CONTENT ANALYSIS: A COMPARATIVE STUDY OF DIFFERENT GENRES OF PAKISTANI PODCASTS.

Hassam UL Haq[1], Anam Shahid[2], Fahad Abdullah[3], Iram Sagheer[4], Sabrina A Rasool[5].

[1] Department of Digital Media University of the Punjab, Lahore, Punjab, Pakistan.
[2] Department of Digital Media University of the Punjab, Lahore, Punjab, Pakistan.
[3] Department of Digital Media University of the Punjab, Lahore, Punjab, Pakistan.
[4] Department of Digital Media University of the Punjab, Lahore, Punjab, Pakistan.
[5] Department of Frenc University of the Punjab, Lahore, Punjab, Pakistan.

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ABSTRACT

This study analyses the different genres of podcasts listened to and watched in Pakistan. The world of podcasts enables content producers to share what they have created and, through on-demand listening, could encourage vibrant communities. They still have an impact on stories and contemporary communication. Researchers are here tending to compare eight different genres of podcasts, i.e., comedy, music, sports, religion, technology, education, news, politics, and economy, with further different features of genre, i.e., language and tone, entertainment and fun, content focus, target audience and guest and host. Delving into the characteristics of each genre, including language and tone, entertainment and fun, content focus, target audience, and guest-host dynamics, this research aims to provide a comprehensive understanding of the podcasting landscape. The technique that was used to gather the data involved listening to the podcast carefully, observing the characteristics of that genre, and then taking notes. This research employed both qualitative and quantitative analysis, implementing purposeful sampling to ensure a diverse representation of podcasts in Pakistan. Each podcast, with a duration of approximately 30 to 40 minutes, underwent content analysis. Within the article, the researchers have visually represented the viewership percentages of various podcast genres in Pakistan through an informative graph and explained how language and culture enhance the podcasting environment.

Corresponding Author's Email: eyumbhatti91@gmail.com

INTRODUCTION

Written, televised, or spoken communication that reaches a large audience is referred to as mass media. This includes movies, the internet, newspapers, magazines, radio, television, and other media. The viewers of mass media are subject to a variety of effects and consequences. It serves as a primary source

for news and information on practically all topics, including politics, current events, new incidents, etc. (Berg, 2021) Additionally, it gives its audience a fresh opinion. The kind of material that individuals absorb through mass media affects their political and social perspectives in different ways (Viswanath, 2007). In addition, it provides pleasure and amusement through plays, music, and movies. It alters vogue patterns and embodies the cultures of certain nations. While both mass media and podcasts are platforms for sharing information, podcasts are more independent and individualised than other types of media. Podcasts allow individuals and smaller teams to produce specialist content that caters to particular interests, whereas traditional mass media frequently includes major organisations (Utami, 2022). This promotes a more direct and interactive contact between content creators and their consumers. This change is the reflection of how media consumption is changing in the digital era, as people have more options and control over the material they consume.

In simple terms, a podcast is a digital medium consisting of audio (or video) episodes that relate to a specific theme. Podcasts, previously known as "audioblogs", had their roots dating back to the 1980s. With the advent of broadband Internet access and portable digital audio playback devices such as the iPod, podcasting began to catch hold in late 2004 (Kay, 2012).

The podcast was started in 2004 by Adam Curry and Dave Winer when they designed an ipodder to download radio broadcasts from the Apple iPod. In the beginning, there were narrative podcasts, but podcasts evolved with the passage of time. But it got sudden hype when people started watching it in late 2014. (Berry, 2015) Thus, it started giving money to its creators, which increased the number of podcasters on different platforms. Podcasts are a great way to share your ideas and knowledge with the world. (John Lee Dumas) It is being used by creators to provide comedy, religious content, political discussions, and general knowledge. All of these podcasts are currently running in Pakistan, but in Pakistan, it's still a small niche. Podcasting is often a preference in the West, but still, YouTubers all around Pakistan are changing their content distribution style to podcasting, and now podcasting is thriving in Pakistan. (Utami, 2022) Podcasts have different types (interview podcasts, conversational podcasts, monologue podcasts, roundtable podcasts, theatrical podcasts, scripted podcasts, and hybrid podcasts), but in Pakistan, mostly interview, conversational, and storytelling podcasts are used. (Ghafar, 2023) Furthermore, podcasts are divided into genres, while researchers from different parts of the world have done their research on specific genres; some have only discussed sports podcast consumption, some have explained only news and educational podcasts, and some have given details of comedy podcasts. In this article, researchers have done content analysis on eight different genres of podcasts, which includes all of the above genres and the characteristics of all those genres.

Statement of The Problem

Podcasts became popular in Pakistan in the last few years at a very high pace, but there has been no detailed research or study on the different genres of Pakistani podcasts. People still don't know how different genres of podcasts can be helpful in getting knowledge of different fields from public figures in the respective fields.

Objectives

1. To analyse the major differences between the different genres of Podcasts listened to and watched in Pakistan.

2. To analyse statistically which percentage of the audience in Pakistan likes which genre of Podcast.

Significance of Research

This research identifies that different genres of podcasts play a very important role in portraying different outlooks. This study provides a platform to represent different customs and traditions related to Pakistani society and culture. It offers knowledge of advancing media too. Additionally, by looking at the quality and applicability of the podcast content, this research also tells us how to understand communication and how knowledge is exchanged in Pakistan. Furthermore, it explains how different genres give us a wide range of information related to different fields. The plus point is that it gives the creator of the podcast a target audience related to his or her genre.

