

Transformation of Traditional Media in Social Media and the Podcast Phenomenon

doi: [10.34623/rftq-7e40](https://doi.org/10.34623/rftq-7e40)

Aina Duishekeeva
duishekeevaaina8@gmail.com
Institute of Journalism and
Communication, Jusup Balasagyn
Kyrgyz National University
Bishkek, Kyrgyz Republic
 [0009-0007-7286-1298](https://orcid.org/0009-0007-7286-1298)

Perizat Dzhanybekova
per.dzhanybekova@gmail.com
Institute of Journalism and
Communication, Jusup Balasagyn
Kyrgyz National University
Bishkek, Kyrgyz Republic
 [0009-0000-2647-9716](https://orcid.org/0009-0000-2647-9716)

Sharipa Nurzhanova
nurgans42@outlook.com
Faculty of Journalism, Al-Farabi
Kazakh National University
Almaty, Republic of Kazakhstan
 [0000-0002-0922-8883](https://orcid.org/0000-0002-0922-8883)

Nurlangul Tilekeeva
nurl.tilekeeva19@outlook.com
Institute of Journalism and
Communication, Jusup Balasagyn
Kyrgyz National University
Bishkek, Kyrgyz Republic
 [0009-0009-6142-6439](https://orcid.org/0009-0009-6142-6439)

Aibek Tiomonbaev
aibektumonb@gmail.com
Institute of Journalism and
Communication, Jusup Balasagyn
Kyrgyz National University
Bishkek, Kyrgyz Republic
 [0009-0001-6850-0605](https://orcid.org/0009-0001-6850-0605)

Abstract

The aim of the study was to identify the impact of podcasts on the audience and media space in Kyrgyzstan, as well as to determine their place in the process of evolution of traditional media. The study analysed samples of Kyrgyz podcasts and data related to their broadcasting and distribution collected between 2020 and 2024. The study materials include Russian, and Kyrgyz language publications posted on various social media and podcast platforms such as Spotify, Player.fm and YouTube. The article provides a detailed study of the process of transformation of traditional media in Kyrgyzstan under the conditions of rapid development of digital technologies and globalization of information flows. The main

focus is on podcasts as a new popular media format that plays a significant role in modern media practices. The research results showed that podcasts in Kyrgyzstan are becoming an important channel for disseminating information and discussing current social and political topics, providing audiences with flexibility, thematic diversity and the opportunity for active interaction. The trend of “obsolescence” of the traditional audio format of podcasts compared to the video format, as well as the trend of commercialization and significant improvement in the quality of podcasts (especially video formats) was noted. It was also noted that podcasts offer new opportunities for audience engagement, and their potential is significant for further development and transformation of the country’s media landscape.

Received 2024-09-20
Accepted 2025-01-31
Published 2027-02-27

© Aina Duishekeeva, Perizat Dzhanybekova, Sharipa Nurzhanova, Nurlangul Tilekeeva, Aibek Tiomonbaev

 This work is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/)

Duishekeeva, A.; Dzhanybekova, P.; Nurzhanova, S.; Tilekeeva, N.; Tiomonbaev, A. (2025). Transformation of Traditional Media in Social Media and the Podcast Phenomenon. *Rotura – Revista de Comunicação, Cultura e Artes*, 5(1), 97-111. <https://publicacoes.ciac.pt/index.php/rotura/article/view/323>

Keywords

Audience Demands • Popularity • Media Landscape • Viewer Engagement

1. Introduction

Fast delivery of information, prompt publication, creation of favourable conditions for the reader, listener, and viewer to receive information establish a new perspective, form directions and new changes. Under such conditions, new demands and challenges are placed before traditional media (mass media). In the face of such global changes, audio podcasts are spreading to the masses as a new form of media. Their characteristic feature is that they have absorbed the specifics of each of the traditional media, while reflecting the cultural characteristics of the society that is its audience. That is why the analysis of audio podcasts in Kyrgyz is relevant and timely.

Broadcasting in Kyrgyzstan faces the challenges of meeting the diverse needs of audiences, creating a new, high-quality broadcasting culture that incorporates know-how, experience gained over the years, and the introduction of new technologies (Spinelli & Dann, 2019; Ginters *et al.*, 2010). And podcasting, as the process of creating and distributing sound or video files, is one of the most effective tools of broadcast media. The podcast is similar to radio or television programs and can exist in the form of files or streaming media, that expands both audience coverage, broadcast distribution and listening accessibility (Kuznietsova, 2024). The period of the COVID-19 pandemic in 2019-2022 was the peak of interest in the podcast due to the ability to play at the listener's convenience and anywhere via the internet.

According to a study conducted by Lee (2021), it was in 2020, that the most podcasts were launched in the region, confirming the above findings. Quarantine and isolation contributed to this phenomenon, as well as the fact that many people switched to working remotely. During the pandemic, many people started listening to podcasts more because they were spending more time at home and looking for new ways to be entertained and informed. Podcasts became popular because of their convenience and variety of topics, allowing people to stay informed, learn new things, and find emotional support during difficult times (Lewinski *et al.*, 2019; Lewinski, 2016). In addition, while many people previously thought that recording a podcast required renting a recording studio or professional equipment, the pandemic has opened up new possibilities for recording at home. People have realized that they can create quality content using affordable tools such as smartphones and laptops, which has significantly lowered the barriers to entry and given rise to more podcasts. This change also allowed for diversity of subject and a broader audience, as more people with different interests and knowledge became able to create podcasts.

According to Spinelli & Dann (2019), the analysis from the perspective of digital access, institutional factors

and human resource characteristics makes it possible to describe the podcast as a format of simplified information delivery, combining rich content and freedom of interpretation, which constitutes the innovative potential of podcasts as a new media format. Euritt (2022) delves into the cultural impact of podcasts, examining how they reflect and shape societal norms and values. García-Marín (2020) focuses on the technological aspects, discussing the accessibility and distribution models that make podcasts a powerful tool in the digital age. McHugh (2022) explores the narrative techniques used in podcasts, highlighting their storytelling capabilities and emotional resonance with listeners.

The main trends of media development, including in the context of various Internet resources (including social networks) in independent Kyrgyzstan, were studied by such authors as Duishonbaeva *et al.* (2021) and Al-Rawi *et al.* (2023). These authors provide a comprehensive analysis of how digital platforms have transformed the media landscape in Kyrgyzstan, influencing both the production and consumption of media content. In the work of Turdubaeva (2021), the author considers podcasts in the context of analysing the state of the country's media landscape, providing insights into how podcasts are integrated into the broader media ecosystem. In the study by Lee (2021), the author analyses the reasons for the popularity of podcasts in Central Asia in general and Kyrgyzstan in particular, offering a detailed examination of the socio-economic and cultural factors that contribute to their growing appeal.

The purpose of this study was to investigate the processes of transformation of traditional media in social networks and to identify the role of podcasts as a new media phenomenon. The hypothesis of the study is the assumption that the transformation of traditional media in social networks and the growing popularity of podcasts contribute to increased interaction with the audience and provide new opportunities for information dissemination, which can change the dynamics of news and media content consumption. Accordingly, the following research objectives are formulated:

1. Investigating the reasons and factors behind the popularity of podcasts.
2. Evaluating the impact of podcasts on media content consumption and audience interaction.
3. Comparing the effectiveness of traditional media and new formats (podcasts) in modern media in Kyrgyzstan.
4. Identifying trends and prospects for podcasts and social media in the context of mass media.
5. Formulating recommendations for the further development of podcasts in the context of the evolution of the media landscape in Kyrgyzstan.

