

Analysis

Invent: The goal of my podcast is to entertain/inform. Movies are for entertainment after all! My target audience could be movie buffs or simply just people who love going to and watching movies. I'll take into consideration how Covid has changed the movie experience for most of us and streaming services now offer the comfort of viewing movies (even those that are still playing in the theaters) in our own homes.

Arrange: I'll start my podcast with an opening introducing the name of the podcast. I'll then introduce myself and cohost and if any, special guest(s). Then I'll go into my main talking point 1, then 2. Finally, we'll wrap up and I'll thank my guest(s) and listeners for joining us on the podcast. I'll end with outro music.

Outline

Episode: Let's Go to the Movies

1. **Intro Music** (10 – 15 seconds)
2. **Introductions** (1 – 2 minutes)
3. **Main Talking Point 1:** *How do you feel about the quality of movies being put out today?* (5 – 10 minutes)
 - a. Do you think there is any originality coming out?
 - i. There's a lot of remakes and sequels, but not many original films being produced.
 - ii. For example, Disney live action films, the new Indian Jones movie, Top Gun: Maverick, and Avatar 2.
 - b. How do you feel about the current market being dominated by big comic superhero movies?
 - i. For instance, the Marvel Cinematic Universe.
 - c. Streaming originals versus blockbuster films
 - i. Which has better content?

- ii. What are your favorite streaming services and why?
4. **Main Talking Point 2:** *How do you feel about the financial aspect of going to the movies?* (5 – 10 minutes)
- a. How do you feel about AMC putting out ticket pricing based on seat location?
 - i. Is the price worth it?
 - b. How do feel about going out to the movies experience is post-covid?
 - i. What has changed for you?
 - ii. What do you like and dislike?
5. **Wrap up and Thanks** (1 – 2 minutes)
6. **Outro Music** (10 – 15 seconds)

Analysis Cont.

Delivery: To record the podcast will be a combination of recording on my phone and laptop. I plan to use Anchor by Spotify to create my final podcast.

Style: I plan to speak in a medium to high tone (for energy!) I don't plan to use any jargon, but a regular vocabulary that everyone can understand. I want to sound approachable and informative, and I want my questions to be clear and concise and easy to follow along. I'll try to keep it clean and avoid any profanities.

Memory: I'll assume that my audience is familiar with movie culture (At least recent movies) and believes that movies today aren't exactly what they used to be (for good and bad!). I'm assuming my audience knows some about movies and especially Marvel movies to be specific. I'm aiming for a younger cultural understanding somewhere between millennials and Gen-Zer's.

Additional Questions

What are the specific affordances of the technology you are choosing?

My technology is limited, but I believe we can get a solid recording from the recording memo app on my iPhone, and I'll be able to edit it as needed on my laptop for final submission. I will use Anchor by Spotify to create the final cut of my podcast and create my intro/outro transition music.

What research will you need to do? Will you have a guest speaker? Do you need experts or other sources of information?

I'll need to do research on what movies are coming out, which ones were recently released, and more information about streaming services and what they offer. I'll need to research more about AMC and their new seating program and how that will work. I'll also need to research changes that have occurred post-covid to both theaters and streaming services. I will have a co-host and possibly a guest speaker (friend) to help keep the conversation going and offer a different point of view. For my topic I don't think we need an expert because it's all subjective content.