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Podcasts: A change in programming patterns and viewing and listening patterns in traditional broadcasting

- A comparative analytical study between: visual podcast, radio podcast, radio program.

OUNIS ibtissem
Research Laboratory in Media and Society Studies, University of chikh el Shahid Larbi Tebessi (Algiers)
ibtissem.ounis@univ-tebessa.dz

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Abstract:
The comparative analytical study addressed the impact of the podcast phenomenon in bringing about major transformations in the media landscape, crossing the boundaries separating traditional media and digital media. These transformations were manifested at two main levels: the first is changing program preparation patterns by breaking free from strict time constraints and the usual programming map, and adopting flexible and in-depth technical templates (such as individual narrative podcasts and visual podcasts), which broke the monopoly of major media institutions on the production process The second is a change in listening and viewing patterns, as the audience moved from forced and simultaneous reception of traditional broadcasts to the option of flexible ordering (on demand), in addition to the ability to listen multitask at any time and place.

Keywords: *Podcasts, Podcasts, listening and watching styles, traditional broadcasting, Listening and Watching styles, Traditional broadcasting,*

I. INTRODUCTION

Since its inception, radio has played a crucial role in disseminating knowledge and culture, as well as fostering social interaction. It was also instrumental in supporting peoples' struggles against colonialism. Through its interactive programs, radio helped raise citizens' political awareness and understanding of their governments. It proved effective in promoting education in rural areas and contributed to social change and economic development. Additionally, radio has the power to influence individuals and shape their behavior. With the advent of digital technology in the media industry, radio has had to adopt new methods of producing, distributing content, and interacting with audiences. It also relies increasingly on social media platforms to maintain public interest. Although radio has been a source of knowledge, entertainment, and cultural heritage for decades, its significance has declined in recent years due to competition from digital media. As a result, podcasts have emerged as an alternative to traditional radio programming. The most creative forms of audio and video content. Today, attention is being paid to the podcast experience as part of digital audio-visual content. Podcasts go beyond mere news broadcasts through traditional media channels. They also represent a way for users to express themselves on a daily basis.

Podcasts are one of the most popular forms of content on digital platforms. They're not merely audio or video content streamed over the Internet; rather, they serve as a platform for dialogue that allows knowledge to move beyond the confines of academic circles and into the public sphere. They're also a versatile medium that combines the flexibility of personal listening with the depth of specialized content. Since their humble beginnings in the early 2000s, thanks to technological advancements, podcasts have become a global industry worth billions of dollars. They've also proven to be an effective means of reaching audiences.

The emergence of this type of content creation has given individuals the opportunity to create their own content, allowing them to share visual and auditory experiences that express their thoughts and experiences. This has led to social movements and cultural shifts on an international scale. However, it has also presented challenges, such as the overwhelming amount of content on various platforms, and the difficulty in distinguishing between facts and misleading or fake information. These factors have directly affected how people consume content, both traditional and digital. Moreover, they've changed the way programs are produced and presented in the media. This is precisely the starting point of this analytical study: to understand podcasts and how they've changed the ways in which programs are produced, as well as how people listen and watch content. The main questions we'll address are as follows:

How has the emergence of podcasts contributed to changes in the patterns of the programming industry, as well as in the ways people listen to and watch traditional broadcasts? To better understand the reality of podcasts in Algeria, we'll examine various traditional journalistic formats and how podcasts are presented through digital platforms. We'll also look at radio podcasts, which represent a hybrid form that combines traditional radio broadcasting with modern digital podcasting techniques.

1. The origins, concept, and development of podcasting technology:

The history of podcasts dates back to the year 2000. That year, technology columnist " Doc Searls "proposed the use of P.O.D., a digital audio storage and playback device. This was part of a new technology that allowed users to store and play digital audio files. Meanwhile, Tristan Lewis came up with the concept of podcasts in a draft he wrote. He called it "PODCASTCHING" – a term derived from "iPod" and "catching", meaning capturing digital audio content from an iPod. **(EL YAAKOUBI, 2020)**

Programmer "Dave Winer" played a key role in developing RSS technology, which made it possible to share audio files in 2003. He was also behind the development of blogs. Podcasting became a reality thanks to the iPodder program, developed by Adam Curry in 2004. The term "podcast" was first coined by British journalist Ben Hembrsly in an article in The Guardian in the same year. He wanted to find a term to describe this new medium based on digital audio. He combined the word "iPod" from Apple with "CAST," derived from "broadcasting." In 2005, the Oxford Dictionary officially recognized the term "podcast," according to the BBC. Apple added audio broadcasting to its iTunes Music Library in version 4.9. This version included new features related to subscribing to podcasts, searching for them, and automatically downloading

them. These features allowed podcasts to be synced with mobile devices. This gave podcasting a significant boost as a digital medium for online audio and video broadcasting. **(Elridhi, 2021)**
In late 2008, podcasts began to gain popularity in the Arab world. However, their spread was limited compared to social media platforms that became popular around the same time (Web 2.0). **(Silami, 2026**)In 2014, podcasts began to be used more extensively in the media sector. **(EL YAAKOUBI, 2020)** Two years later, in 2016, there was a significant increase in the number of listeners, the volume of content produced, and the variety of producers. These producers included global companies, independent studios, famous personalities who created podcasts, as well as amateurs and content creators on social media platforms. **(Silami, 2026)**
In 2012, Apple added a native podcast app to its smartphones, allowing users to access their favorite podcasts. In 2014, an independent American radio team launched Serial, an online investigative journalism program. Since then, it's been possible to listen to podcasts with just one click, right from a mobile device.
In 2017, The New York Times launched a program called "The Daily". This program featured" Michael Barbaro", who reported on the day's most important events in a simple and humorous manner. The program was a huge success. **(Ahmed mouhamed ali, 2025)**
In 2019, a study conducted by the University of Florida's "Media Future" program found that YouTube was the primary platform for consuming podcast content. YouTube provides tools that help content creators and producers improve their podcasts' visibility in search results by using relevant keywords. In the same year , a VOXNEST company specializing in audio technology, reported that the greatest growth in podcast listenership occurred in Latin America, particularly in Chile, Argentina, Peru, and Mexico. **, (without.unisco officiall page https://courier.unesco.org/ar/articles/)**
This trend contributed to the success of Radio Ambulante, the largest Spanish-language narrative journalism podcast. **(Ahmed mouhamed ali, 2025)**
2-1: Definition of Podcasts As a technology, podcasts have been defined in various ways. Some of the most important definitions are:
Podcast technology is one example of an application that utilizes a series of multimedia files, whether audio or visual in nature. These files are broadcast over a dedicated audio/visual streaming channel. Users can subscribe to this channel, and the files are automatically downloaded to their devices as soon as they're connected to the Internet. **(Ben souiddane, 2024)**
A podcast is a series of files or media files that are shared online. These files can be either audio or video in nature. Some people refer to video podcasts as "vodcastings". These files are usually part of a series, allowing listeners to automatically receive new episodes once they subscribe to the publisher's channel through podcasting apps like Podcast App on Apple devices running iOS, and Stitcher on Android devices. **(Elhamoud, 2020)**
Podcasting is a technology that enables the delivery of audio or video content on demand. It's not tied to any specific broadcast time on the radio. The content can be downloaded once it's made available online. This is a result of the combination of personal blogs with radio broadcasting and digital audio technology. **(Bourahli, 2021)**
The word "podcast" is derived from the Latin term "podcasting", which means "radio broadcasting". A podcast consists of audio or video files that are uploaded to the internet. Users can download these files and listen to them anytime, anywhere. Podcasts cover a wide range of topics, including politics, culture, society, economics, sports, and entertainment. They can also take the form of talk shows, educational programs, story-based programs, or music programs. **(Bourahli, 2021**)
It's also considered a form of digital media that has become widely popular in recent years. It allows users to listen to or watch content as they please, through the virtual world.
It's also a series of audio or video recordings that cover a specific topic or area. These are produced by organizations or individuals, and are distributed online so that the target audience can access them through specialized platforms or apps**. (Ahmed mouhamed ali, 2025)**
Podcasts are recorded audio or video files that are electronically processed, then published and made available through specialized platforms and websites. They're characterized by their low cost, ease of access, and rapid spread. **(Silami, 2026)**
Podcasts can be considered a form of electronic blogging. They represent a type of digital content in either audio or visual form. **(Ben toumi,Smichi, 2024**)

It's also a voice-based service that can be considered a kind of radio program. It's created by organizations or individuals. It covers various topics and is broadcast through various apps. It can be referred to as a "specialized radio station". **(AOUIR, 2024)**

3. Concepts related to podcasts:

A/ Video blogs:

Video blogging involves creating visual content in the form of videos, rather than text. The content is presented through videos, with a clear focus on a specific topic. Creators pay attention to filming, editing, and targeting the audience. Video blogs typically last between 3 and 10 minutes. Revenue is generated through advertisements and sponsorships. One of the key elements of video blogs is storytelling, which helps attract audiences. Video blogs also make use of social media platforms and SEO techniques to improve visibility. **(Bouloudani;boukhalfa, 2020)**

B/ Content Creation:

It refers to everything related to content that is processed, displayed, or manipulated in a digital manner, using modern digital media and technologies. This is done for various purposes and across a wide range of topics.

