



Podcasts - a new form of storytelling in agriculture

Anka Roxana Pascariu, Marius Gordan, Chende Dragoş, Camelia Mănescu, Anda Milin,
 Tabita Adamov, Tiberiu Iancu
University of Life Sciences "King Mihai I" from Timisoara

Abstract: *In a world saturated with images, listening has become a challenging skill. This is why podcasts about agriculture have gained immense popularity in recent times. People are beginning to recognize that the on-demand aspect of this medium, its primary method of consumption through listening, and the depth of the stories it can convey could potentially represent the new branch of media content. Additionally, engaging with this medium can serve as a beneficial mental workout to keep our brains sharp. Before modern technology, audio storytelling existed, but the rise of podcasts has transformed the accessibility and appeal of this form of storytelling.*

• Introduction

Podcasts have emerged as a powerful medium for storytelling across various sectors, including agriculture. This innovative platform offers an intimate and accessible way to share knowledge, stories, and experiences related to farming, sustainability, and rural life. Through the unique blend of personal narratives, expert interviews, and educational content, podcasts in the agriculture sector are not only informing listeners but also fostering a sense of community among those interested in or involved with agriculture.

• Material and method

This research combines descriptive and analytical methods applied to large data sets obtained from international bibliography. It was very important to include of large data sets. This is because given the current public policy, hard data is needed to establish the magnitude, effects and sustainability of the phenomena under study.

• Conclusions

In addition to educating and informing, agriculture podcasts play a crucial role in connecting people. They bridge the gap between rural and urban, between farmers and consumers, and between traditional practices and modern technologies. By sharing stories of success, challenges, and perseverance, these podcasts are not only highlighting the importance of agriculture in our daily lives but are also celebrating the diverse voices and experiences within this sector. As this form of storytelling continues to evolve, it promises to be a vital tool in promoting understanding, innovation, and sustainability in agriculture.

Results and discussions

The beauty of podcasts lies in their versatility and reach. They can cater to a wide range of interests within the agricultural sector, from organic farming practices and agroecology to agricultural technology and policy. This allows listeners to dive deep into niche topics or enjoy a broader perspective on what's happening in the world of agriculture. Moreover, the oral storytelling format makes complex information more digestible and engaging, thereby making knowledge about sustainable practices and innovations in agriculture more accessible to a global audience.

Table 1.

Agricultural podcasts

Podcast name	Host name	Content categories	Average no. of monthly Episodes	Average unique Listeners per episod	Social media/ community	Total Youtube Channel Views	Country
Agricultura Modernă	AgroMedia	agriculture	6	1.100	4.900	251.268	Romania
Câmp deschis	Petronela Cotea Mihai	agriculture	4	800	141	730.402	Romania
AgroStory	Nicoleta Dragomir/ FermaMedia Group	news&agriculture	3	1.600	28.000	13.448.671	Romania
FarmForum	Alina Creţu/ Cristina Cionga	news&agriculture	3	450	219	44.377	Romania
Millennial Farmer	Zach Johnson	agricultural events&agriculture	6	350K	1.07M	347.978.036	SUA
The Modern Acre	Tim și Tyler Nuss	agritech	4	260	3.800	2.471	SUA
Ag State of Mind	Jason Meadows	psihology in agriculture	1	500	4.300	945	SUA