2. Materials and Methods

The study covers the period from January to June 2024, and was conducted using data from different regions, including major cities and rural areas, allowing for a variety of data to be collected. It includes articles, publications, social media posts and podcasts on the Russian and Kyrgyz languages during 2020-2024. Sources include the main social networks (Facebook, Twitter, Instagram, TikTok) and podcast platforms (Spotify, Apple Podcasts, Google Podcasts, Player.fm). Content analysis was used to qualitatively analyse the selected materials using the following criteria:

- the subject of publications and podcasts (its relevance and variety of topics);
- presentation formats (text, video, audio, length of episodes, presence of monologues, interviews, panel discussions);
- interactivity (use of questions from the audience, lively discussions);
- audience interaction (comments, likes, reposts, feedback);
- distribution platforms and integration with social networks (activity on Facebook, Twitter, Instagram);
- creativity (innovative formats, unique approaches to presenting material);
- accessibility (availability of transcripts and subtitles to improve accessibility, multilingualism);
- social relevance (discussion of social problems, involvement in social movements);
- use of new technologies (VR/AR implementation, integration with smart speakers and other devices).

Engagement Rate was calculated as the ratio of the sum of the average number of likes and the average number of comments to the average number of views, expressed in per cent, using formula (1):

$$\text{Level of engagement} = \frac{\text{Average number of likes} + \text{Average number of comments}}{\text{Average number of views}} * 100 \quad (1)$$

The level of content popularity on YouTube was determined using the average number of views per subscriber using formula (2):

$$\text{Level of popularity} = \frac{\text{Average number of views}}{\text{Number of subscribers}} * 100 \quad (2)$$

For data collection and analysis, the authors used social media monitoring tools (such as Sprout Social, Hootsuite), software, and official analytical tools from YouTube (primarily YouTube Analytics, the main tool for analysing channel data, which provides detailed

information on views, subscribers, revenue, traffic sources, audience demographics, user behaviour and more) and other social platforms (number of views, reactions, reposts, comments), Excel for processing statistical data, and other social media platforms (number of views, reactions, reposts, comments). The methods of descriptive statistics and correlation analysis were used to quantitatively analyse the collected data. Descriptive statistics was used to analyse the distribution of publications by topic, frequency of mentions and interactions with the audience, to analyse the popularity of materials of an individual YouTube channel of podcasts, and correlation analysis was used to assess the relationship between the popularity of podcasts and audience activity in social networks. Pearson and Spearman correlation coefficients were used for this purpose. Pearson correlation was calculated using formula (3):

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 * \sum(y_i - \bar{y})^2}} \quad (3)$$

where: in the calculation of the ratio between likes and comments x – likes; y – comments; \bar{x} and \bar{y} are the mean values for each of the variables.

In the calculation of the relationship between the number of views and likes, x is the number of views, y is the number of likes. In calculating the relationship between the number of views and comments, x is the number of views, y is the number of comments. Spearman correlations were calculated using formula (4):

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)} \quad (4)$$

where: d_i – the difference between the ranks of the corresponding values of two variables; n – the number of observations.

These calculations determined that there was a correlation between podcast popularity and audience activity.

3. Results

In 2024, Kyrgyzstan's media landscape continues to be transformed by digital technologies, so traditional media outlets such as television, radio and print media face challenges and are forced to adapt to new realities in order to maintain their audience and relevance. According to data published on the BBC News website (Kyrgyzstan media guide, 2023), television remains the most popular medium. This applies to both public and private TV channels, of which there are more than a dozen, with Russian and

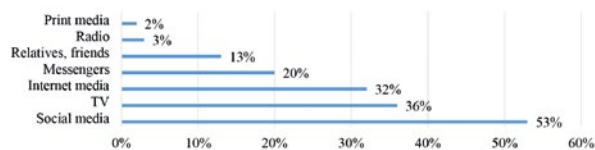


Figure 1. The degree of popularity of Kyrgyzstan's main information sources. Source: compiled by the authors based on Media consumption in Kyrgyzstan (2023)

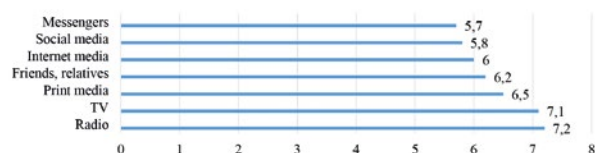


Figure 2. Statistics on trust in information sources in Kyrgyzstan. Source: compiled by the authors based on Media consumption in Kyrgyzstan (2023)

Note: the numbers are meaning the scale from 1 to 10. Where 1 is not at all and 10 is completely trust.

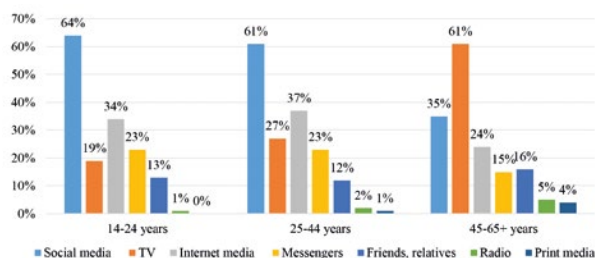


Figure 3. Information source preferences among the population of Kyrgyzstan categorised by age. Source: compiled by the authors based on Media consumption in Kyrgyzstan (2023)

Russian-language channels attracting a larger audience. At the same time, most radio stations are private, and only a few have nationwide broadcasting. The print sector, on the other hand, is facing a decline in interest, which affects sales and financial opportunities. The Internet is hugely popular: according to Kemp (2024), at the beginning of 2024, out of a population of 8.08 million, 5.35 million are actively using the web, which is 66.3%. The most popular social network is Instagram, with about 1.6 million users. Media self-censorship and arbitrary blocking of websites under anti-extremism legislation remain major challenges. According to the Global Study on Media consumption in Kyrgyzstan (2023), as of the end of 2023, the main source of information for the population was social media, while print media received the lowest ranking (Figure 1).

The popularity of television, radio and print media is gradually declining, while the number of Internet sources continues to increase, while the level of trust

in Internet sources is still lower than in other types of media (Figure 2).

However, Figure 3 can track the level of trust and frequency of use of sources for obtaining information, which depends on the age of the audience.

It is quite natural to state that Internet media occupy an increasingly important place in the information space of Kyrgyzstan. The main features include audience growth (the number of Internet users is increasing, which contributes to the growing popularity of online publications and social networks), content diversification (online platforms offer a variety of content, including news portals, bloggers, video platforms and specialized websites), and the growing use of mobile applications (the development and use of mobile applications for the consumption of news and information is becoming popular among a wide audience). It is also worth noting that social media such as Facebook, Instagram, TikTok and other platforms play a pivotal role in the dissemination of news and information. Podcasts are becoming a new and essential media format in Kyrgyzstan (Leitner & Liepert, 2024). Since 2020, there has been a significant growth in the number of podcasts, which is due to the increasing interest in this format among different age groups. In addition, the 2020 pandemic demonstrated the possibility of creating high-quality audio content at home, which led to an increase in the number of podcast creators. Podcast topics are diverse, ranging from news and politics to culture and education to cater for a wide audience, often accompanied by active audience interaction through comments and social media (Abdrakhmanov *et al.*, 2024). Access to podcasts is greatly facilitated by platforms such as Spotify, Apple Podcasts and YouTube, as well as other free online resources (Tkachenko *et al.*, 2024).