LITERATURE REVIEW

Individual studies of several genres have been conducted by various academics, but this research's topic is distinct, different, and hardly investigated. The fact that this research topic encompasses almost all sorts of podcasts sets it apart from previous research topics. This article provides a summary of the current podcasts available in Pakistan. It provides information on practically all of Pakistan's podcast categories. It provides information on all podcast genres' subscribers, watchers, and audience demographics. The first podcast was recorded on the primary podcast video, and it continues to the present day, when every second social media influencer has his own podcast. This article discusses their monthly income from this podcast, the high calibre content they create, and the types of viewers. It is remarkable since no academics have ever conducted a comprehensive study on all podcast genres in a single nation. This concludes the quick summary of the article. (Thomas, 2022)

This study intends to examine the many types of podcasts and the study done on their efficacy, influence and to throw light on how podcasts have started to become very popular in the digital age. The popularity of podcasts in recent years has caused reactions from all across the world. These days, a large number of well-known influencers and celebrities have begun to produce their own podcasts on a variety of fascinating subjects. A podcast is a collection of episodes with a certain theme or issues, such as social, political, economic, cultural, religious, technological, start-ups, motivation, inspiration, humour, or anything else, that are digitally produced and formatted. The majority of hosting services for podcasts, including Spotify, Buzzsprout, PodBean, Captivate, Transistor, Castos, SoundCloud, and many others, are free to use. We examine a number of factors in a literature review, including audience response, qualitative research techniques, and content analysis. The review tries to give readers a thorough understanding of podcasts as a form of entertainment and communication. (Slakoff, 2022)

The research's goal was to present a thorough analysis of the research on video podcasts. The main points covered were different types of podcasts, the advantages and drawbacks of using video podcasts, and

ideas for further study. The study's analysis also suggests that young people believe journalists in traditional media should launch their own podcast channels to raise the podcast's credibility. Senior journalists that use podcasts on YouTube are quite rare. In the course of this comparative study on various podcast genres, methodological issues, past literature reviews, and the history and development of video podcasts were also looked at. An action research design was adopted in this study. Action research is particularly suitable for educational research in this context, as it involves collecting data related to current trends in podcast consumption, analysing the data, developing interventions to address specific issues related to podcast preferences and, where necessary, collecting data on changes. after these interventions. and draw conclusions based on observations. (Kekahu, 2021)

The classification of podcasting genres is currently receiving little scholarly attention. Podcasting's unique dynamics of production and consumption have created an exciting and uncharted space for the sharing of media and culture. A wide range of content producers and consumers interested in engaging with distinctive genre-oriented content have been drawn to podcasting by its distinctive set of capabilities and cultural norms. Since 2004, its appeal has steadily increased, garnering enormous traction among independent producers. Additionally, podcasting has been embraced by both specialised podcasting businesses like Radiolingua and mainstream media organisations like BBC and The Guardian. Notably, podcasting has gained popularity among comedians, religious activists, and increasingly, educators. Now, this essay will concentrate on the latter category. (Ghafar, 2023)

This research examines the value and impact of various podcast genres while noting the growing popularity of podcasts in the digital age. Podcasts have become increasingly popular around the world and cover a wide range of topics, including technology, humour, and social and political issues. It is noteworthy that both specialised organisations like Radiolingua and mainstream media organisations like BBC and The Guardian have adopted them. This essay explicitly examines the trend of podcasting, which has been embraced by comedians, religious activists, and educators. This comparative study examines different podcast genres, as well as the historical development of video podcasts, earlier literature reviews, and methodological issues. (Yaacob, 2021)

RESEARCH METHODOLOGY

This study employed a content analysis approach guided by theoretical frameworks including Media Ecology Theory and Genre Theory. To conduct a comparative study of Pakistani podcasts across eight distinct genres. Utilising purposive sampling, more than 60 podcasts were selected for analysis, ensuring representation from each genre. Data collection involved accessing episodes from online platform (YouTube), transcribing them, and extracting relevant metadata. Five key features—Language and tone, Content focus, Entertainment and fun, Targeted audience, and guest/host dynamics—were identified. Qualitative analysis revealed thematic patterns within and across genres, while quantitative analysis quantified feature prevalence. Viewership data obtained from podcasts available on YouTube facilitated the calculation of audience preferences for each genre. The total number of views or listens for each

podcast within the sampled genres was recorded. To determine the percentage of audience preference for each genre, the total views or listens for all podcasts within a specific genre were summed. Subsequently, the percentage of viewership for each genre was calculated by dividing the total views or listens of a genre by the overall views or listens across all genres and multiplying by 100. This process yielded valuable insights into the relative popularity of different podcast genres among Pakistani audiences. The findings were then graphically represented, with genres ranked from highest to lowest percentage of viewership, providing a clear visualisation of audience preferences within the Pakistani podcasting landscape.

DATA ANALYSIS

Content analysis on different genres of Podcasts listened and watched in Pakistan are given below.

Following are different genres of Podcasts listened and viewed in Pakistan:

1. Religious Podcasts
2. Technology based Podcasts
3. Sports based Podcasts
4. News and Political Podcasts
5. Economy based Podcasts
6. Educational Podcasts
7. Comedy based Podcasts
8. Music based Podcasts

Here is the content analysis of different genres of Podcasts.

Religious Podcast

Language and Tone

Podcasts based on religion often use a sombre and thoughtful tone because of the sanctity of the topic. To convey their views, they often use verses from the Holy Quran, teachings of the Holy Prophet (P.B.U.H.), or examples from the lives of companions of the Holy Prophet (P.B.U.H.). The language is mostly Urdu, but some podcasts go bi-lingual for the convenience of their audience.

Example "Youth Club Pakistan" is a Pakistani religious podcast that uses Urdu Language most of the time. Its uplifting and humble tone emphasises the positive development of youth and promotes personal development.

