Text Features of an Informative Podcast

Internal and External Features	Short informative podcast (individual)	Examples	Short informative podcast informative (interview)
Communicational	**Intention**: Inform in a concise manner about a fact, a phenomenon, etc. Popularization concern **Speaker**: Journalist, specialist, including the student who takes on that role. **Audience**: Listeners **Receiving context**: The audience controls when the podcast will be listened to, in contrast to radio shows where the schedule is preprogrammed. 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.	"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.	**Intention**: Inform in a concise manner about a fact, a phenomenon, etc. Popularization concern **Speaker**: Journalist, specialist, including the student who takes on that role. **Audience**: Listeners **Receiving context**: The audience controls when the podcast will be listened to, in contrast to radio shows where the schedule is preprogrammed. 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.
Informative discourse (text and oral)	Descriptive and informative sequence. Presence of terms that introduce another person's words. 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. Usually, develops one topic in a chronological structure or in sub-topics. Aim for a short-length podcast to keep the	"As it is mentioned by *[Name]*…" "And you, Mister Tremblay, being an expert in…" Use emphasis in a sentence: "The environment, this is what is important here…" Exclamatory sentences: "*That's such a great idea!.*"	Descriptive and informative sequence. Presence of terms that introduce another person's words. Speaker is often invited to develop their ideas. Presence of words or expressions to catch someone's interest Use of descriptive and explanatory

	listener's attention. A 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. Offers ways to maintain contact with listeners through other mediums (forum, blog, email, voicemail, social media, etc.) or the next episode.	Superlative words: *Super, interesting, horrible, magnificent, etc.* "If I understand correctly what you're saying, processed foods are foods that go through intensive transformation before they are sold ." "Welcome everyone, today on our show, we will talk about… - Today, we have with us [name of the guest + brief presentation - Welcome - Today, we have on our show… *"To learn more, follow us on Instagram at [url]. Don't hesitate to share your opinion, your questions and interests.'"*	language: definitions, exemplify, rephrase, etc. Recap the message of the author by repeating the information or rephrasing it in order to maintain contact with the guest speaker. Short introduction that states the topic of the podcast to establish a connection with the guest speaker and the audience. Structured as a question-answer format. Aim for a short-length podcast to keep the listener's attention. Conclusion that might recap the subject and thank the guest speaker. 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.
Semantic	Uses a combination of common and specialized vocabulary with an aim to simplify. Conversational language (informal)	"...processed foods or foods that undergo an intensive transformation before they are sold…" « *You don't have to…*»	Uses a combination of common and specialized vocabulary with the aim to simplify. Conversational language (informal)
Grammar	Dominance of declarative sentences with some questions or exclamations to captivate and give rhythm to the podcast.	"Now we will talk about climate change. What actions could we take in our homes to help the environment?"	Use of structuring interrogative sentences to improve dialogue.

	Absence of demonstratives (here, there, this, that these, those, etc.) - except for enriched podcasts where we can have a visual representation of the object.	*"Talking about climate change, should we take action in our homes to help the environment?* *"Here we can see that it's well defined but there it's less clear."* *"In your opinion… According to you… "* "If I summarize your ideas… in short, you're saying…"	Absence of demonstratives (here, there, this, that these, those, etc.) - except for enriched podcasts where we can have a visual representation of the object. Use of anaphora to retell or recap information: - 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	Emphasis on specific words to mark important elements for example to introduce new or pertinent information to spark interest. Prepared production in a written or bullet point format. Musical and/or narrative introduction or outro (conclusion) Background sound generally doesn't overpower the narrative. Possibility of integrating sounds at specific moments.	"The key thing to remember here is re-si-lien-ce." "'Maybe you, dear listeners, think like me that…" "hmm… yes… eh"	Emphasis on specific words to mark important elements for example to introduce new or pertinent information to spark interest. Prepared questions and/or answers. Space for spontaneous interactions. Verbal demonstration of listening without taking too much space. Musical and/or narrative introduction or outro (conclusion) Background sound generally doesn't overpower the narrative. Possibility of integrating sounds at specific moments.