One of the first podcasts implemented in Kyrgyzstan is considered to be the broadcasts of Radio Sanzhyra, which could be downloaded from the Internet (or listened to online) back in 2012. At the same time, Azattyk was one of the first organizations in Kyrgyzstan to produce a podcast called Audio Tales, which did not gain wide enough popularity due to the novelty of the format and the audience's lack of familiarity with podcast platforms. A podcast closer to its modern form was released in 2019 and was dedicated to the life of the Pamir Kyrgyz. It was called "Ysyk Nan" ("Hot Bread") and produced one episode every 15 days, revealing new aspects of the adaptation of ethnic Kyrgyz who had lived for centuries on the snowy ridges of Pamir (Afghanistan) and now found a new homeland on the slopes of the Tien Shan mountains in Naryn (Kyrgyzstan launches first..., 2020). The podcast also made illustrative comparisons (such as in the fourth episode, published on 11 March 2020 under the title "Tradition. In the fourth episode, we

will compare the traditions of Kyrgyz from Pamir and Kyrgyz from Naryn”) between the traditions of Kyrgyz from Pamir and Kyrgyz from Naryn (Kyrgyzstan), making the story closer to the reality and understanding of Kyrgyz listeners.

As the authors approach the mid-20s of the 21st century, the topics of podcasts in Kyrgyzstan have become increasingly diverse, encompassing education, social topics, self-development, entrepreneurship, culture, media, ecology, gender issues, and much more. Since podcasts are very new to the region, there is much less control and censorship by the authorities in the industry. As for genres, most podcasts are interviews and dialogues of two hosts, such as in the podcasts “Let’s grow together” (“Birge osoly”); “Double bas”; “Around money” (“Akchanyyn aylanasynda”); “Kazhi-Kuju”; “Two Doctors” (“Eki Daryger”); “Digital Footprint” (“Sanarip iz”); “Taberik”; “Basics of Legal Literacy” (“Ukuktuk Sabattuuluktun Negizderi”); “Baibol”; “Mediacriticism” and others. In the reportage genre, the podcast “One Day in the Village” (“Kyshtaktagy bir kyn”) is presented: the podcaster arrives and gets acquainted with a villager and then the tour of the area is accompanied by the story of a woman from the village and dialogue with the host Symyk Marat uulu. One of the podcasts was dedicated to a schoolgirl who sews the national kalpak and earns money. The podcasts also deal with highly topical topics, such as the podcast “Sanarip iz” (“Digital Footprint”), dedicated to the topics of media literacy, teaching practical skills of searching and checking information on the Internet, combating disinformation and propaganda (as, for example, in the issue of “Sanarip iz” dated 30 March 2021 under the title “PR, propaganda and disinformation”). Moreover, the methods used to educate the audience are progressive and modern, adapting to the current needs of society, from the involvement of experts to the presentation of real-life examples in accessible and simple language understandable to the widest audience.

Video podcasts have also developed recently, such as “Nakta Podcast” (130 thousand YouTube subscribers), “Lights Podcast” (64.7 thousand YouTube subscribers), “Jaratman Podcast” (62.2 thousand subscribers on YouTube), “Niet Podcast” (19.3 thousand subscribers on YouTube), “Oydo Podcast” (14.5 thousand subscribers on YouTube), “Eme-Show” (4.49 thousand subscribers in YouTube network), “Muras Podcast Kyrgyzstan” (2.38 thousand subscribers in YouTube network) and many others, whose format is most often a conversation with a guest, and whose topics are successful people in various spheres, parenting, health, religion, education, social and political topics. Such diversity and such numerous subscribers clearly testify to the popularity and demand for the podcast genre. Since Google Podcasts and Apple Podcasts, as well as Spotify, are not available to every-

one (or are not available without a paid subscription), it seems appropriate to analyse both podcasts on these platforms and video podcasts on YouTube.

4. Content Analysis of Podcasts

Video and audio podcasts from the sites (and YouTube channels) of the UTRK channel were selected for analysis. Table 1 presents the parameters for the content analysis, based on the works of Chan-Olmsted & Wang (2022), Tobin & Guadagno (2022), which analyses podcast audiences and their needs; the article by Sholihah (2022), which analyses the characteristics of the video podcast format and its effectiveness; the article by Scott (2022), which examines the effectiveness of podcasts (particularly in the form of internet broadcasting); the article by Lundström & Lundström (2021) analysing podcasts on the basis of ethnography (i.e. the interdependence of topics, story, and presentation with a particular social and cultural characteristic of the audience).

These parameters allowed comprehensively analysing both the specifics of podcasts and the manifestations of transformation processes of traditional media on the Internet in general and in social networks in par-

Evaluation criterion	Evaluation parameters
Topics of publications and podcasts	Relevance and diversity of topics
Formats of information presentation	Text, video, audio, length of episodes, presence of monologues, interviews, panel discussions
Interactivity	Use of questions from the audience, lively discussions
Audience interaction	Comments, likes, reposts, availability of feedback
Distribution platforms and social media integration	Activity on Facebook, Twitter, Instagram
Existence of creativity	Innovative formats, unique approaches to presenting material
Accessibility	Availability of transcripts and subtitles to improve accessibility, multilingualism
Social relevance	Discussion of social problems, involvement in social movements
Use of new technologies	VR/AR implementation, integration with smart speakers and other devices

Table 1. Criteria for content analysis of audio and video podcasts. Source: compiled by the authors

Material	Zhanylyktar	Alymkadyr Beishenaliev: Kóp suranychtardy ukpay koyup, karalandymI UTRKda Podcast
Podcast topics	A news bulletin dedicated to only the latest and most relevant news. The topics are diverse	A topical topic at the time of the podcast was about Alymkadyr Beishenaliev, the Minister of Health of Kyrgyzstan, who found himself at the centre of a scandal due to allegations of corruption and abuse of office. In his interview on the UTRK podcast, he stated that he was blackmailed and vilified because he refused to meet numerous requests and demands.
Presentation formats	Audio format. The text is qualitatively and logically structured, the vocabulary is formal and neutral. There are interviews, monologues of presenters and participants of events. Length of the programme: 18 minutes and 21 seconds	Video format (available for listening as audio). The content of the podcast is well-structured and includes both monologues and interview elements. The minister shares his thoughts and answers to questions, which makes the text rich, but it should be noted that the discussions are somewhat overloaded with professional terms and political rhetoric. The video was static, focusing on Beishenaliev's speech, with no video inserts and minimal changes of plans. The sound quality is high. Monologue format dominates. Elements of discussion are present. Duration of the programme: 1 hour 27 minutes.
Interactivity	Absent	Absent
Audience interaction	13,000 views and listens, 393 likes, 85 comments. No interaction with the audience	42,155 views, 535 likes, 329 comments. The preponderance of comments is in support of the Minister (positive)
Distribution platforms and social media integration	Minimal presence on Facebook. Present on the website and YouTube platform	The podcast has been widely discussed and quoted on Facebook and Twitter
Existence of creativity	Absent	Absent
Accessibility	Absent	Absent
Social relevance	Social problems are simply re-presented, with little or no discussion of them	High, as not only the story of the minister himself was discussed, but also many related social topics and aspects (such as corruption, spread of misinformation, political struggles)
Use of new technologies	Absent	Absent

Table 2. Content analysis of audio and video podcasts of UTRK media holding company. Source: compiled by the authors

ticalar. Table 2 presents the results of the analysis of podcasts broadcast by UTRK channel (the news audio podcast “The news” dated 10 August 2024 and the video podcast “Alymkadyr Beyshenaliev: I ignored many requests and was slandered. Podcast in UTRK” (2024) of 15 March 2024).

