

Computing

Key terms

Podcast: A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.

Audio: Sound

Voiceover: A piece of narration

Special effects: A sound that is created to represent something real (such as an explosion) or imaginary (such as a monster)

Purpose-The reason for which something is done or created or for which something exists.
e.g. "...the purpose of the interview is to appoint a new Manager"

Download: the transmission of a file or data from one computer to another over a network

Copyright, Designs and Patents Act




Audience Examples:

Young children (4 - 10)	Retired people
Children (8 - 12)	Old aged people (65+)
Teenagers (13 - 19)	Females
Young adults (15 - 25)	Males
Adults	Non - English speakers
People with additional needs	

The different purposes of podcasts

TPS-Can you name some purposes people listen to podcasts? To.....



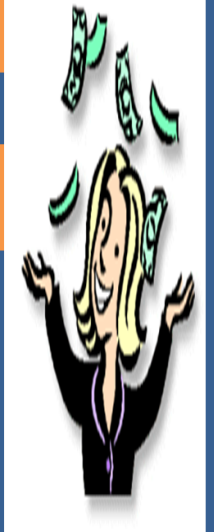
Reassure  Entertain  Inspire Inform
Warn  Persuade Educate Instruct
Associate (jingle)

What is the main purpose of a business?

Profit

How would a podcasting business make money?

Followers
Popularity
Sponsorship
Advertising



SOME PODCASTS CAN HAVE MORE THAN ONE PURPOSE