Content creation can be defined as the process of organizing ideas and information and presenting them in visual, readable, or auditory forms, with the aim of reaching a specific audience. Content can take the form of videos, images, charts, articles, e-books, audio blogs (i.e., podcasts), and many other formats. **(Fakih, 2024)**

4. The difference between radio broadcasting and podcasts:

Many people think that radio broadcasts and their programs are the same as podcasts. This isn't true at all. There are several differences between radio and podcasts. First, content broadcast over the radio is difficult to access again later. Podcasts, on the other hand, rely on pre-recorded content stored on the Internet. Second, radio focuses on live broadcasts and topics related to the present moment. This differs from podcasts, which are pre-recorded and don't rely on live audience input.

In addition, radio broadcasts target a wider and more diverse audience with a variety of content. Podcasts, on the other hand, target a specific audience that's interested in a particular topic or field of expertise. **(Ben said,Alassmari, 2024)**

5- Characteristics of Podcasts:

Podcasting is a technology that enables the delivery of audio or video content on demand.

It's not tied to any specific radio broadcast time. Therefore, it can be downloaded as soon as it becomes available online.

Anyone can record their own voice or video, say whatever they want, then store the files on their personal device and upload them to the Internet.

Podcasts are typically free to listen to (in most cases). However, this doesn't mean that the quality of the podcasts is lower. **(Bourahli, 2021)**

Users can store and access it freely through the subscription service.

Podcasts are characterized by their flexibility and convenience: They allow users to record files at any time and arrange them according to their interests. This is especially true for educational podcasts. **(Z.tayssir,m.Faouk,A.fathi, 2023)**

Communication: Communication and interaction among all parties involved in a process can be enhanced, thereby encouraging suggestions from everyone. This principle is also applicable in the educational field.

Control: This is the ability to pause and restart thoughts and segments as desired.

Individuality: Which enables self-directed learning.

Lower costs (low production and consumption costs)

Simplicity and effectiveness: The podcast is presented in a clear and simple manner, which leads to high levels of engagement and interaction. **(Silami, 2026)**

The content is diverse, including various issues, problems, and inspiring experiences.

6. Types and formats of podcasts:

A/ Types:

There are three types or categories of podcasts, as follows:

Audio content: This refers to a series of recorded audio segments that are uploaded to specialized platforms for this purpose. Listeners or users can download these segments and

listen to them on their smart devices and mobile phones. The audio content covers a variety of topics.

Visual content: As explained earlier, this type of podcast includes visual elements in addition to audio. This type of podcast is usually recorded in studios or outdoor locations. It may include interviews, presentations, demonstrations, and other video footage. (Anoumane , W,Y,P)

The "Enhanced" or "Interactive Podcast": This is a new type of podcast that combines audio content with various interactive elements such as images, text, videos, and animations. The goal is to improve the user experience, making it more interactive and engaging.

B. Podcast production templates: There are many templates available for creating podcasts. Here are a few examples:

Interview-based podcasts: These involve one or two hosts who listen to and discuss various topics with one or more guests. The advantage of this format is that it allows for the discussion of many different ideas and points of view. However, no additional time is needed to organize meetings with the guests.

Collaborative Podcasts: In these podcasts, two hosts serve as the speakers, discussing various topics with each other. It's similar to the way radio hosts and morning television hosts interact with each other.

Single-person podcasts: These involve one host alone, with no guests or interviews. This type of podcast focuses on one or a few specific topics. Most of these podcasts share the host's personal experiences.

The narrative structure of a story: Whether the story is fictional, realistic, or historical, the focus is on telling the story in an engaging and enjoyable manner, using sound effects and music to enhance the experienc**e. (Anoumane , W,Y,P)**

The mixed format: This is the most flexible and versatile format, allowing presenters to experiment with different formats within a single episode.

7.Factors Contributing to the Development of Podcasts: (Nadjlaa,i.elhabedj, 2026)

In recent years, podcasts have seen a tremendous increase in popularity, driven by various factors. These include technological advancements, changes in media consumption patterns, and the ease of creating content. The widespread use of smartphones has been a key factor behind the rise of podcasts. Smartphones make it possible to listen to podcasts anytime, anywhere. Additionally, the culture of consuming content on demand has also contributed to their popularity. Social media platforms, as well as streaming services like Spotify, Podbean, and Apple Podcasts, have played a crucial role in this trend. These platforms offer features like smart recommendations and playlists, which further enhance the user experience.

8. How podcasts are produced (the two main steps) (Anoumane , W,Y,P)

Anyone can produce a podcast. The producer could be an individual or an organization. The producer starts by recording the podcast episode they want to publish. Then, they upload the episode to a podcast hosting site. They copy the RSS link from the hosting site to their own server, where the episode is stored. Finally, they post this RSS link on podcast aggregators. With that, the producer's role in the process is essentially complete.

It should be noted that the listener can also act as a producer whenever they wish. Additionally, many hosting sites allow users to serve both as hosts and as podcast capture sites. In this case, the producer needs to publish the RSS link on multiple podcast capture sites.

As for the listener, who is the second party in this process, their task is to download the podcast recorder app. This will make the subsequent steps much easier for them. They need to create an account on the relevant platform in order to receive episodes automatically.

II. The methodological framework of the study:

1. Method of Study:

This study falls under the category of descriptive, analytical, and comparative studies, which aim to examine current phenomena. The descriptive method is considered the most suitable approach for understanding media and communication phenomena, as well as all human-related phenomena. Its purpose is to describe, analyze, and interpret a phenomenon after collecting sufficient data and information about it. To achieve the research objectives and answer the research questions, content analysis was used as a tool to qualitatively analyze the content of podcasts in Algeria, with subsequent comparisons made between them.

2. The research community and the study sample:

The research community in this study focuses on Algerian podcasts as a form of media and digital communication tool. These podcasts are published through social media platforms and specialized digital platforms known as hosting platforms and recording websites. Additionally, radio podcasts are also considered, as they reflect the trend among Algerian media institutions toward digital transformation. To complete the comparative analysis, we selected episodes from a traditional radio program that were broadcast in recent months.

As for the sample, it was deliberately selected based on the timing and date of its broadcast. We tried to focus on the last episodes of each type. In total, four episodes from each category were selected, as shown in the table below:

" Raid" Podcast

	Broadcast Date	The topic of this episode	Links to the episodes
1	Since last month	Franchising in Algeria: Is it organized expansion, or just opening new branches?	https://youtu.be/gcT41fopUEA?si=LXFe-vRUJ
2	Two months ago	The chaotic management of companies in Algeria: Where's the problem?	https://youtu.be/gcT41fopUEA?si=vnvMn9saGsimQG
3	Since 04 months ago	Summary of the keys to success in e-commerce	https://youtu.be/vXXw1NjHC-4?si=0sxQtuW
4	8 months ago	New strategies for sponsored advertising and digital marketing	https://youtu.be/25C2ks5sIG8?si=ssssr52RH-

The radio podcast "Beginning"

	Broadcast Date	The topic of this episode	Links to the episodes: Algerian Quran Radio https://my.radioalgerie.dz/ar/node/52514
1	8-6-2026	Emotional intelligence for a easier and better life	
2	15-6-2026	Healing of relationships	
3	22-6-2026	Healthy boundaries mean that saying "no" is a form of respect.	
4	29-6-2026	When we look for support in the wrong place	

The radio program "Your Health, Your Life"

	Broadcast Date	The topic of this episode	Links to the episodes of the Algerian Quranic Radio broadcasts https://my.radioalgerie.dz/ar/node/7063
1	14-5-2026	Health guidelines and recommendations for the blessed Eid al-Adha	
2	21-5-2026	How to handle the sacrificial animal	
3	18-6-2026	Pregnancy-related poisoning and the impact of blood pressure on pregnant women	

4	25-6-2026	Treatment and Prevention of Pregnancy-Induced Poisoning	

III. The practical aspects of the study:

A. Podcast Rā'id: This is a visual podcast from Algeria. It's the second season of this podcast, hosted by Dr. Abderrahim Abdellawi. The podcast features interviews with top experts in the fields of business and marketing in Algeria. The host discusses every detail with these guests, revealing to viewers all the tricks, procedures, and aspects related to the topic of each episode. This podcast is supported by various organizations, including Yanvesti and Hanouti. It's produced by Al-Anis Channel. **(without;https://www.youtube.com/channel)**

The pioneering podcast is broadcast on the useful Podcast platform. It started broadcasting on September 20, 2019. The podcast has been viewed over 23,466,528 times.