It should be noted that audio podcasts are available on the site itself in fragments, but they are duplicated on YouTube. At the same time, the engagement, and popularity rating was calculated based on the YouTube metric. Thus, the Engagement Rate calculated by formula (1) for the video podcast “Alymkadyr Beishenaliev: Kóp suranychtardy ukpay koyup, karalandymI UTRKda Podcast” is 2.05%, while for the audio podcast “Alymkadyr Beishenaliev: Kóp suranychtardy ukpay koyup, karalandymI UTRKda Podcast” is 2.05%, while for the audio podcast “Zhanylyktar” is equal to 3.68%, while the level of popularity (calculated by formula (2)) for the video

podcast was 5.48% and for the audio podcast 1.69%. The number of subscribers to UTRK totalled 769 thousand, which indicates the high popularity of both the media holding itself and its products, particularly podcasts.

Table 3 presents an analysis of the video podcast from the most popular YouTube channel “Nakta Podcast” (130 thousand subscribers in YouTube network) – the issue dated 04.08.2024 with the title “Modern weddings are not part of our tradition... Synysh Kekeev | Nakta Podcast” (2024), and, for comparison, from the least popular of the listed YouTube channel “Muras Podcast Kyrgyzstan” (2.38 thousand subscribers in YouTube), the issue “Muras Podcast Kyrgyzstan #11 Ruslan Kerimkulov / From parental loss to realization: The power of psychology” (2024) dated 24 February 2024.

As can be seen from Table 3, the difference in both podcasts is not fundamental, and lies more in the promotion of the channel and the objective possibility of

Material	“Azyrky toylor bizdin saltka kirbeit” (“Nakta Podcast”)	Muras Podcast Kyrgyzstan #11 Ruslan Kerimkulov / From Parental Loss to Realization: The Power of Psychology (“Muras Podcast”)
Podcast topics	Syunysh Kekeev is a well-known chef, blogger, and owner of the Kekeev BBQ&Grill restaurant chain in Kyrgyzstan. In the Nakta Podcast, he touched on the topic of modern weddings, criticizing them for what he believes are not in line with traditional Kyrgyz customs. The podcast discusses the changing culture of weddings, where the emphasis is shifting from simplicity and tradition to ostentatious luxury and excess. Kekeev expresses concern that such weddings are more focused on external glitz rather than the essence and traditions that have been important to the Kyrgyz people since ancient times. Duration: 1 hour 27 minutes	This episode breaks down the stereotypes and taboos associated with psychology for men (guest Ruslan Kerimkulov, a registered psychologist and entrepreneur). This episode highlights the importance of psychological help for men, addresses common misconceptions about seeing a psychologist, and offers a unique perspective on how mental health affects personal and professional life. The podcast also offers valuable tips and lessons to help men better understand their emotions and learn how to cope with life’s challenges.
Duration: 1 hour 15 minutes		
Formats of information presentation	Video format (available for listening as audio). The content of the podcast is well-structured and includes both monologues and interview elements. The information is presented in a simple conversational format (conversation), built on the visual likeness of a simple conversation between two friends over a meal.	Video format (available for listening as audio). The content of the podcast is well-structured and includes both monologues and interview elements. The information is presented in a simple conversational format (conversation)
Interactivity	Absent	Absent
Audience interaction	52,480 views, 1,600 likes, 303 comments. There are no audience interactions in the comments section	4,223 views, 138 likes, 23 comments. There are no audience interactions in the comments section
Distribution platforms and social media integration	Podcast materials are actively distributed by the author of the channel (for example, on Instagram, where they receive active reactions, as, for example, in the post “Watch the full issue via the link on the home page” dedicated to this podcast 3212 likes and 65 comments, and there are 6 such posts, plus posts on X (formerly known as Twitter), plus the podcast is uploaded to Spotify).	The podcast material is hardly ever distributed outside of YouTube
Existence of creativity	Original approaches to presenting materials (for example, in this issue the invited guest was a chef, and he cooked on air for the presenter)	Absent
Accessibility	Absent	Absent
Social relevance	All topics of the podcast are of high social relevance	All topics of the podcast are of high social relevance
Use of new technologies	Absent	Absent

Table 3. Content analysis of video podcasts from YouTube channels of “Nakta Podcast” and “Muras Podcast” podcasts. Source: compiled by the authors

the presenter to organize original presentation of the material. Basically, all the analysed podcasts are built on a similar principle, in the same form and according to the same mould. For the analysed video from “Nakta Podcast” the level of engagement was 3.63%, while the level of popularity reached 40.37%. For the Muras Podcast channel, the engagement rate was 3.81%, while the popularity rate reached a record 177.37%.

It is worth noting that both channels (especially Nakta Podcast) show how popular the podcast genre is in Kyrgyzstan (specifically among Kyrgyz people, since Nakta Podcast is in Kyrgyz, without subtitles in Russian or English). Of the 49 videos posted on this channel 33 are podcasts, which are released on average 3 times a month and have an average video duration of 51 minutes (with a tendency to increase). The average number

Material	Women Speak – Episode 9	Dushanbe-Bishkek – Hogwarts were taken. About women, unsafe Kyrgyzstan and studying in England	Women silenced. Women activists on stereotypes, causes, and types of gender-based violence
Podcast topics	This issue discusses the problems of sexual harassment in Kyrgyzstan and beyond. Andrey Cherkasov voices UN acts and control mechanisms, addressing this widespread problem, which remains a social taboo linked to feelings of guilt and shame.		
Duration: 21 minutes	In this issue, Ekaterina from Tajikistan tells how, living in Bishkek, she found an education, a job, a family, and a ticket to Hogwarts.		
Duration: 41 minutes	In this issue, UN Women Programme Analyst Farzana Abdilashimova, Communications Specialist Aziza Murzasheva and Monitoring Specialist Nurgul Beysheeva of the Education for Community Development Public Foundation discussed gender-based violence, how activists educate and prevent it, and that violence can manifest itself in more than just physical form.		
Presentation formats	Audio format	Audio format	Audio format
Interactivity	Absent	Absent	Absent
Audience interaction	Absent	Absent	Absent
Distribution platforms and social media integration	Absent	Absent	Absent
Existence of creativity	Absent	Audio inserts present, minimum number of inclusions	Absent
Accessibility	Absent		Absent
Social relevance	High social significance and relevance	Medium social significance	High social significance and relevance
Use of new technologies	Absent	Absent	Absent

Table 4. Content analysis of audio podcasts from the podcast channels “Women Speak”, “Crossroads” and “I Can’t Let Go”. Source: compiled by the authors

of views was 144,061, average number of likes 4,043, average number of comments 785,3, which converted to 3.35% of the audience engagement rate and 110.82% of the popularity rate of such content. Moreover, there are episodes on the channel that have almost reached the half a million mark and continue to gain views (456,755 views, 14,000 likes and 1,452 comments), which is very revealing (Business is sunnah..., 2024).

