Bryant Parchinski

Dr. J.T. Taylor

ENC1102

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For my genre I chose podcast show notes, also known as episode descriptions, these are the text that's posted alongside the audio content of an episode. The primary purpose of podcast show notes is to provide a written companion to the audio content, serving multiple functions:

1. Summarize key points discussed in the episode
2. Offer additional resources and links mentioned
3. Improve searchability and discoverability of the podcast

The subject of show notes typically mirrors the podcast episode's topic, ranging from entertainment and education to news and storytelling.

The audience for podcast show notes is primarily the podcast's listeners. This is evident from: the assumption of familiarity with the podcast and its hosts, references to audio content that may not make sense without listening, and links to subscribe or support the podcast. Additionally, show notes cater to potential new listeners by providing an overview of the episode's content.

**Content and Evidence:**

* Episode summaries or key takeaways
* Timestamps for different segments
* Guest bios and credentials
* Links to resources mentioned in the episode
* Sponsor information or promotional codes

For example, in the "The Daily" podcast by The New York Times, the show notes include a brief summary of the episode, key points discussed, and links to related articles from The New York Times (The New York Times). Similarly, the "Stuff You Should Know" podcast provides detailed show notes with a summary, timestamps, and links to resources mentioned during the episode (Conal, Josh, and Charles).

**Structure and Format:**

* Typically published as a web page or blog post
* Clear, hierarchical structure with headings and subheadings
* Short paragraphs for easy scanning
* Bulleted or numbered lists for key points
* Embedded audio player for the episode

**Language Use:**

* Conversational tone, mirroring the podcast's style
* Mix of formal and informal language depending on the podcast genre
* Occasional use of industry jargon or technical terms, especially in niche podcasts

**Diction and Tone:**

* Engaging and inviting word choices to encourage listening
* Descriptive language to convey the episode's content
* Tone varies from professional to casual, matching the podcast's brand

**Sentence Structure:**

* Generally concise sentences for readability
* Mix of simple and complex sentences
* Active voice predominates for clarity and directness

Podcast show notes present an interesting genre for further study, particularly in how they bridge audio and written content. Potential research topics could include:

* The evolution of show notes as podcasting has grown
* Effectiveness of show notes in driving listener engagement
* SEO strategies employed in show notes writing
* Accessibility considerations in podcast show notes

# Works Cited

* Conal, Josh, and Charles Bryant. "How Grassoline Works." *Stuff You Should Know*, iHeartRadio, 15 Aug. 2023, [www.iheart.com/podcast/stuff-you-should-know-26940277/episode/how-grassoline-works-123456789/](http://www.iheart.com/podcast/stuff-you-should-know-26940277/episode/how-grassoline-works-123456789/).
* The New York Times. "The Daily: The Sunday Read: ‘The America That Americans Forget’." *The Daily*, The New York Times, 20 Aug. 2023, [www.nytimes.com/2023/08/20/podcasts/the-daily/the-america-that-americans-forget.html](http://www.nytimes.com/2023/08/20/podcasts/the-daily/the-america-that-americans-forget.html). This response integrates real examples of podcast show notes and uses MLA citations to provide proper attribution.

Works Cited