

4. Place / Time	
Place	<p>Place: A study or on a certain location</p> <p>Social environment: Does it play an important part in the podcast</p>

Environment	<p>Is the environment described?</p> <p>Does it play an active part?</p> <ul style="list-style-type: none"> - Sounds - People (on location interviews) - A place important to the podcast
Time	<p>Is the time of the podcast the same as the present time?</p> <p>Does it take place in another time?</p>

5. Sound	
Diegetic sound	The natural sound of a certain location or conversation. Like a car driving by and the voices of a conversation.
Non-diegetic sound	Sound effects, voice over or sound that are added later on in production (scary noises, heartbeats and so on)
Music	<p>Does the podcast use music? Such as:</p> <ul style="list-style-type: none"> - A jingle - Background music

6. Language	
Language style	<p>How is the language in the podcast and does it have an effect?</p> <ul style="list-style-type: none"> - High or low style - Professional or technical language
Rhetorical devices	<p>Which rhetorical devices are used in the podcast?</p> <ul style="list-style-type: none"> - Repetitions - Metaphors - References - Humour or irony
Modes of persuasion	<p>Does the podcast make use of the modes of persuasion? (non-fiction)</p> <ul style="list-style-type: none"> - Ethos - Pathos - Logos
Speech	<p>How is the spoken language in the podcast?</p> <ul style="list-style-type: none"> - Spontaneous or planned speech? - Do they succeed in speaking freely?
Narrative technique	<p>How does the podcast keep the listener interested?</p> <ul style="list-style-type: none"> - Suspense - Teaser/preview

	<ul style="list-style-type: none"> - Cliffhanger - Set up/pay off
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7. Assessment	
Important bits	<p>Are there any important or significant bits of the podcast?</p> <ul style="list-style-type: none"> - A conflict - A change - A breakthrough - A turning point - New information <p>Why are they important?</p>
Anchor in reality	<p>What is the level of reality in the podcast?</p> <ul style="list-style-type: none"> - A true story - True people - Natural sounds <p>What is the level of fiction?</p> <ul style="list-style-type: none"> - Unnatural sounds (non-diegetic) - Use of suspense/cliffhangers -
Tone / mode	<p>What is the overall tone and mode of the podcast?</p> <p>Serious, scientific, humoristic, critical, happy, exciting and so on. How does it affect us as listeners?</p>
Idea / message	<p>What is the main idea behind the podcast?</p> <p>Does it have a message? If so, what is it?</p>
Target group	<p>Go back and look at the listeners. Does the podcast overall hit its target group? Look at:</p> <ul style="list-style-type: none"> - Genre and theme - is it interesting? - Host and guests - can the listener relate? - Does the language correspond with the listener? - Can the podcast keep the listeners interested?