A statistical calculation based on the metrics of all 33 episodes of the Nakta Podcast (number of views, likes, comments) was also revealing. According to the obtained

results of Pearson correlation calculation using formula (3), the coefficient for the correlation between likes and comments was 0.76 (p-value=3.72e-07), between the number of views and likes 0.92 (p-value=1.50e-14), between the number of views and comments 0.71 (p-value=4.61e-06). Spearman correlations were calculated using formula (4). Thus, the Spearman correlation coefficient between the number of likes and comments was 0.89 (p-value=4.64e-12), between the number of views and likes 0.92 (p-value=1.74e-14), between the number of views and comments 0.79 (p-value=3.31e-08).

These calculations demonstrated that there is a high positive correlation between the metrics, indicating a strong relationship between podcast popularity and audience activity.

Since Google Podcasts is no longer available, it made sense to look at the Spotify audio podcast platform. For example, podcasts of the Crossroads project (a programme about important events in Kyrgyzstan, broadcast in Russian and released in 2022 in the genre of discussion or interview), podcast “I can’t let go” (about people who came to Kyrgyzstan and decided to stay here), released in 2021, podcast “Women say” (dedicated to women’s issues in Kyrgyzstan and released in 2022) and many others are available for listening. To represent the audio podcasts, it was appropriate to analyse an issue in each of the three projects mentioned above. For the analysis, the issues “Women say – Episode 9”, released in January 2022, the issue “Dushanbe-Bishkek – Hogwarts were taken. About women, unsafe Kyrgyzstan and studying in England” of the podcast “I’m Not Letting Go” from December 2021 and an episode of “Women Silenced. Activists on stereotypes, causes, and types of gender-based violence” podcast “Crossroads” from December 2022, presented in Table 4.

Since Spotify has no metrics for measuring audience engagement, it is difficult to judge the popularity of such podcasts and the presence (or absence) of audience response to them. Overall, it can be argued that, at least for the time being, Spotify is not the most popular place to publish Kyrgyz podcasts, and neither is Apple Podcasts. Thus, it is worth concluding that podcasts are a very popular media format for journalism in Kyrgyzstan. At the same time, although it cannot be claimed that they often use elements of interactivity and multimedia, podcasts in Kyrgyzstan should still be regarded as an example of the transformation of traditional media in social networks. Podcasts in Kyrgyzstan are a vivid example of how traditional media are transforming in the digital age, adapting to new media formats and platforms. This transformation is a major part of the global process of changing the ways in which information is consumed and disseminated, including through social media. In Kyrgyzstan, as in many other countries, traditional media (television, radio, printed press) are gradually losing their audience, especially among young people who actively use the Internet and social networks to get information. Podcasts have filled this niche by providing an opportunity to not only receive information, but also to participate in discussions by listening to a variety of opinions and voices. This allows podcasts to go beyond traditional journalism, creating a more flexible, interactive and accessible content format. In addition, podcasts in Kyrgyzstan often address topics that may not always be covered in traditional media due to restrictions,

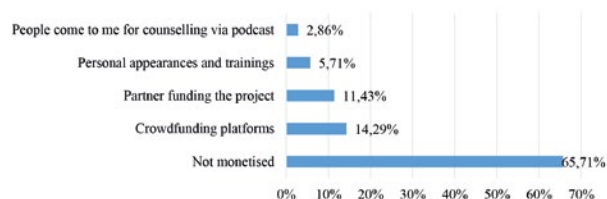


Figure 4. Forms of podcast monetization in Central Asia. Source: compiled by the authors based on Lee (2021)

editorship or political conditions. They allow authors to talk about topics that interest certain communities, find audiences who care about their point of view, and create content targeted at specific groups of people.

The phenomenon of podcasts in Kyrgyzstan lies in their accessibility and opportunities for authors and listeners. The creation of podcasts does not require large financial investments, which allows many young authors, activists and independent journalists to express their thoughts and ideas (Mamadova *et al.*, 2019). Podcasts become a platform for open discussion, free exchange of opinions and information. In a context where traditional media in the country can be subject to pressure or self-censorship, podcasts provide an alternative space for voices that might not be heard in conventional media. In addition, podcasts in Kyrgyzstan are adapted to local culture and specifics, often addressing issues important to Kyrgyz society. This makes them particularly popular with listeners who are looking for content that matches their interests and needs. Podcasts allow for the creation of in-depth, meaningful content that combines information richness and authorial freedom, which contributes to the development of civil society and support for democratic processes in the country (Rzheuskiy & Kunanets, 2023; Kerimkhulle *et al.*, 2023). Thus, podcasts in Kyrgyzstan play a pivotal role in the transformation of traditional media, providing new forms of communication and information that are more flexible, adaptive and oriented to the needs of modern society. It is also worth noting that podcasts as an information delivery technology have an innovative potential, which lies in the combination of information saturation with unlimited authorial freedom in the interpretation of information (The power of podcasts, 2023; Prince, 2020). This allows incumbent media outlets (such as UTRK) to utilize the integrative power of podcasts to expand their audience, reconfigure content and develop media communications. It is also critical to mention the findings of a study of the podcast sphere across Central Asia cited in the article by Lee (2021). According to this data, almost 66% of podcasts are not being earned at all, which is an indicator of the deplorable state of the sphere at the time of the study (2021) (Figure 4).

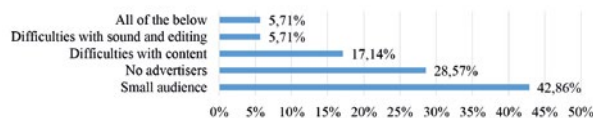


Figure 5. Main problems of podcasts in Central Asia. Source: compiled by the authors based on Lee (2021)

The author also points out that 83% of respondents consider podcasts to be a hobby, and only 17% consider them to be a job with two or more authors or a team working on it (and in the case of 34% of respondents, the podcast is created entirely in-house and without investing financial resources). The author of the article also notes the main problems of podcasts in Central Asia (Figure 5).

These indicators are very representative, although it should be noted that more than three years have passed since this survey was conducted and the situation has had time to transform somewhat. Judging by the results of the analysis, the quality of Kyrgyz podcasts has significantly increased since then (professional equipment and editing is used, video formats are recorded in equipped studios, popular cultural figures, politicians, and Kyrgyz society are present as guests), which means that both investments in the creation of publications and their return on investment and interest from employers have increased.

5. Discussion

The research conducted within the framework of this article allowed to achieve qualitative results and formulate several conclusions that support the results of other scientific publications devoted to the study of the transformation of traditional media in virtual space, and, in particular, podcasts. The majority of analysed podcasts, particularly those that are popular, were hosted by male presenters and primarily featured male guests. This observation aligns with objective indicators of gender inequality in the representation of women and men within Kyrgyzstan's media landscape, as well as with Christopher's (2020) study, which examines podcasts as an effective medium for exploring social constructions of masculinity and analysing gender roles more broadly. Agreeing with Christopher and taking into account the findings of the study, it can be argued that gender representation in podcasts is indeed directly related to the gender representation of the audience society as a whole.