B. "Bidaya" is a radio podcast that airs weekly on the Algerian Radio station. It features recitations of the Quran, and is hosted by journalist Naouel Youssefi. "Bidaya" can be seen as a modern extension and digital iteration of traditional dialogue-based programs broadcast over radio. With a focus on social and psychological issues, the podcast explores individuals' psychological problems and offers solutions, with experts in the field providing their insights.

J. Your Health is Your Life: This is a radio talk show that airs weekly on the Algerian Quran Channel. It serves as an educational program that provides information about health issues faced by Algerian citizens. The show is hosted by Ghalia Belarbi. She interviews experts in various fields, either alone or with another host. The show also focuses on current health-related topics.

Based on the main question of this comparative analytical study, a series of questions were formulated as follows: **(https://my.radioalgerie.dz/ar/node/52514)**

A: Questions related to the content: (The topic/subject)

1. What topics are discussed in the episodes of this leading podcast?
2. What topics are discussed in the episodes of the radio podcast "Bidaa"?
3. What topics are discussed in the episodes of the radio show "Your Health, Your Life"?
4. What are the goals that "Sample Episodes of the Study" aims to achieve? The podcasts in question are: "Pioneer Podcast", "Beginner Podcast", and "Your Health, Your Life".
5. What are the prominent values in the samples of the study?
6. Who are the participants in the sample of the study?

B: Questions related to the form/shape:

1. What language is used in the episodes of podcasts like "Raid Podcaster", "Podcast Start", and "Your Health, Your Life"?
2. What are the journalistic technical formats used in the content of the episodes sampled in this study?
3. What are the characteristics of those who produce podcasts (podcasters and hosts)?
4. What media are used in the episodes of the study sample?
5. What are the other elements of production (sound effects, music, temporal structure) that are used in the episodes of the study sample?
6. What are the shooting angles and perspectives used in the Podcaster Raid?
7. What are the persuasive techniques used in the episodes of the study sample?

1: Analysis of episodes from the podcast "Raid", the radio podcast "Bidaya", and the radio show "Your Health is Your Life":

Analysis of Content Categories	Podcast " Raid " (Season 2)				
	Episode 1	Episode 2	Episode 3	Episode 4	
Title of the episode	Is the expansion of franchises in Algeria organized in a systematic way, or is it merely the opening of new branches?	The chaotic management of companies in Algeria: Where's the problem?	Summary of the keys to success in e-commerce	New strategies for sponsored advertising and digital marketing	
The nature of the topic/subject	Economic, commercial, and entrepreneurial aspects	Institutional Economics	Digital Commerce	Innovative digital marketing	
The actors/agents involved	Podcast host: Dr. Abdul Rahim Abdul Lawi Guests: Hisham Bannani / Owner of a Algerian brand	Podcast host: Dr. Abdul Rahim Abdul Lawi Guests: Economic Advisor Abdulmalik Shati	The podcast host is Dr. Abdul Rahim Abdul Lawi. Guests: Abdul Latif Ben Tchiko	Podcast host/Podcaster Dr. Abdul Rahim Abdul Lawi Guests: Khaled Al-Karim	
Target audience	Those interested in trade Young entrepreneurs and owners of small to medium-sized businesses Those interested in bringing in investment ideas Owners of local brands Those interested in economic and financial matters University-educated young people who have graduated The average consumer	Those interested in starting startups or joining existing businesses Owners of small and medium-sized companies Young people are those who have innovative ideas and start-up projects.	Those interested in e-commerce in Algeria Young people who want to get back on the right path and overcome addiction Advertisers who create content. Business owners and startup companies looking for ways to scale their operations and organize their activities in the domestic market.	Entrepreneurs and digital marketers specializing in sponsored advertising, search engine marketing, social media platforms, content creators, and startups looking to secure investment. Indirect audience: Beginners who want to enter the world of e-commerce and marketing, in order to learn from others' experiences and success stories.	
Goals/Objectives	Definition/Education Encouragement and motivation / Awareness-raising Guidance/Strategy	Critical Diagnosis Educational/Informative Guidance Proposals and Guidelines	Motivational/Constructive Educational Guidance/Instructions Marketing/Advertising Documentary	Educational Introduction/Overview Investment-related Promotional Motivational/Encouraging	
The values	Transparency Credibility Professionalism Realism Economic nationalism Developmental	Consciousness. Commitment Organization/Structure Official Responsibility Uprightness/Integrity Realism Transparency Professionalism Enthusiasm	Honesty and admitting mistakes/Being straightforward Flexibility/Optimism Recovery / Ambition Religious References/Authorities Role Models and Social Influence Commitment/Obligation Realism and Disclosure Teamwork and partnership Ethics/Morality	Honesty and transparency Self-confidence Keeping up with developments Investing in skills and young people (The importance of motivation) The authority/Power Experience	
Persuasive Appeals/Reasons to	Logical mindset Emotional	Logical mindset	Emotional Logical thinking	Persuasiveness	

Convince					
Analysis of shape categories					
The language used	Algerian dialect And it's a mixture of French and English.	Algerian dialect French	Algerian dialect A mixture of French and English	English Algerian dialect	
The journalistic artistic format	Narrative paintings + Narratives	Critical Dialogue by the Painter	Cold The painter's apprentice		
Characteristics of the person making the call	He's a calm yet charismatic person, which reflects his professionalism and ability to manage conversations effectively. He's intelligent and remains highly focused throughout the discussion.				
Artistic Effects	Sound Effects: Expressive music for the economic and digital spheres Visual Media: A symbolic urban landscape serves as a backdrop for a view of the city through a window. Decoration and Lighting: A modern style that combines wooden and metallic elements. And the lighting is soft and gentle.	Visual Media: A symbolic urban landscape serves as a backdrop for a view of the city through a window. Decoration and Lighting: A modern style that combines wooden and metallic elements. And the lighting is soft and gentle. Plus, there are microphones for the presentation and headphones as well.	Visual Media: Display the podcast's logo Expressive music with a logo Decoration and Lighting: A modern style that combines wooden and metallic elements. The lighting is soft and gentle. There are also microphones for presentations and headphones.	The background music is gentle, matching the overall decor. Decoration and Lighting: Dark, classical decor with minimal lighting With a library in the background The microphones of the guest and the host are set at a slightly higher volume level. The podcast's logo and the logo of the podcast's official sponsor	
Other production elements	The introductory section/Prologue After the attractive opening scene, and before the start signal (the introductory dialogue). Shot angles: Very close to eye level. Camera shots: Medium, close-up, and full-shot views, plus short vertical shots. Visual elements: Podcast logo + Logos of sponsors and backers of the episodes	Introduction to the topic Shot angles: Very close to eye level. Camera shots: Medium, close-up, and full-shot views, plus short vertical shots. Angled, dramatic shots	Introduction to the exciting editorial Regarding this topic/Regarding the matter at hand A welcoming word for the guest and for the topic at hand. Shot angles Side-by-side and close together Camera footage: Including the binary option Medium and general Visual effects Podcast Logo +The guest's summary of success	A brief, exciting introduction Camera angles and shots: Direct lateral angles Comprehensive general shots, with close-to-mid and medium distances. American-style photography.	
Nature of the broadcast	**بث مسجل مسبقا((pre-recorded)**				
Broadcast Time/Space	1:01:35	2:25:55	2:00:58	1:41:03	
Location/Transmission Carrier	The "Al-Mufid Platform" channel on YouTube				