Once his host was giving an emotional reminder in a very humble, friendly, and emotional tone, he said, "Aik bhai mujh sai bola k yaaar bass hogayi hai, Allah abb meri ab bass hogayi hai. To kon sun raha hai uss bande ki Aah. Allah kehta hai mai sun rha hun, kya Allah sai behtar koi hai jo Tanhai mai apne bande ki Aah sune. Hamm Allah ko bhool jate hain. Shaitan hame dhoka deta hai, Allah ki yaad sai ghafil karta hai. Shaitan hame dhoka deta hai, k Allah hame na pasand karta hai. Hamare gunah itne hain k Allah hame maaf nahi kare ga. Lekin nahi Allah to farmata hai k mere bande tu meri taraf aik qadam barha mai teri taraf 100 qadam barhaon ga. Tu aik baar astaghfar kr, mai tere gunah mita dun ga, chahe Samandar ki jhaag k barabar hu kuin na hoon." (Muhammad Ali from Youth Club in his episode "I have given up", March 2nd, 2022)

Content Focus

As Pakistan is an Islamic country, religion-based podcasts here mostly cover topics related to Islam and discuss Dunya and Akhirah side by side. They focus on topics like spiritual activities, counselling (especially for youth), and religious discourse too. (Selge, 2008)

Example "Youth Club Pakistan" is a podcast that focuses on positive changes in youth, Islamic education, cultural issues and activism, the viewpoints of youth, and motivational and inspirational content.

For Instance: Once the host said "Mai hamesha youth ko ye cheez remind karwata hoon k tum kya samajhte ho k Allah S.W.T tum sai ye sawal nahi kare ga k tumhare pass har cheez ka time tha internship karne ka, conferences attend karne ka, agar time nahi tha to vo meri ibadat, meri namaz, mera Quran parhne ka time nahi tha. Parents bara fakhar karte hain k mere bache ne scholarship achieve kr li, iss organisation mai best performer ka award win kar liya hai, jo k no doubt unhein help out krein gi un ki dunyavi zindagi mai, lekin buht kam sun'ne ko milta hai k mere bache ne Quran samjh lia hai, tafseer parh li hai, what do you think k hamare pass apni sari energies invest kane ka time hai lekin vo kitaab jo hamare Allah ne hamare lie bheji, jo hamare lie Raah e Nijaat hai uss ko parhne ka time ni hai, to mere pyare bacho, thora waqt nikalo iss dunya k culture sai or vo waqt apne Allah pak ko do, Dunya k sath apni akhrat ko bhi behtar banao" (Muahmmad Ali from youth Club in his episode "Golden advice for Youth" , October 6, 2021)

Entertainment and Fun

Usually, Religious Podcasts are serious because of the sacredness of the matter, but sometimes they use the idea of storytelling to grasp the interest of the public and make the education of religion more convincing. These techniques can create entertainment, or sometimes real-life stories create kind of fun for the audience.

Example In "Mufti Menk Podcast" once a question was asked whether a date is Halal or Haram, to which he replied, "Brother, the only date that is Halal for you is the date you eat; other than that, every Date is Haram", to which the other guests started laughing, which created an entertaining atmosphere.

Target Audience

Religious podcasts are usually for everyone, whether they are from that religion or not, but especially for those who already are a part of that religion and want to develop their knowledge and practise their beliefs, and for those who want answers to some religious questions and want to live their lives according to the Sunnah (The way of Prophet Muhammad (P.B.U.H.).

Example "Youth Club Pakistan Podcast" targets young Muslims and youth in Pakistan who want to bring about positive change; some of their podcast's videos are for children too, and only children are invited in those episodes as guests, while "IlmFeed Urdu Podcast" targets a general Muslim audience of professionals and students.

Guest and Host

Religious Podcasts in Pakistan are hosted by individuals who have a vast understanding of their beliefs and religion. They often invite Religious Scholars or Pandits in Religious Studies or related disciplines.

Example "The Youth Club Pakistan Podcast" hosts are different motivational speakers and young scholars from the Youth Club Organisation (Tuaha Ibn-e-Jalil, Raja Zia ul Haq, Muhammad Ali), while guests are young Muslims, youth activists, and different Islamic scholars. (Mufti Tariq Masood, an Islamic scholar, and Aqib Farid, who came from Pakistan, idolised deen.)

Technology Based Podcasts

Language and Tone

Technology-based podcasts often use a casual and educational tone. To discuss technological ideas and advancements, they use vocabulary from the technical industry.

Example The topic "Troubling State of Pakistan's IT" was discussed in the "Think Digital Podcast by Munir Ahmad", in which he used bi-language for broad audience engagement and a user-friendly tone for better understanding of technology for a broader audience. The host discussed technology and entrepreneurship in Pakistan. In his podcast, he asked the guest, Shoaib Ali (Vice President of Systems Limited), "Itna talent Pakistan mein hone k bawajood bhi Pakistan Taraqqi kuin nahi krta? to which Shoaib replied in a very casual and educational tone that one of the reasons is the right exposure to the right market. I am very happy to see the startup culture, and especially in 2022, jahan itni foreign funding Pakistan mein aayi, but still, I am very hopeful this time because now youth is showcasing his talent, and InshaAllah hum mehnat krein ge or taraqqi krein ge." (Power of India's Technological Innovation and Troubling State of Pakistan, April 6, 2023)

Content Focus

Technology podcasts often discuss the immense advancements in technology, including its modernization, new tools of technology, and how to use them. Their applications, programmes, and digital shifts are also being discussed. They also converse about their effects on the public. (Morgan, 2015)

Example "Video wali Sarkar" by Bilal Munir focuses on technology items and Gadgets in Pakistan. It includes comparisons between different gadgets and box opening of new tech devices and gadgets.

For Instance: Once in his episode was giving recommendation of new digital and tech devices he opened a device "Tire Gauge" and said "aap normal key chains bhi istamal karte hain lekin ye bilkul bhi normal nahi hai, dikhne mai to ye bilkul normal hai but aap agr dekhein to iss ki back pr aik hole jis sai aap bike ya tyre ka air pressure bhi check kr sakte hain, so it's a highly recommended gadget", in the same video he recommended many other gadgets like Aroma USB Diffuser, Inches Tape Key Chain etc.

