

Text Features of an Informative Podcast

Internal and External Features	Short informative podcast (individual)	Examples	Short informative podcast informative (interview)
<p>Communicational</p>	<p>Intention: Inform in a concise manner about a fact, a phenomenon, etc. Popularization concern</p> <p>Speaker: Journalist, specialist, including the student who takes on that role.</p> <p>Audience: Listeners</p> <p>Receiving context: The audience controls when the podcast will be listened to, in contrast to radio shows where the schedule is preprogrammed.</p> <p>The podcast is usually listened to from the beginning as opposed to a radio show where the audience can join in the middle of it. It can also be stopped and resumed whenever wanted.</p>	<p>“For those of you who just joined us, we are talking about...” If this intervention is pertinent in radio shows, it is unnecessary in podcasting.</p>	<p>Intention: Inform in a concise manner about a fact, a phenomenon, etc. Popularization concern</p> <p>Speaker: Journalist, specialist, including the student who takes on that role.</p> <p>Audience: Listeners</p> <p>Receiving context: The audience controls when the podcast will be listened to, in contrast to radio shows where the schedule is preprogrammed.</p> <p>The podcast is usually listened to from the beginning as opposed to a radio show where the audience can join in the middle of it. It can also be stopped and resumed whenever wanted.</p>
<p>Informative discourse (text and oral)</p>	<p>Descriptive and informative sequence.</p> <p>Presence of terms that introduce another person’s words.</p> <p>Presence of words or expressions to catch someone’s interest or an introduction that states the topic of the podcast to establish a connection with the audience.</p> <p>Usually, develops one topic in a chronological structure or in sub-topics.</p> <p>Aim for a short-length podcast to keep the</p>	<p>“As it is mentioned by [Name]...”</p> <p>“And you, Mister Tremblay, being an expert in...”</p> <p>Use emphasis in a sentence:</p> <p>“The environment, this is what is important here...”</p> <p>Exclamatory sentences: “That’s such a great idea!”</p>	<p>Descriptive and informative sequence.</p> <p>Presence of terms that introduce another person’s words.</p> <p>Speaker is often invited to develop their ideas.</p> <p>Presence of words or expressions to catch someone’s interest</p> <p>Use of descriptive and explanatory</p>

	<p>listener's attention.</p> <p>Conclusion that might recap the subject, ask a question, invite the audience to take action, etc. It can also be limited to credits and thanks.</p> <p>Offers ways to maintain contact with listeners through other mediums (forum, blog, email, voicemail, social media, etc.) or the next episode.</p>	<p>Superlative words: <i>Super, interesting, horrible, magnificent, etc.</i></p> <p>"If I understand correctly what you're saying, processed foods are foods that go through intensive transformation before they are sold ."</p> <p>"Welcome everyone, today on our show, we will talk about..."</p> <ul style="list-style-type: none"> - Today, we have with us [name of the guest + brief presentation - Welcome - Today, we have on our show... <p><i>"To learn more, follow us on Instagram at [url]. Don't hesitate to share your opinion, your questions and interests."</i></p>	<p>language: definitions, exemplify, rephrase, etc.</p> <p>Recap the message of the author by repeating the information or rephrasing it in order to maintain contact with the guest speaker.</p> <p>Short introduction that states the topic of the podcast to establish a connection with the guest speaker and the audience.</p> <p>Structured as a question-answer format.</p> <p>Aim for a short-length podcast to keep the listener's attention.</p> <p>Conclusion that might recap the subject and thank the guest speaker.</p> <p>Offers ways to maintain contact with listeners and/or the guest speaker through other mediums (forum, blog, email, voicemail, social media, etc.) or the next episode.</p>
Semantic	<p>Uses a combination of common and specialized vocabulary with an aim to simplify.</p> <p>Conversational language (informal)</p>	<p>"...processed foods or foods that undergo an intensive transformation before they are sold..."</p> <p>« <i>You don't have to...</i> »</p>	<p>Uses a combination of common and specialized vocabulary with the aim to simplify.</p> <p>Conversational language (informal)</p>
Grammar	<p>Dominance of declarative sentences with some questions or exclamations to captivate and give rhythm to the podcast.</p>	<p>"Now we will talk about climate change. What actions could we take in our homes to help the environment?"</p>	<p>Use of structuring interrogative sentences to improve dialogue.</p>

	<p>Absence of demonstratives (here, there, this, that these, those, etc.) - except for enriched podcasts where we can have a visual representation of the object.</p>	<p><i>"Talking about climate change, should we take action in our homes to help the environment?"</i></p> <p><i>"Here we can see that it's well defined but there it's less clear."</i></p> <p><i>"In your opinion... According to you... "</i></p> <p><i>"If I summarize your ideas... in short, you're saying..."</i></p>	<p>Absence of demonstratives (here, there, this, that these, those, etc.) - except for enriched podcasts where we can have a visual representation of the object.</p> <p>Use of anaphora to retell or recap information:</p> <ul style="list-style-type: none"> - Frequent use of possessive pronouns and adjectives (yours, your, hers, her, their, theirs) - Common vocabulary to recap the author's message - Recap the message of the author by repeating the information or rephrasing.
Oral	<p>Emphasis on specific words to mark important elements for example to introduce new or pertinent information to spark interest.</p> <p>Prepared production in a written or bullet point format.</p> <p>Musical and/or narrative introduction or outro (conclusion)</p> <p>Background sound generally doesn't overpower the narrative.</p> <p>Possibility of integrating sounds at specific moments.</p>	<p><i>"The key thing to remember here is re-si-lien-ce."</i></p> <p><i>"Maybe you, dear listeners, think like me that..."</i></p> <p><i>"hmm... yes... eh"</i></p>	<p>Emphasis on specific words to mark important elements for example to introduce new or pertinent information to spark interest.</p> <p>Prepared questions and/or answers. Space for spontaneous interactions.</p> <p>Verbal demonstration of listening without taking too much space.</p> <p>Musical and/or narrative introduction or outro (conclusion)</p> <p>Background sound generally doesn't overpower the narrative.</p> <p>Possibility of integrating sounds at specific moments.</p>