From content to Connection:
Storytelling Techniques in the Romanian Podcasting

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Abstract

In Romania, podcasting has seen a significant development in recent years, becoming a communication medium preferred by more and more listeners. The popularity of podcasts is fueled by the flexibility this format offers, allowing content to be consumed in an accessible way that fits modern lifestyles, whether at home or on the go. Initially perceived as a niche phenomenon, podcasting has rapidly expanded to cover a wide range of topics, from news and education to entertainment and cultural debate. Romanian podcast creators have begun to explore various storytelling techniques, adapting them to local cultural and social specifics, in order to create authentic and engaging content. This evolution reflects a change in the media consumption behavior of Romanians, who are increasingly attracted to relevant stories and voices that resonate with their own experiences and interests. This paper explores the storytelling techniques used in Romanian podcasting and analyzes their narrative structure, with an emphasis on the impact on the audience. The study is based on a case study methodology, evaluating representative Romanian podcasts to understand how creators use narrative and cultural elements to emotionally engage listeners. The literature review provides a theoretical framework on digital storytelling and its relevance in building an immersive experience. The analysis identifies frequent narrative structures, such as thematic consistency and progressive disclosure of information, that help maintain suspense and connect with the audience. This paper contributes to the understanding of the impact of storytelling in podcasting, providing practical implications for content creators interested in developing a loyal and engaged audience.

Keywords: audience, culture: podcast, storytelling, narrative