Entertainment and Fun

Technology podcasts try to entertain the audience with their conversations and reviews about the new tools, or sometimes the hosts and guests crack jokes at each other just to create an engaging environment. (Kay, 2012)

Example "Tech Juice Podcast" often gives tech reviews in a relatable and comedic manner; sometimes they share behind-the-scenes stories of tech device mishaps for audience participation. Once they asked

some tech-based funny questions to each other, one of them asked, "Why do programmers prefer using the dark mode? The other one replied, "Because light attracts bugs!" which created a fun environment (Samsung Galaxy A Series Phone Comparison, August 31, 2022)

Target Audience

Technology podcasts target audiences that have a deep interest in advanced technologies, like technophiles, engineers, and programmers, and those who want every little detail about new technologies. *Example* "Techistan" is a tech-based podcast that targets individuals interested in technology and entrepreneurship: tech enthusiasts, professionals, and entrepreneurs. "Thought Behind Things" targets the audience who wants to get knowledge about everything in the digital world, and they are mostly adults.

Guest and Host

Technology Podcasts are hosted by Tech specialists or experts from the Tech Industry. They invite business tycoons and technophiles to share their views and expertise.

Example "Thought Behind Things" podcast is hosted by "Syed Muzammil Hassan Zaidi," who is working on establishing a digital network and studio in Pakistan. He invites guests mostly from the tech industry, like Syed Ahmad (CEO DPL), Dr. Sohail Naqvi (CEO Knowledge Streams), and Usman Asif (CEO Devsinc).

Sports Based Podcast

Language and Tone

A podcast based on sports uses typically casual and conversational language and includes everyday vocabulary and phrases. The tone used in sports podcasts depends on the specific episode and what topic is being discussed, but the tone is often very friendly, engaging, and informative.

Example "Pakistan Cricket Podcast" is a sports podcast that uses English most of the time, e.g., when the cricket team wins the match, the language and tone of the host will likely be filled with excitement. They may use energetic language to express their joy and pride in the team's performance. The host was like, "Wow, what a sensational win by Pakistan! We did it, folks! Our team showed incredible spirit and determination out there, and they've made us all so proud!" The tone is filled with excitement and could be elevated with an upbeat tempo. (Pak Vs India Asia Cup, September 4, 2022)

Content focus

Sports-based Pakistani podcasts often focus on topics related to cricket, hockey and many other sports. These podcasts focus on match analysis, discussing key moments, players' performances, strategies, etc. Arguments and debates over recent sports matches are part of the discussion too.

Example "Pakistan Cricket Podcast" focuses on recently played matches, discussing key moments, how the player performs, and what strategies they need to adopt for their upcoming matches.

For instance:

Host: Welcome to another episode of the Pakistan Cricket Podcast! Today, we'll be discussing the thrilling match between Pakistan and India on September 4th, 2022. Let's dive right in. Our panellists today are

cricket enthusiasts, Aisha and Zain. Aisha, let's start with you. What are your thoughts on the Pakistan cricket team's performance in that match?

Aisha: Thanks, host. "It was quite a match! One standout performance was by Babar Azam, who scored a brilliant century under pressure. He showed his class and ability to handle high-pressure situations."

Zain: Absolutely, Aisha. "And let's not forget about Shaheen Afridi's bowling. His fiery pace and swing troubled the Indian batsmen. He picked up crucial wickets, putting India on the back foot."

Entertainment and Fun

Sports podcasts feature fun segments to engage their audience, and they include games, quizzes, and challenges related to sports in their podcasts to entertain the audience. Hosts and co-hosts crack jokes on each other, have fun conversations with the guests, and share humorous experiences with each other, which adds a fun element to the podcasts.

Example In an episode of "Pakistan cricket podcast" hosts are talking about Wahab-Watson battle.

Host 1: "Remember that epic showdown between Wahab Riaz and Shane Watson in the 2015 World Cup?

Host 2: "Ah, yes! The Wahab-Watson battle. Wahab's fiery pace and Watson's determination – it was like watching a boxing match on the pitch!

Host 1: "And who could forget their exchange of words? "You're not good enough!" Wahab's words still give me Goosebumps.

Host 2: "Haha, definitely a memorable moment in cricket history.

(Bowl out Banter, June 15, 2023)

Target Audience

Sports podcasts are usually for those who are interested in sports and for those who want every single detail about sports and need more information about sports. (Rockhill, 2019)

Example "Wicket to Wicket Podcast," hosted by Az Khawaja and Clive, targets cricket fans and anyone interested in in-depth discussion, analysis, and interviews related to various sports, while "Pakistan Cricket Podcast" targets cricket enthusiasts, fans of the Pakistan cricket team, and people interested in Pakistan cricket matches, players, and cricket events.

Guests and Hosts

Sports podcasts are hosted by sports specialists and those who are typically knowledgeable about the sport, and they invite mostly famous sports players, sports journalists, and other sports personalities.

Example "Pakistan Cricket Podcast" is hosted by Samee Saddique, and the guests are Pakistan cricket players and cricket journalists like Shadab Khan (a cricketer) and Methew Hayden (a former Australian cricketer). "Wicket to wicket podcast" is hosted by Az Khawaja and his co-host Clive, and "Nadir Ali Podcast" is hosted by Nadir Ali, and he invites different sportspersons, athletes, and other personalities like Sarfaraz Ahmad (a cricketer) and Mirza Iqbal Baig (a sports journalist).

News and Politics Podcast

Language and Tone

The language used in News and Political podcasts depends on the type of audience targeted. The Pakistani News and Political podcasters use Urdu with a slight amalgamation of English language. The tone of these podcasters is sometimes funny and sometimes sarcastic, depending on the type of news. (Bratcher, 2022)

Example "Thoughts Behind Things" is a Pakistani news and political podcast in which Urdu is mostly used with a slight amalgamation of English. The tone of its host is sometimes polite, harsh, or sarcastic, depending on the news he is briefing on.

For instance, discussion over paying online is done in a very polite and clarifying way. While the question asked by the host from the former prime minister Imran Khan was, "Ap to corrupt bhi nahi thay to kya ap power mein aa kr idaron ko theek krein ga? Kyoun k suni Hui baat hai, aap chahte hain k bus ye idaray mere sath ho jaen or in mein reforms nahi chahte aap" was in a sarcastic way.