Analysis of Content Categories	Podcast ''bidaya"				
	Episode 1	Episode 2	Episode 3	Episode 4	
Title of the episode	Emotional intelligence for a easier and better life	Healing relationships	Healthy boundaries: When saying "no" is a form of respect	When we look for support in the wrong place	Sometimes, the beginning is half the battle. And the question is half of the
The nature of the topic/subject	Social and Psychological Aspects	Human, Psychological, and Social Aspects	Social Psychology	Psychological/mental	
The actors/agents	Program	Podcast	Podcast Introduction	Podcast	

involved	Introduction: Nawal Youssefi Guests: Mahnd Abdul Ghani Al-Rahbi Life Coach	Introduction: Nawal Youssefi Guests: Hamdan Lamiya Specializes in medical approaches to emotion regulation and is a life coach.	Nawal Youssefi Guests: Elias Saudi / Trainer specializing in communication and relationship sciences	Introduction by Noval Youssefi Guests: My regards to Ilham, a clinical psychologist.	knowledge. But when we seek to understand the origins of things… We can only explain it by going back to the starting point… It's the same starting point from which we begin in order to clarify ideas, understand the logic behind them, and correct the course of the discussion.
Target audience	To all listeners of the Quranic Radio broadcasts	To all listeners of the Quranic Radio broadcasts	To all listeners of the Quranic Radio broadcasts	To all listeners of the Quranic Radio broadcasts	
Goals/Objectives	Awareness and education Education Therapeutic and advisory services Encouragement and motivation	Guidance/Instructions Therapeutic/Healing	Awareness-raising – Encouraging the preservation of mental well-being – Guidance/Advice Healing/Restorative	Therapeutic guidance	
The values	Self-awareness Personal responsibility Freedom of life Balance/Equilibrium Empathy Al-Rahma Optimism	Responsibility Al-Hasan Love/Tolerance Self-respect Respecting others Religious References/Authorities Community awareness	Self-respect Internal peace Humanity	Love – Compassion Attention/Concern Family Cohesion Social Responsibility Psychological safety Attachment to God alone	
Persuasive arguments/Reasons to convince others	Emotional mindset	Mindset/Attitude	Emotional mindset	Mentality/Thinking pattern	
Analysis of shape categories					
The language used	Standard Arabic + Algerian dialect + Syrian dialect	Standard Arabic Algerian dialect French	Standard Arabic Algerian dialect French	Standard Arabic Algerian dialect French	Yes, love is essential. Let's fill our universe with light, and let the fragrance of kindness surround us. May fate smile upon us. Let's turn a new page, written with the light of the heart and selflessness. Tell the birds that
The journalistic artistic format	Disciples/Followers	My Short Stories Disciples/Followers	Dialogues – Discussions/Conversations	Dialogues and Discussions	
The effects that were used	Music plays in the background at the beginning, along with excerpts from a religious hymn. Yes, love must be present at the beginning and during the breaks between episodes.	Music plays in the background at the beginning, along with excerpts from a religious hymn. It's essential to have elements of love present at the beginning and during the breaks between segments of the show.	Music plays in the background at the beginning, along with excerpts from a religious hymn, creating a solemn atmosphere for the opening sequence.	Music plays in the background at the beginning, along with excerpts from a religious hymn, creating a solemn atmosphere for the opening sequence. There's also a brief interval between these elements.	
Other production elements	Opening: A fixed narrative structure with musical interludes	Opening: A fixed narrative structure with musical interludes	Opening: A fixed narrative structure with musical interludes	Opening: A fixed narrative structure with musical interludes	

Media/Platforms	Microphone	Microphone	Microphone	Microphone	I do not bend. I am one who flies beyond all expectations. If my shadow fades away from me, then within me, a bird begins to fly around in my ribs… I was created to rise above all sorrow. I've never been submissive to darkness.
Nature of the broadcast	Weekly				
Broadcast Time/Space	50 days and 21 seconds	52 days and 31 seconds	48 days and 34 seconds	56 days and 38 seconds	
Location/Transmission Carrier	Digital Studio for the Broadcasting of the Holy Quran				

Analysis of Content Categories	**The radio program "Your Health, Your Life"**				
	Episode 1	**Episode 2**	**Episode 3**	**Episode 4**	
Title of the episode	Health guidelines and recommendations for the blessed Eid al-Adha	How to handle the sacrificial animal	Pregnancy-related poisoning and the impact of blood pressure on pregnant women	Treatment and Prevention of Pregnancy-Induced Poisoning	
The nature of the topic/subject	Medical Awareness/Information	Preventive medical measures	Medical, preventive, and educational measures	Medical and preventive measures	
The actors/agents involved	Program Introduction: Ghalia in Arabic Assisting the guests: Hassan Manwar + Mohammed Lamine Nachar	Program Introduction: Ghalia in Arabic Assisting the guests: Hassan Manwar + Mohammed Lamine Nachar	Program Introduction: Ghalia in Arabic Guests: Samia Zitouni +Phone calls from listeners	Program Introduction: Ghalia in Arabic Guests: Samia Zitouni +Phone calls from listeners	1/ President of the Amman Consumer Protection Association 2/ President of the Algerian National Association of Veterinarians

					3/ The doctor specializing in kidney diseases
Target audience	To all listeners of the Quranic radio broadcasts, (Algerian men and women)				
Goals/Objectives	Education, guidance Directions/Instructions	Awareness-raising, guidance, and education	Definition, guidance, and awareness-raising	Education and Guidance	Your health… Your life is a blessing brought by good health. It's a source of happiness and comfort in life. Your health is your life itself. This program focuses on leading a healthy lifestyle, through both preventive and therapeutic methods. Your Health, Your Life is presented by Ms. Ghaliya Al-Balushi.
The values	Humanity Learning Social cohesion	Health Prevention Enjoying religious rituals	Prevention Education/Training Family and social support Trust in large institutions and experts Humanity	Prevention Family and social support Trust in large institutions and experts Humanity	
Analysis of shape categories					
The language used	Standard Arabic Algerian dialect	Standard Arabic Algerian dialect	Standard Arabic Colloquial language French	Standard Arabic Algerian dialect French	
The journalistic artistic format	Disciples/Followers	Disciples/Followers Cold	Painter and Definition	My definition Painting / Description	
The effects that were used	Music in the background	A voice-over soundtrack plays in the background from the beginning.	Background music and opening sound effects	Background music with the opening sound effect	
Other production	Musical segments (from a religious hymn) at the beginning of the episode, along				

elements	with the introductory narration.				
Nature of the broadcast	Weekly				
Broadcast Time/Space	25 minutes and 10 seconds	27 minutes and 40 seconds	27 minutes and 3 seconds	28 minutes	
Location/Transmission Carrier	Algerian Radio Station for the Recitation of the Holy Quran				

2.The results of this analytical study, conducted through various analytical procedures on a series of episodes from "Podcast Raid", the radio podcast "Bidaya", and the radio program "Your Health is Your Life", aim to identify the changes that the emergence of podcasts has brought regarding program production, as well as listening and viewing patterns compared to traditional broadcasting methods. The comparative analysis concluded that:

Analysis of episodes of the podcast "Raid":

The episodes of the podcast "Raid" covered various economic and commercial topics. In the sample studied, the four episodes focused on issues related to labor laws, e-commerce, and corporate governance. They also discussed the latest trends in sponsored advertising and digital marketing in Algeria. The podcast "Raid" seems to place a particular emphasis on highlighting economic and investment-related activities, by interviewing entrepreneurs, brand owners, experts, and industry leaders. According to the analytical findings:

An analytical reading of the various forms/categories

The podcast "Raid" is considered one of the most important digital podcasts in Algeria. It focuses on entrepreneurial and economic topics. It's broadcast through digital platforms and on the Anis Algerie digital channel, with the support of WEBSCALE and NGC®. It first aired on September 20, 2019. The second season of this podcast aims to highlight successful models of project management and marketing. Host Abderrahim Abdellawi tries to shed light on these successful approaches. This podcast combines practical insights with modern management theories, as well as technological requirements and digital policies that are important for entrepreneurs, investors, and content creators. It also explores the challenges and problems that entrepreneurs face in Algeria. "Raid" aims to present all aspects of this field, highlighting both the positive and negative aspects. Its approach is optimistic and encouraging, based on reality and transparency.

