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## *The Growing Influence, Characteristics and Limitations of Indian Podcasts*

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*Abstract: Podcasts should be named as one of the fastest growing new technologies in the media world. In a way, a podcast is an extension of Akashvani. In another way it can also be called internet radio. It's appearance is very different. In earlier days Akashvani had a monopoly but now it has been ended by this new medium. As the Saint Dnyaneshwar says, 'Jo Je Wanchhil To Te Laho', (whoever wants, get it) the new media has developed the ability to make available whatever one wants. India ranks third in podcast consumption in the world. 57.6 million people in the country listen to podcasts. According to PwC, podcast consumption in India has grown by 34 percent between 2018 and 2023. Experts believe that the pace of growth will continue globally and within no time, there will be 464 million people listening to podcasts worldwide. This talkative Radio covers a wide range of topics from religion, economics, desire, salvation to sports, art, cooking, nutrition, tourism, environment, etc.*

*Nowadays, the new generation that is learning through the English medium can hear, speak, but cannot read and write in their mother tongues. Hence podcasts become a convenient medium for them. One can listen to all matters in their mother tongue here. Podcasts are a boon even for those people who can't read as either they are blind or they are very old. Watching a video or reading a blog demands your full attention but podcasts do not. It doesn't engage you fully. Don't eat up all of your time. Be it BBC or Maharashtra Times, all important media houses have also taken help of podcasts for news dissemination. Nostalgic news stories with historical references, crime references are mainly heard here. With the new technology, the limitations of the newspaper or books are rising. Podcasts can be enjoyed anywhere in the country and abroad. Podcasting, which explores various fields, is a rapidly expanding technique. Commenting on the global scenario of podcasts, Big FM COO Sunil Kumaran says, 'India ranks third in terms of podcast consumption. After America and China, India is the country with the highest number of listeners. His views and figures are promising for the podcast industry, with 464 million listeners worldwide and \$4 billion in revenue by the end of 2023. What is a podcast? How did it evolve? How is it transmitted? What are its advantages and limitations? This is important for media practitioners to know. That is the subject of this research paper. This is a detailed analysis of the podcast.*

*Keywords: Pod, iPod, Podcast, Platform, Audio, Artificial Intelligence (AI).*

### I. INTRODUCTION

As Alwin Topler says this is the age of the information revolution. Sometimes there was a doubt whether a person going abroad would return or not. To know his whereabouts, a letter that used to come via ship would be received sometimes after three and sometimes after six months. Now the speed of information and communication has increased so much that a person from any corner of the world can contact a person from any other corner of the world. Can speak, can actually see. Marshall

McLauhan's statement that the world will become a global village has been made possible by the Internet. Facilities like 4G, 5G are going to increase this speed even more. This technology has accelerated the communication system; it has put the media directly in the hands of the people. People are freely presenting their qualities, art and what not. Those whose views were not printed in newspapers now can express their views publicly through blogs. Those who were not given a chance by the electronic media presented themselves on YouTube. Those who were not given a chance to make a statement by Akashvani, who were not given scope to say anything have the podcast now

## II. OBJECTIVES

1. To explore the new medium of podcasting, learn its history and discuss its expansion.
2. Reporting on various topics on podcasts, presenting information about important podcasts and analysing it.
3. Discussing the technicalities of podcasting, the media that broadcasts it, its financial dimensions.
4. Analysing the qualities of podcasts, their advantages and disadvantages as well as limitations. Analysing the use of podcasts in the world of journalism.

## III. REVIEW OF LITERATURE

After America, China, India ranks third in the consumption of podcasts. Podcasts are getting good response in India. (Pwc Media & Internet Outlook 2020) This industry is booming due to the Internet of Things, Machine Learning, Artificial Intelligence (AI), and cheap internet data. (Polaright 2022) According to Big FM COO Sunil Kumar, the world will have 464 million listeners by the end of 2023. According to founder of HubHoper Gautham Raj Anand the limited availability of podcast platforms can also be a reason for the slow growth of the podcast industry.

**Research Methodology:** The growing impact, characteristics and limitations of podcasts. This research essay uses secondary data.

**What is a podcast?** It is simply something you can listen to through a device whenever you want. This is a form of blogging but in audio medium. On a blog, we write and share an article, we make a video and post it on YouTube, just like that when we create an audio and share it on a podcast platform. A podcast is like a device, or a mobile app. In which we can share any information, song, voice by recording. An article in audio form is a podcast. People can read articles and listen to podcasts.