In another episode of "Thought Behind Things" guest Asad Umar (Ex-finance minister of Pakistan) tells a story that after taking oath I was going to Karachi. I called my secretary and said, "agar mjhe Islamabad airport py ya Karachi airport py koi finance ministry ka protocol ka banda nazar aata to mai ny usy udhr hi fire kr dena tha," Guest and Host both laugh which is funny way. While the guest further says, "k han bahut sai log hote hain jin ka koi kam ni hota lekin ap un ko fire b ni kr skte.

Wo bass court men jaien ge or do minute main le lein ge." Then the host asks, "agar ap two third majority b ly len (kya phr b fire ni kr skty)" which sounds quite sarcastic.

Content Focus

News and politics-based podcasts mainly focus on the daily news. They cover the present political scenarios of the country with some special episodes, full of history and bitter truths.

Example "Thoughts Behind Things" is the podcast that focuses on current breaking news in the country while also elaborates on the present Pakistani political scenarios.

The recent scenario of political crisis in Pakistan covered by TBT with a guest Ex Prime minister of Pakistan Imran Khan is it's good example. The episode titled, "Imran Khan:Elections, Conspiracies, Economy and hope | Special Episode | TBT." Explains the Deficiency of New elections and political instability of the state. And how delay in new elections is harming the economy of Pakistan.

Entertainment and Fun

News and politics podcasts in Pakistan usually lack fun and entertainment. These are totally information based, which creates entertainment for people with political taste and a thirst for finding historical knowledge.

Example "Thoughts Behind Things" is a news and political podcast, so it lacks fun and entertainment like lame jokes and some comedy. But sometimes some political news may act as a joke, which becomes the reason for entertainment. For instance, once the host, Syed Muzammil, asked his guest Tabish Hashmi, "Ap jb 1985 men paida hue to what happened," and the guest replied, "Doodh peeta raha kuch arsy to main." It acted as a joke, and both started laughing.

Targeted Audience

The targeted audience of the News and Political podcasts is usually students of political science, LLB, and media.

Example "Thoughts Behind Things" is a Pakistani podcast whose targeted audience is basically youth. The host tries to convince people not to follow any politician blindly but rather to follow them based on facts. He mentions those facts and figures in his podcast that are not that evident to the layman. So that we all may grow as a wise nation instead of a senseless blind follower of someone.

An episode in which the the guest Ehsan Elahi is featured is all for youth comprehension. The guest is basically CEO of "Timegram" and also a professional freelancer. In this episode he explains major of online work which is done on platforms like fiverr and upwork etc. He tells about the money, skill, the clients dealing and the life after becoming a professional freelancer. Many of other episodes are for youth comprehension like Nisar Chaudary explaining the building unique food Brands and revolutionising the restaurants business. Moreover, recent podcast with a guest Farooq Trimizi explaining the Pakistan political reality is for students of politics.

Guest and Host

The guests on News and Political Podcasts are newsreaders, anchors, and sometimes politicians. While the hosts of these podcasts in Pakistan are casual YouTubers with headline-grabbing knowledge of current political scenarios and a minor grip on political history,

Example "Thoughts Behind Things," the host of this podcast, is Syed Muzammil Hassan Zaidi, who is young and skilled in his profession. While its guests are mostly political analysts, businessmen, and sometimes known anchors, e.g., Farooq Tirmizi (a political analyst), Yousuf M. Farooq (a businessman), Junaid Akram, and Tabish Hashmi (hosts),

Economy Based Podcast

Language and Tone

Economy-based podcasts in Pakistan use language that the majority of their audience can understand easily. Some of them speak Urdu to make people aware of everything, while some of them use Pure British English in order to explain Pakistan's economic conditions to native English speakers.

Example "Eon Holdings" is a Pakistani economy-based podcast in which Urdu is mostly used, while the tone of its host and guests is always polite and soft so that they can easily clarify their content. For instance, the route plan for CPEC launched by the former Prime Minister of Pakistan was explained by Tariq Muneer Ahmad, who was very polite and clarified. He explains that, "China walon ne kaha k electricity production 23000MW tak karen gy, yeh sab coal power, wind power, solar power, or hydral power say produce karen gay. Unhon ny eastern route, western route, or central route banaya. Un ka plan Pakistan mein 42 industries aur do nayi ports lagana hi tha. Unhon ny is say sab shehrun ko link kar diya."

Content Focus

The main focus of economy-based podcasts is their content, which is full of economic knowledge and contains information based on Pakistan's current economic problems and their suitable solutions. (Tabassum, 2019)

Example "Eon Holdings" is a Pakistani podcast that focuses on the present Pakistani economic crisis and its solutions with the best examples from history and other countries.

1. One is the extreme economic crisis in Pakistan with a massive amount of IMF loan.

2. The decreased export and less production of wheat, cotton and beans due to recent floods which has a negative impact on the economy.

Entertainment and Fun

Economical podcasts are the type of podcast in which entertainment can't be added; that's why Pakistani economic podcasts lack this type of fun.

Example "Eon Holdings," being an economical podcast, holds a serious discussion that contains zero humor and comedy. So, entertainment and fun in this podcast are at a minimum.

An episode titled, "Three women discuss campus life in Lahore|

Eon podcast." In this episode host asks that, "Miss aj kl or class bhi hai bachon ki jo aurat march py jaty hn." And one of the guest replies, "to wo apko lagta hai k wo boys hain.?" It acts like a joke and everybody laughs. In same episode one the guests tells about the canteen of FCCU, "ik hai main canteen (whatever its name is) phr hai PC jis ka mtlb hai pichli canteen, ye in k unofficial names hain or ik hai PPC yani pichli pichli canteen." This makes some fun and everyone laughs.