The study by Hoyt & Morris (2021a) explores gender issues in podcasting, focusing on the difficulties and challenges faced by women in this field. The article examines how women podcasters create alternative production cultures that differ from traditional media

practices. The authors discuss how these cultures help women express themselves, but also face unique obstacles related to gender stereotypes and discrimination. This study echoes these observations obtained here, including the correlation between not-so-popular and professional 'female' audio podcasts (like Women Speak and I Can't Let Go) and popular, highly professional podcasts by male hosts. In addition, the topics of podcasts with female presenters analysed in this study do focus more on women's issues in Kyrgyzstan, while podcasts with male presenters are more thematically diverse.

The results also show that the popularity of podcasts, as well as their quality, continues to increase, which is confirmed by a number of studies, including those aimed at analysing relevant trends in other countries. For example, according to the results of the annual study The infinite dial 2020 (2020) and Götting (2024) for 2020-2024, the number of podcast listeners in the US has increased significantly, which also entails an increase in revenue from advertising and audience interaction (crowdfunding, donations, YouTube sponsorships) and the trends noted in this study towards a significant change in the quality and professionalism of the podcasts produced (especially video formats). It also makes sense to mention here the study by Winn (2021), which in addition to all of the above, also noted a significant increase in trust and interest among podcast consumers, recorded in the study conducted here.

The growth in the popularity and demand for podcasts, as well as their apparent focus on social topics as opposed to purely entertainment ones, recorded during the analysis, coincides with the conclusions proposed in the article by Shearer *et al.* (2023), who investigated the role of podcasts as a source of news and information and noted the tendency of podcasts to become an important part of the information ecosystem, especially among the younger generation. Although this study did not focus on exploring audience expectations regarding the accuracy and credibility of news received through podcasts, analysing audience feedback in the form of likes and comments provides indirect confirmation of the trend identified by Shearer. The author also stresses that podcasts provide a unique opportunity for more detailed analysis of news and discussion of complex topics than is possible in traditional media, which coincides with the trends noted in this article (as, for example, in the case of the podcast "Alymkadyr Beishenaliev: Kıp suranychtardy ukpai koyup, karalandymI UTRKda Podcast", in which the Minister of Health of Kyrgyzstan Alymkadyr Beishenaliev had a rare opportunity to justify himself in the scandal over allegations of corruption and abuse of office, which was not available to him through the resources of traditional media. The author's conclusions that podcasts are becoming a major part of daily

information consumption, providing an opportunity to delve deeper into topics that are not always covered by traditional news sources, that podcast listeners are often more informed and interested in discussing and analysing current events, and that podcasts are increasingly integrated with social media to expand their audience and interact with them in real time (as evidenced by the findings of this study) cannot be ignored.

The study also noted the existence of an emotional relationship between podcast hosts, guests and audiences, recorded in qualitative and quantitative measures of viewers' and listeners' reactions (comments, likes), which correlates with the results of the study by Lindgren (2023) who noted that podcasts do utilize intimacy and emotion in journalism to create deeper and more personal connections with audiences. For example, the author notes that podcast hosts and participants actively use emotional aspects to construct a narrative, which enhances the impact on the audience and helps them to better understand the topics discussed, and an example of this can be found in the specifics of the information presentation format of the Nakta Podcast ("Azyrky toylor bizdin saltka kirbeit"), in which the communication between the guest and the host took the form of a friendly conversation at a table with delicious food prepared by the guest himself, and in which both participants often quoted popular jokes from the Internet. A specific aspect of the advocacy role of podcasts, highlighted in this study by the example of the aforementioned "Alymkadyr Beishenaliev: Kóp suranychardy ukpai koyup, karalandym! UTRKda Podcast", which provided an opportunity for the Minister of Health of Kyrgyzstan Alymkadyr Beishenaliev to advocate directly for himself, and in "Women Speak – Episode 9" – for the presenter to advocate for the women of Kyrgyzstan facing problems of sexual harassment in Kyrgyzstan and beyond, which coincides with the findings of the study by Tifani & Rohmadtika (2024), who studied the role of podcasts as a tool for advocacy journalism in highlighting and combating social problems, a powerful tool for discussing socially relevant issues and promoting the rights of vulnerable populations.

The trends in qualitative and quantitative changes in the sphere of Kyrgyz podcasts noted in the article are also consistent with the conclusions obtained in the article by Hoyt & Morris (2021b), who studied the evolution of audio formats that led first to the emergence of podcasts and then to their transformation into video podcasts. Also, in an article by Lemos (2024), the author explored podcasts as a significant part of the media ecosystem, emphasizing their potential in the future of radio and their place in cyberculture, and also noted aspects of the evolution of modern podcasts, which have gone far beyond the capabilities of traditional radio, but

have retained its flexibility and versatility, as well as the vast possibilities of digital culture, where the Internet and new technologies play a key role in disseminating information and creating media content, expressing individuality and creating communities around certain interests and topics. And in the study by Loos & Ivan (2024), the authors examined the concept of technological generations and how changes in the use of new media are related to the age of both people and the technology itself (in particular the "obsolescence" of traditional forms of audio podcasts).

The tendencies noted in this study to maximize the focus of Kyrgyz podcasts on social and meaningful topics for Kyrgyz society deserve special mention. The fact that podcasts can indeed be regarded as social media and a strategic tool that can be used to achieve social change is also evidenced by Mahoney & Tang (2024), who argued that podcasts can be a tool for mobilizing communities, raising awareness of social issues and stimulating public debate; Bouvier & Machin (2020), who stated that podcasts allow researchers to study how different groups form and disseminate social discourses, how they interact with each other, and how these discourses evolve over time; Mattoni (2020), who studied how podcasts in the context of digital technologies are used in social movements (using media ecology and media practice approaches to analyse their impact on social change). The researcher also confirmed the conclusion formulated in this study about the direct relationship between context (the actual state of society in which the podcast is created and broadcast), which becomes especially important given the strong social orientation of the analysed Kyrgyz podcasts. And even such aspects as the previously mentioned use of memes and jokes popular in the Internet community by podcast hosts and guests is of particular importance, as it reinforces certain trends in society due to the authority and popularity of the host, which, for example, is confirmed by the study of Gozali (2024), who studied the extent to which the example of a popular podcaster influences its audience (using the example of the podcast "Mendoan", which stimulated the formation of habits of using profanity among members of generation Z in the city of Malang). Thus, the findings of the study do have a strong scientific basis and have been confirmed in numerous scientific studies conducted around the world.

6. Conclusions

The study illustrates that podcasts signify a substantial shift in traditional media within Kyrgyzstan's digital environment, highlighting the changing dynamics of media consumption and content production in the nation.

The swift rise in podcast popularity since 2020, notably propelled by the COVID-19 pandemic, signifies a significant transformation in media consumption habits, with audiences progressively preferring digital and on-demand content. YouTube video podcasts have become the prevailing format, exemplified by channels such as “Nakta Podcast,” which have garnered substantial subscriber counts and engagement metrics, illustrating the capacity of podcasts to engage broad audiences when integrated with visual components and social media.