The podcast host combines his academic expertise with practical experience to engage with his guests in a professional yet straightforward manner. The goal is to convey information to all segments of society, including young people who are interested in marketing, e-commerce, content creation, investing, and more.

1.2: The artistic format for presenting episodes of the podcast "Raid":

All episodes of the podcast were presented as dialogic interviews between the host and the guest. The questions were agreed upon in advance, and the interviews were recorded in advance for broadcast to the audience through social media and podcast hosting platforms. Additionally, the conversations included various narrative elements. This documentary-style interview format allowed for an in-depth exploration of the guests' experiences. The approach was interactive and calm, with ideas being broken down and simplified in a lively and engaging manner.

1.3: Podcast presentation language:

An analytical study of the four episodes of the "Raid" podcast revealed that the predominant language used was Algerian dialect (the "language of the people"), mixed with terms from French and English. French was used most frequently in three episodes. In just one episode, the guest spoke English, as he works and lives in the United States. Additionally, the requirements of investment, technology, and digital marketing fields necessitate the use of foreign languages. This aligns with the cultural trends in Algerian society. The use of Algerian dialect serves to make the content easier to understand for all audiences, especially Algerians themselves.

: Sound and Music Effects:

Podcast episodes make use of simple sound effects and background music. The intro music is a modern and upbeat track that reflects the themes of technology and innovation. This music is particularly noticeable when the podcast's logo is displayed. In terms of sound quality, professional noise-canceling microphones are used to ensure clear and crisp audio. There's also a

difference between seasons of the podcast: the new episode "Strategies for Sponsored Advertising and Digital Marketing" begins with a short, rhythmic digital-style piece of music. In contrast, most other episodes have very little in the way of sound effects.

1.5: Reading and analyzing camera movements and angles: The creators of this pioneering podcast relied on side and direct frontal angles to highlight the details of the studio and its decorations, as well as all the features of the characters in the video. As for the types of shots used, there were wide-angle shots that captured the entire scene, as well as close-up shots at eye level, and medium to long shots.

Visual and production elements:

The podcast episodes include various visual elements. One of the most prominent is the podcast's logo, "رائد". This logo is written in Arabic using a very attractive font, and it's placed in the center of a dynamic, wave-like icon. The logos and trademarks of the episode's sponsors appear within yellow rectangular frames, written in Latin letters in black and white. The first three episodes take place in a small room with a classic wooden decor. There are bookshelves filled with books, and a fake window that shows an outdoor scene illuminated by nightlight. The podcasters and guests sit around a metal table, with microphones placed underneath the table. In the third episode, as indicated in the table, there's also a personal headphone used by one of the participants.

All the colors used convey a sense of calmness, seriousness, and formality. They also reflect ideas related to technology and innovation.

Interacting with the "Raid" podcast episodes

The topics and titles of the podcast episodes		Likes	Comments	Views
1	**Franchise presence in Algeria: Is it organized expansion, or just opening new branches?**	**342**	**31**	**10K**
2	**The chaotic management of companies in Algeria: Where's the problem?**	**1.1K**	**146**	**41K**
3	**Summary of the successes of e-commerce in Algeria**	**3.5k**	**172**	**99K**
4	**New strategies for sponsored advertising and digital marketing**	**1.1 k**	**75**	**26K**

The table above shows that this podcast has gained significant popularity on social media platforms, especially YouTube. This has increased its overall popularity among Algerian audiences and young people. However, there's a noticeable difference between the number of views and comments. The number of comments seems quite low. This might be because the ideas and messages in each episode are clear enough, so there's no need for viewers to ask questions or express their opinions. Audiences simply watch the episodes and like them. For example, the episode featuring investor Abdellatif Ben Tchikou, also known as "Flown," received the most interactions. On the other hand, the episode about "**Franchise**" had the lowest levels of interaction, both in terms of views and comments. This is likely because young people prefer e-commerce over opening physical stores for their businesses.The episode discussed the chaotic state of corporate management in Algeria. It received positive feedback from around 1.1K people, with 99,000 views overall. This might indicate that the public is interested in starting startups in the future. It's important to note that when measuring engagement on social media platforms, anyone who opens and watches a video, even for just a few seconds, is counted as a viewer. Likes, on the other hand, are typically counted differently.

The category of space or time during which the contents of the "Raid" podcast were broadcast.

What sets this type of media and communication art apart from traditional radio broadcasting is the lack of strict time constraints. With traditional radio, main ideas had to be conveyed within a limited time frame. In podcasts, however, there are no such restrictions. In the podcast "Raid", the host typically discusses with guests for anywhere from 1 to 2 minutes to up to 3 hours (2:25:55).

Reading and analyzing content categories:

The nature of the topics (the content of the episodes) discussed in the episodes of the podcast "Raid":

The first episode, selected based on the date of its release, was posted by "Raid" on YouTube on May 28, 2026. It discusses the topic of commerce and branding in Algeria. It explores how a brand can evolve from being just a physical store or company into a sustainable business model through franchising. The episode also examines how well current conditions support the expansion of businesses across different regions of the country, while still maintaining quality and customer satisfaction. The guest in this episode is Hicham Bannani, one of the founders of the Algerian footwear brand Cosmos. The discussion focused on the role of regulation, marketing, and technology in building successful and sustainable business networks. It also explored the feasibility of franchising in the Algerian market, as well as the right timing for companies to expand. The podcast host discussed Hicham's relationships with various stakeholders, how trust is built in partnerships, and how to maintain trust with customers.Artificial intelligence and technology play a key role in developing systems that enhance customer experiences within modern wireless networks. This episode was sponsored by WebScale.

The second episode, broadcast on May 14, 2026, was titled "The Chaos in Corporate Management in Algeria: Identifying the Problems." The episode featured Mr. Abdelmalek Chetta, vice president and advisor at a certain institution, who discussed how some companies fail to transform from promising startups into well-managed enterprises, despite having access to markets and opportunities. The episode delved into the challenges faced by companies during their growth phase, emphasizing the importance of structured support to help companies develop effectively. It also highlighted the need to understand strategies and methods related to organizational structure and task delegation. The host also discussed the risks associated with using artificial intelligence in corporate management without a clear framework, as well as how technology can be utilized as a tool to improve management and decision-making processes. This episode was sponsored by Webscale.

The third episode was broadcast on March 6, 2026. It focused on a topic that's important worldwide and in Algeria: e-commerce. It was a truly remarkable episode, filled with optimism, enthusiasm, and seriousness. The guest was a successful example of a young person who persevered despite numerous challenges and obstacles. He faced difficulties that led to periods of depression and addiction over a year. This young man is Abdellatif Ben Tchiko, also known as Flown. The host interviewed him for about three hours, during which he shared his entire story about how he entered the world of e-commerce and how he wrote his book titled "Summary of Success". He recounted how, after 11 years of experience in e-commerce, he managed to process 1,200 orders in one day, thanks to effective advertising strategies. After achieving great success, he faced many challenges. But 2021 was a year of transformation and remarkable success, thanks to someone who entered his life and played a key role in his success.And he stood firm once again, overcoming his addiction. This is what motivated him to write his book. What sets this episode apart is the transparency, credibility, and seriousness that characterize the dialogue. The host skillfully engaged with the guest, making use of every piece of information to clarify matters for the audience. Key topics included relying on reliable sources for goods, managing inventory effectively to avoid shortages or delays in delivery (quality of goods and supply chain management). The episode also discussed customer service in the Algerian market. The host emphasized that customer trust is like real capital. This episode was also sponsored by Webscale.

The fourth episode was also quite interesting. It was titled "New Strategies for Sponsored Ads and Digital Marketing in Algeria." This episode discussed the drastic changes in Algerian consumers' behavior on digital platforms, as well as the rising costs of traditional advertising. Valuable insights were shared during this episode. The podcast was hosted by the host, along with his guest, Khaled Belkram. He shared 20 years of experience in marketing. He talked about his journey from Algeria to the United States. His agency spent $1.7 billion on sponsored ads for his clients, including many major brands. These figures led to meetings with Meta's executives, where they discussed new ideas and potential improvements. Khaled emphasized the importance of using short videos with valuable content that explain the problems associated with a product, rather than just showing the product in a traditional manner. He also stressed the importance of targeted advertising and tracking the effectiveness of ads. This is achieved through detailed analysis of Meta's platform data ;Facebook and Instagram. It's not enough to simply use the "boost post" feature. It's also important to collaborate with real content creators, as they have high credibility among their audiences. This episode was sponsored by Webscale and NGC.

