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| **Word** | **Definition** |
| Podcast | A digital audio file made available on the internet for downloading. |
| PreProduction | The process of planning and preparing before the actual production begins. |
| Target Audience | A particular group at which a product or service is aimed. |
| Demographics | Statistical data relating to the population and particular groups within it. |
| Psychographics | The study of personality, values, opinions, attitudes, interests, and lifestyles. |
| Niche Audience | A specific, defined segment of the audience. |
| Elevator Pitch | A brief, persuasive speech to spark interest in a project or idea. |
| Consistency | The quality of always behaving or performing in a similar way. |
| Tone | The general character or attitude of a place, piece of writing, situation, etc. |
| Format | The way in which something is arranged or set out. |
| Content Themes | The main topics or ideas that are consistently covered in a podcast. |
| Persona | A character or role that a person assumes. |
| Differentiation | The process of distinguishing a product or service from others. |
| Unique Perspective | A distinctive point of view or approach. |
| Engagement | The act of being involved or participating. |
| Branding | The promotion of a particular product or company by means of advertising. |
| Segments | Parts into which something is divided. |
| Reflection | Serious thought or consideration. |
| Mastery | Comprehensive knowledge or skill in a subject or accomplishment. |
| Critique | A detailed analysis and assessment of something. |