Targeted Audience

Economic Podcasts target the students, media, and the people who have the power to change strategies to solve economic problems. (Best, 2020)

Example (Eon Holdings) This podcast targets the youth, mostly the students of law, economy, and BBA, who are the future administration of this country.

Guest and Host

Economic Podcasts are hosted by anchors or YouTubers who have prepared questions for the guests. They don't have much grip on these traditional economic problems and their solutions. The guests on these podcasts are mostly economic experts and former finance ministers, who would have deep knowledge of the economy.

Example "Eon Holdings", the host of this podcast, is Haider Ali Shah, who is the best in his profession. While the guest of this podcast is mostly Tariq Muneer Ahmad, who is an experienced guy in economics, sometimes guests vary like Shahzad Gias (a journalist) and Asadullah (a senior studies researcher).

Educational Podcasts

Language and Tone

Educational podcasts are in Urdu but are mostly bilingual, depending on the guest and topic. Their tone is sometimes optimistic and curious, and sometimes friendly.

For example, "Naeem Sikandar podcast" uses bi-language. There is a podcast episode in which host Naeem Sikandar is asking, "Do you have any idea k us waqt Pakistan mein kya climate changes the VS now?" This shows that his tone is full of curiosity, and once in his podcast, he asked his guest, Pervez

Hoodbhoy, "How can we change this society?" to which he replied, "Nojawano k andar ek idealism hoti hai, ek soch hoti hai, k hamein is nizaam ko badalna hai, wo idealism ko ap barqaraar rakhein, only then we'll be able to change this society." The tone of this sentence was found to be very optimistic.

Content Focus

Pakistan is a developing country, so the focus of Educational Podcasts is on the issues that are leading Pakistan towards a dark future. They also talk about the educational crisis in emerging fields and social issues in Pakistan that are targeting this educational system. Their solutions are also being discussed. They also often talk about the influence of Pakistan's politics, history, and media on Pakistan's education system.

Example "Naeem Sikandar Podcast" has episodes 'Dark Future of Pakistan', 'Dark Side of Media and Politics in Pakistan', and 'Can Pakistan Survive Climate Change'.

"Think Digital Podcast," there are episodes on 'Future of Pakistani Media', 'Pakistan's Exports and Economic Issues', 'How Does Social Media Become a Source of Misinformation'.

Entertainment and Fun

Basically, Educational podcasts are informative and have serious conversations, but sometimes they crack jokes to create an engaging and entertaining environment. (Raza, 2023)

For example, in "Think Digital Podcast," there is a guest Umer Saleem (CEO of Studio99, content creator, and free-lancer) who tells a story that someone asked, Sir, agar meri video py 1 view ata hai to mujhe kitne paise milen gy," then his mentor replied, "DHA mai aik plot mily ga," and the host of this podcast said, "Wo bhi corner wala." They both started laughing, and it led to an entertaining environment.

Target Audience

Educational Podcasts target the audience of students, social learners, educators, and those who want to be updated with the social and educational issues faced by Pakistanis now-a-days.

Example "Think Digital Podcast" targets youth, media persons, and those who are interested in digital media, while "Naeem Sikandar Podcast" targets educated people, students, youth, etc.

Guest and Host

Educational Podcasts are hosted by people who have a keen interest in education and want to share their knowledge with others. The guests of such podcasts are professors, researchers, social workers, media professionals, writers, journalists, etc.

For Instance, "Think Digital Podcast" is hosted by Munir Ahmed, and his guests are mostly media persons, public speakers, educators, CEOs, etc. like Irfan Asghar, Gulsana Mansha, Saqib Azhar (CEO Enablers), etc. "Naeem Sikandar Podcast" is hosted by Naeem Sikandar, and his guests are professors, activists, scientists, journalists, CEOs, etc. like Pervez Hoodbhoy, Syed Muzamil Hassan Zaidi (Anchor and Host), Mr. Bilal Anwar, etc.

Comedy Based Podcast

Language and Tone

In a comedy podcast, language completely depends upon the podcast and comedians present in the podcast. Urdu is spoken in the podcast as it is the national language of Pakistan, and if we talk about tone,

most of them use a light-hearted yet bold tone; others may use a sardonic and sarcastic tone, using comedy to give their views on political and cultural problems.

Example Language used in comedy podcasts is bilingual, like in "Honest Hour Podcast," where host Shahveer Jaffrey said, "Remember you used to do this TV show back in the day, **(Aura or Vala)** Then Mathira said, "Kafi purani baat hai, lekin haan mujhe yaad hai." Sarcastic tones are used in a comedy podcast, e.g., in "Nadir Ali Podcast," featured with Tabish Hashmi, the host said, "Pakistan mein 3 Hashmi bohot mashoor hain Hashmi ka surma, Hashmi Ispaghol aur Tabish Hashmi", and then the guest said, "Thank you, Nadir". And in the second dialogue, the host said to Tabish, "Kehte hain logon k qareeb wo ata hai jo unhen aasani se mil raha ho jaise Hashmi ka surma, Hashmi Ispaghol aur Tabish Hashmi aur teeno he sastay hain". Tabish said, "Main to ye kahun ga k main sasta hi nhi balkay muft bhi hun". So, this kind of satirical tone is used in a comedy podcast.

Content Focus

The content of a comedy podcast is normally based on making people laugh. But it's important to remember that humour is subjective, so what one person finds funny might not be funny to someone else.

Example: In content focus, you could try exploring different comedic genres, interviewing comedians, or sharing funny personal stories.

For Instance: In "Honest Hour Podcast" the guest Zoya Nasir shares her funny personal story that is "jab ma na first time cooking ke to ma na khana pakata waqt kali mirch ke jagha per chocolate powder dal diya kuin ka ma us waqt apne dost se bhi sath sath baat kar rahi thi mai ne apney dost ko bataya aur usay bohot hilarious laga woh hasnay lag gaye.

Entertainment And Fun

Comedy podcasts are completely based on entertainment and fun. It is to keep things light and engaging. You want to create an environment where your listeners feel like they're part of the conversation and can laugh along with you.