The goals that are clearly stated in the episodes of the "Raid" podcast:

The analytical study revealed that all episodes of the "Raid" podcast aimed to achieve several objectives. Among these were: raising awareness about investment, entrepreneurship, business activities, and successful entrepreneurs. The podcast also aimed to showcase successful individuals in these fields. Additionally, it sought to encourage and support young investors and startup owners in entering the world of digital marketing and e-commerce, as well as in engaging in profitable investment activities. The podcast also aimed to promote digital empowerment among young people and contribute to the development of the national economy. Each episode of the podcast included documentation, analysis, recommendations, and other useful information.

Notable figures in the podcast "Raid":

The results of this analytical study showed that this pioneering podcast contributes to the promotion of various positive values among Algerian society and its audience. This was achieved through the content of the conversations with the four guests. The host introduced each guest as a successful figure in their respective fields. Transparency and credibility were also emphasized through the guests' remarks about their practices. They spoke in a realistic manner, without exaggeration. The discussions also reflected values such as awareness, commitment, organization, social and professional responsibility. Additionally, the willingness to admit mistakes demonstrated the guests' ethical standards.

The values of resilience, ambition, flexibility, teamwork, and trust-based partnerships also became prominent. Additionally, the values of motivation and enthusiasm were evident throughout each episode of the podcast. These values were further emphasized by the host's style of presentation. Of course, religious values, role models, and social impact also played important roles. As for negative values, they were less common, such as addiction, depression, deception, lack of commitment, chaos, financial instability, avoidance of responsibility, blaming external factors for failures, bureaucracy, the pursuit of quick wealth, and misleading advertisements.

The persuasive techniques used in the episodes of the podcast "Raid":

In this type of podcast, logical and rational persuasive techniques are utilized, at the expense of emotional and fear-based approaches. Rational persuasion aims to engage the audience's mind and enlighten their thinking by presenting facts, arguments, and evidence. All episodes rely on numbers, statistics, scientific methods, field experiments, and real-world examples to support opinions, behaviors, and attitudes, thereby convincing and influencing the audience. Emotional and fear-based persuasive techniques were used only to a small extent, accounting for 94% of the overall approach. This reflects the program's goal of motivating listeners through stories of success and achievement.

****Characteristics of the podcast host:** Through analytical studies, it's clear that the podcast host "Raid" is highly proficient in his field. This is evident in his way of engaging with guests, transitioning smoothly from one topic to another, and highlighting key details to keep the audience engaged. He uses casual language effectively, demonstrating confidence in both himself and the subject matter. This confidence positively affects the behavior of the guests as well. What's noteworthy about Raid's podcast is that the need for formal attire or complicated seating arrangements during interviews isn't a problem at all. It's sufficient to simply sit comfortably and present oneself in a natural manner.**

<u>Results of the analytical study of the episodes of the podcast "Raid":</u>

In its second season, this pioneering podcast series adopted a format of dialogue-based interviews, interspersed with narrative stories. The host presented his ideas and questions to the guests with confidence, demonstrating his thorough understanding of the intricacies of the entrepreneurship and economics fields, as he himself is a graduate of those fields.

The podcast aims to encourage and support investors, young people, and entrepreneurs in entering the world of marketing, commerce, and entrepreneurship. It also seeks to contribute to the development of the national economy.

The podcast episodes were recorded in the White dialect (the Algerian dialect). However, due to the different dialects used in various regions, the guests' accents also varied. When necessary, and out of habit, English and French were used for discussions regarding technical, marketing-related, and industry-specific terms.

Cinematography and directing, with all its various scenes and shots, are key elements in the success of the visual podcast "Raid". However, the nature of this type of content requires certain

details to be emphasized in order to better engage the audience. This includes using an attractive opening sequence that highlights the most important aspects of the episode, thereby piquing the viewer's interest in watching it.

The design of the decor and lighting complements the "pioneering" nature of this podcast. It reflects a professional, serious work environment, characterized by boldness, competence, and neutrality.

The clarity of the sound and the quality of the soundtrack are outstanding, thanks to the use of high-quality microphones.

The podcast "Raid" aims to achieve several goals: to introduce, educate, and raise awareness about podcasts among young people in particular, as well as among investors and founders of startups. It also seeks to encourage them to get involved in podcasting whenever possible.

There are several values that this podcast strives to promote. First and foremost, there's the importance of religious values and the impact they have on society. Additionally, cooperation, trust, and credibility are also key values. Ambition, transparency, and professionalism are also important aspects that this podcast emphasizes.

The podcast "Raid" utilizes logical arguments and persuasive techniques in its approach, as its goal is to influence the minds of listeners by presenting facts, arguments, and evidence.

Analysis of the episodes of the radio podcast "Bidaya"

Reading and analyzing content categories:

Nature of the topic: The selected episodes from the radio podcast "Bidaya" are discussed in these segments. This podcast is broadcast weekly on the Algerian Quranic Radio station. The episodes cover various psychological and social issues. Prepared and presented by Nawaal Youssefi, the host engages with her guests in a lively and engaging manner, discussing all aspects of the topic in a clear and objective way. The topics covered in the episodes include the following:

The first episode of this series was titled "Emotional Intelligence for a Better and Easier Life". It was broadcast on the radio on June 8, 2026, lasting 50 minutes and 21 seconds. The discussion was led by Syrian life coach and expert in emotional intelligence, Mouhanad Abdul Ghani Al-Rahbi. He discussed the importance of dealing with others in a compassionate and emotional manner. He emphasized that we should face everyday situations with love and respect for ourselves, so that our relationships won't become more complicated when dealing with others' behaviors and words. We shouldn't allow others to exploit our emotions for their own benefit, at the expense of our own inner peace. This is what's referred to as self-awareness, according to the expert.

The second session was titled "Healing Relationships." It discussed how to overcome the shocks and setbacks that arise in our relationships with others—whether family members, friends, or spouses. The session focused on turning these challenges into opportunities for better, more effective communication. It was emphasized that emotional intelligence isn't a luxury, but rather a key factor in reducing conflicts and stress. This, in turn, makes everyday life more pleasant and manageable.

As for the second episode, titled "Healing Relationships," it was broadcast on June 15, 2026. Over a duration of 52 minutes and 31 seconds, the episode featured Hamdan Lamiya, an expert in emotional health and life coaching. The episode explored the fundamental aspects of building healthy human relationships, as well as ways to address the conflicts and "scars" that arise in everyday life. It focused on the psychological and educational aspects related to conscious communication. The episode also pointed out that many problems and crises stem from misunderstandings and unrealistic expectations placed on others. Practical solutions were proposed, drawing inspiration from Islamic values and ethics, with an emphasis on healing the heart—starting with one's relationship with Allah.

As for the third episode: It was broadcast on June 22, 2026. Its title was "Healthy Boundaries: When Saying 'No' Is a Form of Respect". The idea for this episode stemmed from the discussions in the first episode. This episode explores the concept of "healthy boundaries" as an essential aspect of mental health and social balance. Healthy boundaries involve setting limits with others. Saying "no" isn't an expression of rudeness or selfishness; rather, it's a tool for maintaining healthy relationships, mutual respect, and inner peace. The episode also highlights the suffering of those who constantly try to please others to avoid rejection. In doing so, they end up emotionally exhausted and suffering from severe mental strain. Therefore, setting healthy

boundaries should be done wisely and gently. The ideas discussed in this episode were covered in 48 minutes and 34 seconds.

The fourth episode was broadcast on June 29, 2026. Its title was: "When We Look for Support in the Wrong Places." One of the most significant psychological and social crises is pathological attachment and excessive emotional dependence on others or external circumstances, rather than relying on oneself and trusting in God. This episode explores the underlying reasons why people constantly feel the need for a "support system" to turn to at every turn. It also examines how this misguided search leads to deep disappointment, emotional exhaustion, and mental strain. The episode provides a deeper understanding of what it truly means to seek support, distinguishing between healthy mutual support and destructive dependence. It also offers tools and mechanisms for recovery and building healthy relationships, thereby helping people develop greater inner strength and trust in God.