Content analysis indicated that successful podcasts in Kyrgyzstan primarily concentrate on socially pertinent subjects, such as politics, culture, tradition, and current social issues, addressing a significant void in the media landscape by offering platforms for comprehensive discourse on vital societal concerns. The robust positive correlation among viewer engagement metrics signifies that audience participation is essential for podcast success in the Kyrgyz media landscape. Nonetheless, although the

podcast medium exhibits potential, obstacles persist in aspects such as monetisation, accessibility to professional equipment, and regular content production, particularly impacting independent creators and smaller channels.

Future research ought to concentrate on understanding audience demographics and preferences, investigating economic sustainability models, and analysing the technical infrastructure that underpins podcast production and distribution. Moreover, examining the influence of content strategy, the efficacy of cross-platform integration, and the requirements for professional development would greatly enhance the field. An examination of comparative analysis with other Central Asian nations and a social impact assessment would yield significant insights into the wider ramifications of digital media transformation in the region. This research would benefit content creators and media professionals while elucidating the evolving role of digital media in shaping public discourse and social change in Kyrgyzstan.

References

- [1] Abdrakhmanov, R., Kenesbayev, S. M., Berkimbayev, K., Toikenov, G., Abdrashova, E., Alchinbayeva, O., & Ydyrys, A. (2024). Offensive Language Detection on Social Media using Machine Learning. *International Journal of Advanced Computer Science and Applications*, 15(5), 575-582. <https://doi.org/10.14569/IJACSA.2024.0150557>
- [2] Al-Rawi, A., Turdubaeva, E., Inoyatova, T., & Papoutsaki, E. (2023). Mapping social media in Kyrgyzstan. In: *Mapping the Media and Communication Landscape of Central Asia: An Anthology of Emerging and Contemporary Issues*. Lanham: Rowman & Littlefield.
- [3] Alymkadyr Beyshenaliev: I ignored many requests and was slandered. Podcast in UTRK. (2024). Retrieved from: <https://www.youtube.com/watch?v=dOOFPah5s-Q>
- [4] Bouvier, G., & Machin, D. (2020). Critical discourse analysis and the challenges and opportunities of social media. In: S. M. Guillem, C. Toulou (Eds.), *Critical Discourse Studies and in Communication: Theories, Methodologies, and Pedagogies at the Intersections*, 39-53. New York: Routledge. <https://doi.org/10.1080/15358593.2018.1479881>
- [5] Business is sunnah | Son of Ermek Tynai | Nakta podcast. (2024). Retrieved from: <https://www.youtube.com/watch?v=jDfX0YtkdFU>
- [6] Chan-Olmsted, S., & Wang, R. (2022). Understanding podcast users: Consumption motives and behaviors. *New Media & Society*, 24(3), 684-704. <https://doi.org/10.1177/1461444820963776>
- [7] Christopher, K. (2020). Analyzing masculinities with digital media: A podcast assignment. *TRAILS: Teaching Resources and Innovations Library for Sociology*. Washington DC: American Sociological Association.
- [8] Duishonbaeva, A., Apysheva, A., Bekmyrzaeva, G., Aitbaev, T., Salieva, E., & Abdullaeva, Z. (2021). Main trends in development of media and internet resources in the independent Kyrgyzstan. *Advances in Journalism and Communication*, 9(2), 74-83. <https://doi.org/10.4236/ajc.2021.92006>
- [9] Euritt, A. (2022). *Podcasting as an intimate medium*. London: Routledge. <https://doi.org/10.4324/9781003340980>
- [10] Garcia-Marín, D. (2020). Mapping the factors that determine engagement in podcasting: Design from the users and podcasters' experience. *Communication & Society*, 33(2), 49-63. <https://doi.org/10.15581/003.33.2.49-63>
- [11] Ginters, E., Barkane, Z., & Vincent, H. (2010). System dynamics use for technologies assessment. *22th European Modeling and Simulation Symposium, EMSS 2010*, 357-361. https://www.researchgate.net/publication/280851299_Systems_Dynamics_Use_for_Technologies_Assessment
- [12] Götting, M. C. (2024). *U.S. Podcasting industry – Statistics and facts*. Retrieved from: https://www.statista.com/topics/3170/podcasting/#dossierSummary__chapter4
- [13] Gozali, C. A. (2024). The effect of using Mendocano podcast on the formation of reasonable cursing behaviour of generation z in Malang city. *Da'watuna: Journal of Communication and Islamic Broadcasting*, 4(4), 1784-1799. <https://doi.org/10.47467/dawatuna.v4i4.3823>
- [14] Hoyt, E., & Morris, J. W. (2021a). Two. The perils of ladycasting: Podcasting, gender, and alternative production cultures. In: *Saving New Sounds: Podcast Preservation and Historiography*. Ann Arbor: University of Michigan Press. <https://doi.org/10.1353/book.85111>
- [15] Hoyt, E., & Morris, J. W. (2021b). One. podcast archaeology: Researching proto-podcasts and early born-digital audio formats. In: *Saving New Sounds: Podcast Preservation and Historiography*. Ann Arbor: University of Michigan Press. <https://doi.org/10.1353/book.85111>
- [16] Kemp, S. (2024). *Digital 2024: Kyrgyzstan*. Retrieved from: <https://datareportal.com/reports/digital-2024-kyrgyzstan>
- [17] Kerimkhulle, S., Dildebayeva, Z., Tokhmetov, A., Amirova, A., Tussupov, J., Makhazhanova, U., Adalbek, A., Taberkhan, R., Zakirova, A., & Salykbayeva, A. (2023). Fuzzy Logic and Its Application in the Assessment of Information Security Risk of Industrial Internet of Things. *Symmetry*, 15(10), 1958. <https://doi.org/10.3390/sym15101958>
- [18] Kuznietsova, A. (2024). Formation and use of audiovisual documents: Directions and forms. *Library Science. Record Studies. Informology*, 20(1), 36-39. <https://doi.org/10.63009/lrsi/1.2024.36>
- [19] Kyrgyzstan launches first podcast about Pamir Kyrgyz. (2020). Retrieved from: <https://en.kabar.kg/news/kyrgyzstan-launches-first-podcast-about-pamir-kyrgyz/>
- [20] Kyrgyzstan media guide. (2023). Retrieved from: <https://www.bbc.com/news/world-asia-16187183>
- [21] Lee, N. (2021). *Podcasts boom in Central Asia*. Retrieved from: <https://cabar.asia/en/podcasts-boom-in-central-asia>
- [22] Leitner, I., & Liepert, M. (2024). Demographic and occupational determinants of technical overload, techno-intrusion and techno-complexity. *Scientific Studies on Social and Political Psychology*, 30(1), 46-56. <https://doi.org/10.61727/sssppj/1.2024.46>
- [23] Lemos, A. (2024). Podcast: sound emission, future of radio and cyberculture. *Radiofonias – Journal of Audio Media Studies*, 15(1), 12-18.
- [24] Lewinski, P. (2016). Commentary: Rethinking the development of nonbasic emotions: A critical review of existing theories. *Frontiers in Psychology*, 6(JAN), 1967. <https://doi.org/10.3389/fpsyg.2015.01967>
- [25] Lewinski, P., Lukasik, M., Kurdej, K., Leonarski, F., Bielczyk, N., Rakowski, F., & Plewczynski, D. (2019). The World Color Survey: Data Analysis and Simulations. In: *Complexity Applications in Language and Communication Sciences*. Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-04598-2_16
- [26] Lindgren, M. (2023). Intimacy and emotions in podcast journalism: A study of award-winning Australian and British podcasts. *Journalism Practice*, 17(4), 704-719. <https://doi.org/10.1080/17512786.2021.1943497>
- [27] Loos, E., & Ivan, L. (2024). Not only people are getting old, the new media are too: Technology generations and the changes in new media use. *New Media & Society*, 26(6), 3588-3613. <https://doi.org/10.1177/14614448221101783>

