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Podcast Praxis: Enhancing Online Learning Engagement and Retention in Media Studies through Podcasting

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ABSTRACT

This paper presents the findings from a British Council-funded collaboration between Birmingham City University and Jagran Lakecity University, India. Responding to the challenges of low engagement, completion rates, and assessment authenticity in Online Distance and Digitally Delivered Learning (ODDL), the *Podcast Praxis* project explored the use of podcasting as an assessment method. Drawing on ethnographic methodology, the paper reflects on the process of developing and delivering the scheme, including fieldwork with faculty and students at Jagran Lakecity University in India. The project aimed to foster active, reflective learning by training students to create podcasts that reflected on their learning and demonstrated critical engagement with media studies content, thereby countering AI-generated submissions and enhancing student engagement. The initiative also built capacity among teaching staff through workshops and co-created learning materials, offering a scalable model aligned with national regulatory frameworks and institutional quality assurance goals. Through a structured podcasting framework, the project addresses broader goals of transnational education, international collaboration, and improved learner outcomes. This presentation situates the project within the wider literature on digital pedagogy and assessment innovation, and compares it with other, similar British Council initiatives. The findings highlight podcasting's potential to improve retention, develop industry-relevant skills, and support inclusive, globally connected learning in higher education.

Keywords: Podcasting, Digital Pedagogy, Student Engagement, Transnational Education