Reading and analyzing the category of goals in the radio podcast series "Bedaya"

The podcast series "Bedaya" aims to achieve several goals. Among these are: raising listeners' awareness of the foundations of healthy and stable relationships that promote mental peace; promoting a culture of calm, constructive dialogue, free from negativity and misinterpretations; strengthening family and social relationships by managing expectations of others; showing kindness toward others and oneself first, and protecting oneself from becoming overly attached to people other than Allah Almighty. The series also aims to boost self-confidence, mental balance, self-love, and self-awareness, starting with respecting and protecting oneself. It also emphasizes the importance of breaking down negative stereotypes related to the word "no", and of building relationships and living life with responsibility. Additionally, the podcast helps listeners overcome fears of rejection and resolve dysfunctional relationships.

The notable values in the radio podcast series "Bedaya"

These nine episodes of the psychological and social-themed podcast aim to promote various values among listeners. They encourage kindness and compassion, and foster a spirit of tolerance and understanding within families and society. The podcast also emphasizes personal responsibility and the idea that repairing relationships begins with improving one's relationship with God and oneself. In each episode, religious teachings are highlighted, particularly those related to trusting in God alone. Additionally, the podcast stresses the importance of respecting the dignity of others and maintaining personal boundaries. It also emphasizes the need to use reason and emotion in a balanced manner during difficult situations, thereby achieving psychological and social harmony without unnecessary conflict. This is achieved by promoting the culture of emotional awareness as a means of prevention.

The persuasive techniques used in the episodes of the radio podcast "Bidaya"

The topics discussed in these podcasts address psychological and social issues stemming from emotions, feelings, and the self. What stands out in these episodes is the emphasis on rational, persuasive arguments over emotional or intimidating ones. All the ideas revolve around the need to rely on reason and logic, and to let wisdom guide our relationships and interactions with family, society, and others. Even the concept of emotional intelligence essentially boils down to using reason wisely. Most importantly, it's about turning to God, trusting Him alone in all matters, and relying on Him as the only support throughout life, especially during times of emotional trauma and recovery.

Reading and analyzing podcast episodes by format:

2.1: Language Used: Through an analytical study of the podcast episodes of "Bidaya", it becomes clear that Standard Arabic is the most commonly used language for discussing the psychological and social issues we've mentioned earlier. In many cases, the hosts and guests also use colloquial terms to make the content more understandable to listeners. Given that the radio audience has been diverse over the decades, this aspect must be taken into consideration when crafting messages and choosing topics for broadcasts. As for foreign languages, some medical, therapeutic, or diagnostic terms were used in certain episodes, but their use was minimal.

2.2: The category of journalistic formats: The episodes of the radio podcast "Bidaya" were presented in the form of interviews or discussions, with some narrative elements interspersed throughout. The creators of the program aimed to give a modern twist to traditional radio programs, presenting them in a format that resembled new media forms—namely, podcasts. As a result, the host was able to engage with the guests in a manner that combined traditional and

modern styles. However, due to familiarity with radio-style communication, the traditional elements still dominated the approach at times. This shows that the structural aspects of visual podcasts aren't very different from those of audio podcasts.

2.3: Category for artistic effects and other directing elements:

The episodes of the podcast "Bidaya" begin with a distinctive opening introduction that remains consistent across all episodes. This introduction features a graceful voice and a rhythmic delivery, making it truly characteristic of this podcast. The terminology used in this introduction is derived from the concept of "beginning" itself. As stated in the analysis table: "Sometimes, the beginning is half of everything; questions make up half of knowledge. But when we seek the origins of things, we can only understand them by returning to the starting point. It's this very beginning that helps us clarify ideas, understand their logic, and correct the course of discussion." The introduction is filled with meaningful words that resonate with listeners. It's clearly crafted with care, reflecting the importance of starting things anew after asking the questions that arise in our minds. Each episode ends with a summary of the discussion, whether it's in the form of agreement, disagreement, reinforcement, or rejection.

As for the sound effects and music, the podcast "Bidaya" used musical excerpts from two religious songs, in keeping with the nature of this radio station and its editorial policies. After all, it's a radio station dedicated to the Quran. In the first and second episodes, the song "Yes, love is necessary; let's fill our universe with light, let kindness surround us. Let's turn the pages of life written with the light of the heart and generosity" was used. The lyrics of this song complemented the themes of those episodes. In the third and fourth episodes, another song was used: "Tell the birds that I won't bend; I'm above all expectations. Even if my flock disappears from my side, there's still a bird inside me that flies freely. I was created to rise above all hardships. I'll never submit to darkness." The line "I was created to rise above all hardships" served as the opening theme, after the host's introductory words. It's worth noting that musical interludes were used in the first and second episodes, lasting about 30 seconds each. These interludes were not included in the third and fourth episodes.

Results of the analytical study of the radio podcast "Bedaya"

The podcast episodes broadcast over the airwaves followed the same dialogue and narrative structure as we're accustomed to in traditional radio programs.

The opening segment of each episode of the podcast "Bedaya" remains the same for every episode.

The podcast episodes are released weekly, and at the same time, they're also uploaded to the official website of the Algerian Radio. (3:05 p.m.)

The podcast made use of sound effects and musical rhythms in its episodes in a way that resembled traditional radio broadcasts. This approach effectively gave the impression that what was being listened to was actually a radio show, rather than a podcast.

The goals that the podcast "Bedaya" aims to achieve became clear through the topics discussed. All of these goals were derived from the conversations and discussions among the guests.

The podcast "Bedaya" is free from the strict time constraints of traditional broadcasting. There's no longer any need to insert advertisements every 15 minutes. Instead, it's the podcast creators who decide how each episode is structured and presented.

It's clear that radio podcasts are presented in a fun and engaging format, which effectively attracts listeners.

The radio podcast "Bedaya" allowed for the invitation of experts, giving them ample time to engage in in-depth discussions, free from the pressure of rushing through topics and resolutions.

The standard Arabic language is the language used in the radio podcast series "Bidaya".

Lack of interactive elements, such as the ability to make phone calls. As a result, multimedia functionality is limited to just the microphone.

Many values were highlighted during the podcast episodes. This is due to the amount of time dedicated to discussion.

The episodes of the podcast were discussed in a lively conversation that lasted almost an hour, with no commercial breaks at all. There were only short musical interludes during the conversation.

Rational, persuasive arguments were used more often than emotional or fear-motivated ones, accounting for 89% of the cases.

The episodes that were analyzed did not appear to be pre-recorded or broadcast live over the radio, with links provided for listening later.

Reading and analyzing the radio program "Your Health, Your Life"

The program "Your Health is Your Life", broadcast by the Algerian Quran Radio, is one of the important media outlets that focus on health and preventive culture. It aims to address current issues through its various episodes, with a focus on exploring these topics in depth over multiple episodes. Therefore, this study analyzed two specific topics across four episodes of the program during its weekly broadcasts.

1 – Reading and analyzing the categories of the shape:

1.1: Language Used: Through an analytical analysis of the radio program "صحتك حياتك", it becomes clear that the language used in the episodes is a mixture of Standard Arabic, Algerian dialect, and French. The topics discussed in the episodes were presented in a fast-paced dialogue format, as dictated by time constraints. The program utilized a media language that was easy for Algerian listeners to understand, by incorporating simple and comprehensible dialects with local meanings, especially when discussing topics related to" Eid EL adha "celebrations. The use of foreign languages by the guests was due to their professional backgrounds and training.

1.2: The artistic format used: The episodes of "Your Health, Your Life" were produced using a dialogue-based format for educational purposes. Experts in the relevant fields were invited as guests, and they discussed various topics with the program host. Questions were asked of the guests, and information was exchanged between them. The dialogue was structured in a way that resembled radio-style interviews, but with an educational and informative purpose. It's essentially a traditional radio format, enhanced through effective interaction between the host and the experts.

Audio and musical effects: This type of radio program relies on human voices and various expressive tones, ranging from serious and informative tones to those used for warnings. These tones are in line with the themes of the four episodes: dealing with sacrificial rituals, and pregnancy-related poisoning. Therefore, light music is used at the beginning of the program as a background soundtrack, helping to create an engaging and attractive atmosphere for listeners.