- [28] Lundström, M., & Lundström, T. P. (2021). Podcast ethnography. *International Journal of Social Research Methodology*, 24(3), 289-299. <https://doi.org/10.1080/13645579.2020.1778221>
- [29] Mahoney, L. M., & Tang, T. (2024). *Strategic social media: From marketing to social change*. Hoboken: John Wiley & Sons.
- [30] Mamadova, A. M., Novruzova, A. G., Huseynova, S. A., Nasirova, O. A., Azizova, R. S., & Aliyeva, M. L. (2019). Features of education financing in developing countries. *Espacios*, 40(26), 9. https://www.researchgate.net/publication/360276381_Features_of_education_financing_in_developing_countries
- [31] Mattoni, A. (2020). A situated understanding of digital technologies in social movements. Media ecology and media practice approaches. In: C. F. Fominaya, K. Gillan (Eds.), *Technology, Media and Social Movements*, 112-123. London: Routledge. <https://doi.org/10.1080/14742837.2017.1311250>
- [32] McHugh, S. (2022). 9 Inclusion, diversity and equality: Pushing the boundaries of podcasting. In: *The Power of Podcasting: Telling Stories Through Sound*, 216-249. West Sussex: Columbia University Press. <https://doi.org/10.7312/mchu20876-010>
- [33] Media consumption in Kyrgyzstan. (2023). Retrieved from: <https://mediasabak.org/media/library/2024/01/27/610350c-240d841ebaff4722755bc2791.pdf>
- [34] Modern weddings are not part of our tradition... | Synysh Kekeev | Nakta Podcast. (2024). Retrieved from: <https://www.youtube.com/watch?v=RaL9bwd1JvI>
- [35] Muras Podcast Kyrgyzstan #11 Ruslan Kerimkulov / From parental loss to realisation: The power of psychology. (2024). Retrieved from: https://www.youtube.com/watch?v=mmdT-45rhY8w&list=PLQztyw5P_3RXtqzWHWVty6Os3v7P3MrkP
- [36] Prince, B. F. (2020). Podcasts: The potential and possibilities. *Teaching Sociology*, 48(4), 269-271. <https://doi.org/10.1177/0092055X20959837>
- [37] Rzhеuskyi, A., & Kunanets, N. (2023). SWOT-analysis of distant library and information services of libraries of higher education institutions in Ukraine. *Library Science. Record Studies. Informology*, 19(2), 11-24. <https://doi.org/10.32461/2409-9805.2.2023.284651>
- [38] Scott, D. M. (2022). *The new rules of marketing & PR: How to use content marketing, AI, social media, podcasting, video, and newsjacking to reach buyers directly*. Hoboken: John Wiley & Sons.
- [39] Shearer, E., Liedke, J., Matsa, K. E., Lipka, M., & Jurkowitz, M. (2023). *Podcasts as a source of news and information*. Retrieved from: <https://www.pewresearch.org/journalism/2023/04/18/podcasts-as-a-source-of-news-and-information/>
- [40] Sholihah, L. A. (2022). The development of video podcast as an innovation in online nutrition education and its engagement data analysis. *ASEAN Journal of Community Engagement*, 6(1), 169-187. <https://doi.org/10.7454/ajce.v6i1.1146>
- [41] Spinelli, M., & Dann, L. (2019). *Podcasting: The audio media revolution*. London: Bloomsbury Publishing.
- [42] The infinite dial 2020. (2020). Retrieved from: <https://www.edisonresearch.com/wp-content/uploads/2020/03/The-Infinite-Dial-2020-from-Edison-Research-and-Triton-Digital.pdf>
- [43] The power of podcasts: Revolutionizing news and information. (2023). Retrieved from: <https://ssrn.com/abstract=4520779>
- [44] Tifani, N. C., & Rohmadtika, D. (2024). Advocacy journalism through podcasts in the case of forced child marriage. *ISIP Journal: Journal of Social and Political Sciences*, 21(1), 24-44. <https://doi.org/10.36451/jisip.v21i1.310>
- [45] Tkachenko, O., Goncharov, V., & Jatkiewicz, P. (2024). Enhancing Front-End Security: Protecting User Data and Privacy in Web Applications. *Computer Animation and Virtual Worlds*, 35(6), e70003. <https://doi.org/10.1002/cav.70003>
- [46] Tobin, S. J., & Guadagno, R. E. (2022). Why people listen: Motivations and outcomes of podcast listening. *PLoS ONE*, 17(4), e0265806. <https://doi.org/10.1371/journal.pone.0265806>
- [47] Turdubaeva, E. (2021). *Media landscape in Kyrgyzstan: Caught between elite capture and control of political and business interests*. Retrieved from: <https://fpc.org.uk/media-landscape-in-kyrgyzstan-caught-between-elite-capture-and-control-of-political-and-business-interests/>
- [48] Winn, R. (2021). *2021 Podcast stats & facts (new research from Apr 2021)*. Retrieved from: <https://www.podcastinsights.com/podcast-statistics/>

Bio

Aina Duishekeeva is an associate professor, Dean of the Institute of Journalism and Communication, Jusup Balasagyn Kyrgyz National University, Bishkek, Kyrgyz Republic. Her awards: Diplomas and Certificates of Honor of KNU named after Zh. Balasagyn, “Best Lecturer of KNU”, “Honored Worker of KNU”, Certificate of Honor of the Ministry of Education and Science of the Kyrgyz Republic, “Excellent Worker of Education of the Kyrgyz Republic”.

Perizat Dzhanbekova is a specialist at the Institute of Journalism and Communication, Jusup Balasagyn Kyrgyz National University, Bishkek, Kyrgyz Republic. Graduated from the Faculty of Journalism in 2013, had internship at the newspaper “Kyrgyz Tuusu” and worked as proofreader at the newspaper “Alibi” since 2014.

Sharipa Nurzhanova is a senior lecturer at the Faculty of Journalism, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan, Editor-in-Chief of the faculty’s site. She is interested in theory and practice of television journalism, analytics in the field of local government, public relations, studying foreign languages, collecting materials for a dissertation, publishing essays in the media, expert work, monitoring the educational and methodological complex of the entire faculty.

Nurlangul Tilekeeva is the Head of the Center for Communications of Computer Technology at the Institute of Journalism and Communication, Jusup Balasagyn Kyrgyz National University, Bishkek, Kyrgyz Republic.

Aibek Tiumonbaev is a senior lecturer at the Institute of Journalism and Communication, Jusup Balasagyn Kyrgyz National University, Bishkek, Kyrgyz Republic. He was awarded Honorary Diploma for high achievements in scientific and educational activities and in connection with Teacher's Day(2007); Honorary Diploma for active participation in scientific and pedagogical activities,

in commemoration of Science Day (2009); Honorary Diploma of the Ministry of Education and Science of the Kyrgyz Republic for achievements in pedagogical activity, upbringing and training of the younger generation, in labor, educational and methodological, scientific and social activities (2011); "Excellent Education" in the Kyrgyz Republic (2017).