Example In the Nadir Ali Podcast with Ducky Bhai (a YouTuber), Nadir Ali said, "K aap bhi Youtuber hain aur ap k ghar wale bhi! lagta ha aap ne apnay bachoon ka name Netflix rakhna hai", so Ducky Bhai started laughing. In "Honest Hour Podcast," they invited Iqra and Rabia from Sistrology, and Rabia told the story, "Shool ma naat competition huwa aur mujhey Iqra ke wajah say sir ne select kar liya aur jab main stage per perform karne gayi to I forgot k main ne kon si naat parhni thi and everyone starts laughing aur sir ne kaha ka tum ne Iqra ke be naak katwa di".

Targeted Audience

Targeted audience for comedy Podcasts depends upon the podcast's content, which may vary because sometimes it may be for college and university students; communicating topics and sarcasm that may match that specific age group, or sometimes it may be for a broad audience in which they talk about the new culture, fashion, or recent festivals.

Example: "To be Honest," hosted by Tabish Hashmi, has many adult jokes, so it is mostly for an 18+ audience, while "Honest Hour Podcast," by Shahveer Jafry, is for every age group.

Guest and Host

In a comedy podcast, the relationship between the host and guest is crucial. It's important for the host to make the guest feel comfortable and welcome and to create an environment where they can be themselves and have fun. Hosts can be stand-up comedians or comedy writers, and guests can be from different fields, depending on the content of the podcast. Guests can be other comedians, celebrities, influencers, public figures, actors and actresses, writers, directors, etc. (Meserko, 2015)

Example "Nadir Ali Podcast" is hosted by Nadir Ali, and the guests are TikTokers, Youtubers, religious people, cricketers, actors, comedians, etc., e.g., Mufti Tariq Masood and Engr. Muhammad Ali Mirza (religious scholars), Shoaib Akhtar, Sarfaraz Ahmad, Ahmad Shehzad (cricketers), Sunita Marshal (model and actress), Iftikhar Thakur (comedian). Honest Hour Podcast is hosted by Shahveer Jaffry and his cousin Sundas, and the types of guests they invite are TikTokers, Youtubers, Actresses, Influencers, and mostly his friends from showbiz, e.g., Iqra Kanwal and Rabia Faisal (Sistrology), Iqra Aziz (Actress), Merub Ali (Actress and Model), and Khaqan Shahnawaz (Content Creator).

Music Based Podcast

Language and Tone

The language used in music-based podcasts is mostly Urdu, but some podcasts completely use English. The tone of the podcast depends on the theme of the podcast. For example, if the theme is classical music, the tone will be thoughtful and contemplative, but if the theme is pop, the tone will be powerful.

Example "Junaid Akram Podcast," in which he talks about 'Pakistan's Music Industry Present vs. Past' ft. Ali Aftab Khan (musician and comedian), the host asked, "Music ka overall scene kaisa lagta hai aapko Pakistan mein?" on which Ali replied, "Acha lagta hai k naye bache ahista ahista aa rahe hain naya music le kr, nahi to pehle to ye hota tha k agr koi studio hai, uss mai 400 musicians hain to unhon ne subah subah suit tie laga kr jana hai or sab ne kaam karna hai aik gaane k uper, agr aik ka pasand nahi aaya to doosra banda apni composition le kr aaye ga , jab tk k producer final na kr de, lekin ab kya hota hai k 2 log bethte hain Studio mein or gaana tayar, buht zyada paise aagye hain to aik or session player ko bula lete hain". So, the host explained the difference between past and present music in a very polite and educational tone.

Content Focus

A music-based podcast focuses on interviews with musicians, analysis of different genres of music, local music, the future of music in Pakistan, reviews, and updates on upcoming music.

Example "The Mosiki Podcast" episodes feature interviews with popular as well as upcoming artists and many people associated with the music industry and ecosystem. The Mosiki Podcast invites guests over for a variety of interesting conversations on culture and all the quirky things that happen in the music industry.

For instance: In an episode of Mosiki Podcast the host said to the guest Abdullah Siddique that "I can't remember what you played in your 2nd debut show, I think it was because of some technical difficulties, but I do remember the kind of tone of the show and I was like okay these are an interesting kind of make

shifts and sort of do your best with what you have, on which guest replied, that's been my entire life honestly, and with less instruments and less budget I have made great songs with great artists. (Backup Your data Or You Might Lose An Album, October 10, 2020)

Entertainment and Fun

Musical Podcasts are full of fun and entertainment, and the host and guests use slang language to entertain their audience. Music lovers enjoy this fun and never get bored.

Example "The Mosiki Podcast," in one of the episodes, the new singer in the Pakistani music industry, Abdullah Siddique, told that they shot their song "Magenta Cyan" with Misha Shafi on an iPhone, and he was continuously using the word iPhone, on which the host said, "Why do you keep on specifying iPhone?" on which he got silent and said, "Okk, let's shut this topic," and they started laughing.

Targeted Audience

A music-based podcast is for all the music lovers, especially the young music aspirants, who want to really know about the details of music culture and the music industry in Pakistan. (Bolden, 2015)

Example: "The Mosiki Podcast" is for all the music lovers, especially the young music aspirants, who want to really know about the details of music culture and the music industry and believe in some serious talks about music, culture, and lifestyle, especially in Pakistan.

Guest and Host

Some Musical podcasts are hosted by people with an interest in music; on the other hand, some podcasts are hosted by Artists from the music industry. The guests include various famous singers, music composers, and song writers from the industry.

Example "The Mosiki Podcast" hosted by the famous actor and director Adeel Afzal, guests include famous personalities from the film and music industries like Abdullah Siddique (singer and musician), Khurram Siddique (art director or the Bareeze Man), Changez Bashir, Bilal Baloch, Ashir Bhatti (singers), and Arafat Mazhar (founder Puffball Studios, Soch, Haashya, Engage).