## IV. PODCAST WORDSMITHING

“Shravanabhakti” i.e. listening is an integral part of our culture. Earlier we used to listen to sages, later, singers, then came the radio, tape recorders, then FM and now podcasts. The term podcast is a combination of two words. One is the pod and the other is the cast. POD stands for Playable on Demand and CAST stands for the last two words in Broadcast. Some believe that the word pod comes from Apple's i-Pod digital media, while others believe that the word cast comes from radio broadcasting. The two words have been combined to form a single word.

Adam curry and dave winer are created the innovation of podcost in 2004. The term podcast was used by Ben hammersely in the guardian news paper. Liberated syndication launches as the first podcast provider. As 2005 rolled around, Apple officially added podcasting to its iTunes Music Library. In 2005 American president George W Bush is the first president to have his weekly address deliver as a podcast. Podcast is declared the word of the year by the new oxford American dictionary. India has had this service since 2005.

When we upload an audio clip or audio content created using a podcast platform and someone listens to that uploaded content through the internet, mobile app, the whole process is called podcasting. The person who creates the audio file is called the podcaster and the place where it is uploaded is called the platform. There are more than 30 such platforms in India. Among

the popular platforms are Anchor FM, Google Podcasts, Podbean Podcast Platform, BuzzSprout, Khabri Studio, Pocket FM, Speaker Podcast Studio, Awaaz, Headphone, Kuku FM, Varta, Spotify, Pocket FM etc.

## V. TYPES OF PODCASTS

There are different types of podcasts depending on how and for what purpose they are used. Music lovers make podcasts about music. It can also have different groups of film songs, devotional songs like Abhang. Podcasts are generally more popular on Religion, Economics, Sports, Nature, Travel, Environment, Entertainment, Cooking, Arts, Drama, News, Tourism, Politics, Whisper, Education, Health, Technology, Future, Automotive, Tourism, Food Culture. The types of podcasts according to usage are as follows

### **Solo Podcast:**

A podcast that contains the voice of a single person or is produced by a single person is called a solo podcast. These types of podcasts include activities such as providing information, singing songs, telling news, and listening to travelogues. These are very easy to make.

### **Double podcast**

A podcast that requires one or more people to produce is called a dual or double podcast. A discussion on a particular topic or two different points of view can be presented through it.

### **Interview Podcast:**

Interviews of popular people, experts, influential people are conducted through podcasts, they are called interview podcasts. Such podcasts can also be used to build one's image.

## VI. MARATHI PODCAST: ITS PLACE IN THE MEDIA

The podcast in Marathi language is getting good response. Podcasts in Marathi not only provide information but also serve to promote culture. Folktales, Gondhal in the Marathi tradition appear with a new flow from it. Vanishing arts such as Vasudeva appear there. A podcast that goes beyond language and blends our regional identity, tradition and modern style, attempts to bridge generational gaps. Many podcasts are available in Marathi such as Story Tale Katta, Arogyam, Shabd Phule, Granthpremi, Marathi Cinema, Entertainment, Inspirational Katta, Bhagavad Gita, Buddhi Experiment, Jamal Ho Jamal, Crime Katha, Maharaj's Forts, Muramba, Trijya.

The media has also associated itself with this new trend. As BBC's podcast is popular, there are many podcasts in Marathi. The podcast launched by Maharashtra Times called Mata Gold is getting good response. Siddharth Kelkar says that the podcasts that deal with political, social, cultural, historical and crime news stories as well as the events of the past, are getting a good response. Along with Mata, Sakal, Lokmat has also taken initiative in this. Electronic media is also coming in. This new medium has steadily reduced the habit of depending on newspapers. On this occasion, you can listen to whatever you like.

## VII. PODCAST LANGUAGE

Usually, while reading, writing and speaking proper Marathi language with grammar and proper pronunciation is preferred by Marathi people. However, dialects can also be expressed on podcast. Varhadi, Ahirani, Konkani all dialects can be used and they will get good response. They avoid jargon or difficult words. Practically used English or Hindi words can be easily used in this. The structure of entire language is very simple, straightforward, and appealing. Attempts are made to make catchy words that can attract people. The content is made more audible and interesting by experimenting with background music. Language is used according to the content of the subject. Topics like religion-spirituality are presented in slow language while topics like crime, sports are presented in fast language. There is no formal language on this medium. It has a lot of variety.