1.3 Introduction and Opening Segment: The program uses a short, concise, and consistent opening segment for all episodes, serving as the program's "audio identity" or signature. This opening is presented in a conversational format, utilizing a dual-person dialogue approach to break the monotony of a single voice. Since the male and female voices have distinct tones, this helps to quickly capture the listener's attention. The language used is elegant and clear. The opening segment is further enhanced by background music with a lively rhythm.

1.4: Duration: The duration of the radio program "Your Health, Your Life" ranges from 25 to 27 minutes. This is a standard duration for public-service radio programs, taking into account the program's nature as an educational and informational program. This helps to avoid excessive information and prevent listeners from feeling bored.

2: Reading and analyzing categories of content:

2.1: The nature of the topic (content, what was said?):

Episodes 1 and 2: Episode 1 was broadcast on May 14, 2026, and Episode 2 on May 21, 2026. The episodes were released weekly. These episodes addressed important and sensitive topics, particularly since they coincided with a religious holiday, Eid al-Adha. The first episode provided health-related guidance on how to handle the sacrificial animals during Eid. This included information on choosing healthy animals, how to inspect them, and hygiene and safety procedures during slaughtering. The second episode focused on dietary guidelines and proper consumption habits, emphasizing moderation and nutritional balance for those who need to prioritize their health. Both episodes emphasized preventive and health-related aspects, going beyond purely religious considerations to focus on practical applications. The episodes were structured logically, starting with guidance and warnings about common diseases. A rhythmic background sound helped convey the seriousness of the message, urging listeners to pay attention.

As for the third and fourth episodes, they shared some similarities with the first and second episodes. However, their themes were different. The third and fourth episodes focused on the problem of pregnancy-related poisoning in pregnant women, as well as the dangers of high blood pressure during and after childbirth. The subsequent episodes further reinforced these messages

by providing guidelines for prevention and treatment, in a manner that served as a warning and educational tool. Other stakeholders were also involved in conveying these messages to the target audience. Phone calls were accepted, with questions and clarifications regarding the topics discussed in the episodes.

2.2: The categories of objectives contained in the episodes of the radio program "Your Health, Your Life" 2.3: The categories of values present in the episodes of the radio program "Your Health, Your Life"

A number of human, social, and religious values are emphasized in the episodes of this program. The study's participants strived to convey these values to the public and establish them as part of preventive culture. Among these values are the importance of prevention over cure, by taking necessary precautions when handling Eid sacrifices and recognizing certain signs in pregnant women that may indicate potential health problems. Other important values include responsibility, self-awareness, and the importance of family and social support. Additionally, the program emphasized the importance of respecting religious rituals, preparing for them throughout the year rather than just during a few days or months. The four episodes of the program also stressed the importance of trusting medical institutions and their experts to avoid serious problems. Lastly, there are the human and social values related to compassion, kindness, and living happily while enjoying the blessings of holidays and special occasions.

2.4: The types of persuasive techniques used in the episodes of the radio program "Your Health, Your Life":

The episodes of the program made use of all types of persuasive techniques in their content. On the cognitive level, logical reasoning was employed when presenting accurate medical facts and information, using numbers, statistics, and medical terms. This information was then simplified to make it easier for the audience to understand. Emotional appeals were also used, such as encouraging a sense of responsibility and self-care regarding health, especially among women. After all, women would later experience the unique feeling of motherhood. The program addressed these emotions in a warm manner that touched the audience's emotional side. As for fear-based appeals, they were used to convey warnings and emphasize the serious consequences of neglecting health issues, since there's no point in regretting later.

Results of the analysis of episodes of the radio program "Your Health is Your Life" – The program "Your Health is Your Life" covered various topics that were relevant and timely for the radio listeners.

The program uses a dialogue format for its episodes. It features multiple guests who discuss a single topic together.

Generally, the program aims to educate and inform listeners, encouraging them to take preventive measures, be cautious, and to strive for self-awareness and knowledge.

The program "Your Health, Your Life" promotes various religious, humanistic, social, and ethical values.

The program focuses on convincing the public through logical, emotional, and psychological appeals, as well as through warnings and threats.

The program begins with a strong and engaging introductory segment that fits well with the nature and themes of the show. This introductory segment remains unchanged throughout the program, serving as a kind of "signature" or hallmark of the show.

The opening segment features a dialogue between two announcers, who exchange phrases with each other to engage the audience and avoid the monotony of a typical broadcast format. Each episode of the program "Your Health, Your Life" lasts no more than half an hour.

In the episodes of the study sample, the sound and musical effects consisted of music with a strong rhythm, which suited the nature of the program's topics. This music served as a background soundtrack to the introductory segments of each episode.

In traditional radio programs, participants were encouraged to call in and share their questions, opinions, and even their experiences with the listeners.

3.Differences between digital video podcast, radio podcast, and traditional radio show

Through the analytical study and the theoretical aspect of the study in order to monitor the change in radio program preparation patterns and listening and viewing patterns as a result of the emergence of digital video podcasts to the forefront of modern media, which have witnessed great demand and spread recently in Algeria, and the Algerian public's orientations towards

listening and viewing have changed, due to several considerations, the most important of which is the readiness and continuous availability that characterizes the podcast Through the results of the analytical study that seeks comparison to reach the realism of change .We have deduced a number of differences and points of convergence for the three types, as follows:

- Visual podcasting breaks the traditional rigidity of sound by showing the emotions of guests and the presenter; which increases levels of trust, human closeness and the ability to persuade. As for audio podcasting (radio), it depends entirely on the sense of hearing, which gives the listener space to create special mental perceptions, and creates an intimate relationship between the ear and the content While the program on the radio is subject to strict regulatory and institutional controls (editorial policy), which affects several details that are distinguished by the opposite of other types, and it lacks availability and is often not available recorded, the listener is forced to adhere to the specific timing of the program in order to be able to follow it, and it is also characterized by real-time interaction over the airwaves through the availability of phone calls and short text message.
  It is worth noting that the modernization of radio production and its benefit from technical developments have allowed it to be made available on the official pages of radio stations. The difference is that it is not subject to the "on demand" feature that is specific to the podcast alone, not to mention the freedom of consumption at any time and in any place chosen by the listener or recipient, because it enables him to download it to his smart device, whether it is a personal computer or a mobile phone.
- Podcasts are not subject to broadcast and time space laws unlike other genres that adhere to a short time frame.
- Since video or audio podcasts are pre-recorded and broadcast via private hosting platforms, the possibility of real-time audience interaction is not possible. It will be later after it is broadcast to the public.
- It is not necessary to follow a purely informational style when interviewing the podcast presenter with his guests - unlike what we find in other types - it is sufficient for it to be a white language and a sophisticated and understandable style for the message to reach the target audience.
- Podcasts as a type belong to the visual content industries, as they are active according to the "sponsorship" method by certain entities and bodies that contribute to raising the value of podcasts.
- To reach the target audience, the podcast needs to go through several stages, such as recording, storage, and broadcasting. The audience, in turn, needs steps, such as downloading hosting applications on private devices after accessing and connecting to the network, of course, then searching for the desired podcast, then downloading it, and then listening to or watching it. While traditional broadcasting, it is enough to make the frequency available or click on the radio, choose the radio, and listen to the desired program at the appropriate time. Or currently listen to it via the radio's official page (search engine), and it often cannot be downloaded.
- Not all video or audio podcast hosting platforms are free, so a paid subscription service is available, unlike radio podcasts and radio programs that do not require a subscription to broadcast, only a subscription to the Internet.
- Digital video or audio podcasts benefit from digital spread and achieve high and rapid spread thanks to the algorithms of social media platforms such as YouTube and available features such as stories and short videos – shorts/reels. -
- Podcasts require more technical effort and a higher financial cost compared to audio or radio.

IV. Conclusion:

Podcasts are no longer just an alternative media format; they have become a driving force behind the transformation of the visual and audio content industry, This transformation has forced traditional radio and television networks to rethink their programming strategies and attempt to catch up with the digital revolution by presenting their content in podcast-like formats. Given the growing reliance on modern streaming platforms and the declining appeal of traditional screens among younger generations, it is once again confirmed that the media

industry is moving rapidly toward a future that is more interactive, flexible, and personalized—mirroring the widespread and rapid proliferation enabled by algorithms—which compels media organizations to embrace digital innovation to ensure their survival and continuity, as audiences are quick to adapt and master technology and its latest developments. This is an "on-demand" audience.

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