RESEARCH FINDINGS

While working on the topic "Content Analysis: A Comparative Study of Different Genres of Podcasts Listened and Watched in Pakistan," the researchers have studied eight genres of podcasts that get the attention of the bulk of the audience. i.e., comedy-based podcasts, religious-based podcasts, news and political-based podcasts, economy-based podcasts, education-based podcasts, sports-based podcasts, technology-based podcasts, and music-based podcasts. On average, each genre has at least one podcast channel that produces videos for that specific niche.

For example: List of Figures

- Nadir Ali Podcast   (Comedy)
- Youth Club   (Religious)
- Thoughts Behind Things   (News and Politics)
- Eon Podcast   (Economy)

- Naeem Sikandar Podcast   (Education)
- Pakistan Cricket Podcasts   (Sports)
- Techistan   (Technology)
- The Mosiki Podcast   (Music)

Each specific podcast has been further dissected into five sections, i.e., Language and tone, Content focus, Entertainment and fun, Targeted audience, guest, and host. These further dissections have been individually studied by researchers. By studying and analysing all these details, researchers have found out that the content of podcasts is at its peak in Pakistan. It has become global, giving people fun, knowledge, and a touch of the current situation in Pakistan. There is a large audience that likes and watches these podcasts daily. With these views, the content creators are also earning a handsome amount of money monthly. That's why most of the YouTubers in Pakistan are shifting to podcast contests from their personal niches, like Nadir Ali, who shifted to podcasts from pranks. In short, the podcast has become one of the best-running content sources in Pakistan these days. On the basis of viewership, the podcasts in Pakistan have been ranked below:

1) Comedy-based podcasts   30%
2) Religious-based podcast   20%
3) Sports-based podcast   15 %
4) Economy-based podcast.   12%
5) A news and politics podcast   09%
6) Education-based podcast: 08%
7) Tech-based podcast.   05%
8) Music-based podcast   01%

Graphical Representation

Here's a graphical representation of viewership of different genres of podcasts in Pakistan:
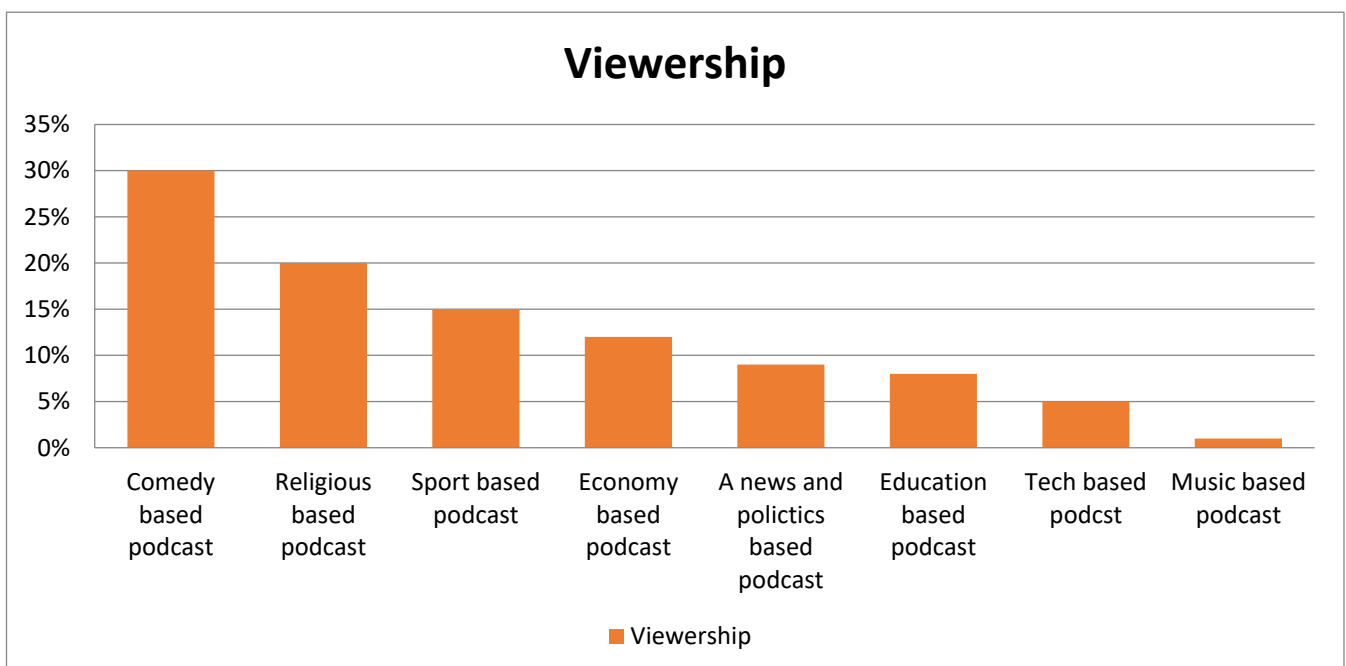
CONCLUSION

The conclusion is that podcasts are not only achieving global acclaim, but they are also prospering within the podcasting system in Pakistan because they offer a forum for exchanging information, stories, etc. Every genre has its own interests and charm. They are a great way to expand and broaden our perceptions and make use of our free time. Furthermore, the production, content, and consumption of podcasts are all influenced by how language and culture are interrelated. Language serves as the vehicle for the transmission of cultural information, while culture serves as the background and source of ideas for podcast episodes' subjects and topics. Together, these three factors add to the diversity and depth of the podcasting environment, enhancing its potency as a medium for the expression, exchange, and investigation of cultures.

LIMITATIONS

In our research, there are some limitations we want to highlight. We focused on podcasts available on YouTube due to limited resources, which might not cover all podcasts in Pakistan. This could create a bias by excluding podcasts on other platforms. Also, our study mainly looked at audio-visual podcasts on YouTube. It's important to note that our research is a starting point, and future studies should explore a broader range of platforms to get a fuller picture of podcast content in Pakistan.

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