### VIII. FEATURES OF THE PODCAST

**Time saving:** This is the biggest feature of podcasts. When you read or watch videos, you have to put all the other activities aside. But in podcasts you can also enjoy it while doing other things. It saves time.

**Linguistic Limitation:** With the large spread of English medium schools, the young generation is alienated from the mother tongue. It speaks and listens in its mother tongue at home. However, he has difficulty in reading and writing. This generation can overcome the lack of language reading through podcasts and impart knowledge in their mother tongue.

**Inexpensive:** Both production and presentation of podcasts are relatively inexpensive. A microphone is required for recording and a platform for its presentation. It is less expensive to produce as compared to other media.

**Healthy:** Watching videos for a long time can cause eye problems. Screen time is a new age problem. In comparison to that, no amount of listening to podcasts is harmful to health. It is also easy and convenient to carry.

**Unlimited Service:** There is no obligation and no limit to receive the podcast service. We can listen to podcasts related to the field whenever we want to.

**There is no limitation of time and place:** A newspaper is limited to time and place. It goes stale the next day and has different editions depending on the city. Podcasts can be enjoyed anywhere. Podcasts produced in the Aheri area of Gadchiroli can be easily listened to in any part of America. That is its specialty.

**Fostering talent:** If you are a good speaker, you have the talent to present any information in the form of an audible story, podcasts offer opportunities. It promotes talent.

### IX. LIMITATIONS OF THE PODCAST

Podcasts are the new medium. Not many people know that yet. It is mainly seen in the hands of the new generation; the old generation is far from it. Lack of technology knowledge may be the reason behind it.

How to create a podcast and get it out into the world? It seems that the desired spread in this regard has not yet taken place in society.

Podcast listenership is growing exponentially. In India, it has increased by 34 percent in the last few years. As the number of listeners increases, the rate of creation of new content does not increase in comparison. As a result, you might get bored with content.

The cost of running a podcast, the income from it, must increase. Although it seems to be doubling, it is not as fast as it should be. Experts estimate that by the end of 2023 there will be 464 million listeners in the world and 4 billion dollars in revenue, which they say is not enough.

The amount of advertising on podcasts is already low. The advertisements that appear on get very less response, so the flow of the ads is very low. Revenue is a major issue in this medium.

#### Means of Income:

Any technology evolves on how useful it is on the balance sheet of profit and loss. Podcast listenership is growing exponentially, but not the revenue. Advertise coverage is low. Even if they get it, the rate of buying the product after listening to the advertisement is less. According to the report, 1.10 percent of those who hear the advertise view the product, but 0.45 percent buy it. However, there are some traditional and some new streams of income from podcasts. It needs to be discussed.

**Advertising:** If the podcast creator has a good audience, if his topics are well-received, some companies may ask for advertising and promotion of their company's products.

**Pricing:** Effective Podcasts may charge a specific price for your service for a specific period of time. The service is initially offered for free and then sold. Income is derived from it.

**Leverage Influence:** Influencers include speakers whose podcasts are popular, reaching thousands of listeners. They can influence your audience. An 'in plant' approach can generate income by occasionally referring to products.

**Donations:** If a podcast is dedicated to a specific charitable cause, it can receive income in the form of donations from its listeners. E.g. Religious movements or rituals.

## X. CONCLUSIONS

Technology gives birth to modernity and from modernity different techniques are invented. The faster the internet becomes, the more convenient the mobile phone is, the more artificial intelligence develops, the faster the world will change. The new medium of podcasts has gained momentum. The number of listeners is constantly increasing. Today, India ranks third in the number of listeners. New podcasts are coming in different fields. It's a community now. Different groups of people who are interested in fort tourism are getting together on this platform. A separate group of those interested in classical music discussion and comedy is also there. The new medium has tried to bring together people with similar interests. While promoting language and culture, association with other languages is also promoted. An attempt has been made to bridge the gap between generations by telling old things in a new way, to preserve the traditions of culture by trying to bring new light to some old things. Still the technical aspects of this have not come before people. There is a need for scientific training on how to make a podcast, how to send it to the platform, and how to increase the reach. Its small courses can be formed. As the podcast industry struggles with revenue, efforts must be made to become financially viable. If disseminated at the school level, it can become a tool for value education. This new media can leave its indelible impression on the people with the help of quality production. Whatever is of excellent quality will last for sure. If podcasts maintain quality, use of new equipment, adoption of new techniques happen then podcasts have better days to come ahead. It can record its name in the history of communication science as a new tool of communication.

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