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### Features of Podcasts in Bulgaria

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**Abstract.** *The article analyses the podcasts in Bulgaria, their place in the media ecosystem and their thematic scope. It identifies communicative, rhetorical, and linguistic features, the ways of dissemination. The author made a finding about podcasts in Bulgaria in terms of media studies, public relations, and rhetoric. The research methods are discourse analysis, rhetorical and linguistic analysis. The corpus includes 50 podcasts. The study period was from January 2018 to September 2021. The findings are about the place and role of podcasts in the media ecosystem in Bulgaria and their development at the genre, thematic, organisational, and communicative levels.*

**Keywords:** *podcast, Bulgaria, media ecosystem, media market, media genres, rhetorical and communicative features.*

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### Introduction

A podcast is an established genre in the media ecosystem in Bulgaria in the second decade of the 21<sup>st</sup> century. Podcasts are created by journalists and media, as well as by individual personalities and business organisations, representatives of different arts and creative industries, psychologists and members of academic communities, experts from NGOs and project teams. Podcasts present information on topical issues, events, phenomena, processes that are significant for groups of society. Podcasts have a variety of functions. Some podcasts are used to share personal experiences or business expertise or to create personal publicity and to raise awareness of cultural and artistic events. Other podcasts are devoted to self-help, advice, and exchange of best practices in the pandemic situation as well as to support education or self-education. The third group includes podcasts devoting to make alternative standpoints known from official communication channels. Therefore, they are relevant and meaningful and can be analyzed from different perspectives.

The study focuses on bringing out factors of podcasts' functioning, their place in the media ecosystem in Bulgaria, the scope of themes; as well as communicative, rhetorical, and linguistic features; the ways of dissemination, and their inclusion in curricula in universities in Bulgaria. The article does not claim to be an exhaustive presentation of podcasts, but it aims to describe a more general picture of podcasts in Bulgaria from the perspective of media studies, public relations, and rhetoric.

## Theoretical observation

The podcast is a term formed from a noun. It serves to name an audio or video file. The term "podcast" also denotes a verb, i.e., the creators post a file on the internet: a website, a blog, a social network. There are some other terms related to podcasts. A podcaster – a term, which is used to name a creator of podcasts, and podcasting. The word "podcaster" is a combination of *iPod* and *broadcasting*. It denotes the process of creating and distributing podcasts.

Research on podcasts has grown over the years. Here we will mention just a few of them, which relate to the field of applied counseling, analysis of types of podcasts, ways of their organization, funding, and positioning in the media market. For example, Lionel Felix and Damien Stolarz (in a guide) outline the parameters for optimizing performance in video blogging and podcasts, the new media tools for business communication. [1].

Eric Nuzum focuses on the application elements, as well as on the podcast creation side, with particularly interesting advice on creating audio stories (Audio Storytelling). [2].

Kaliym Islam explores functions of podcasts in relation to training and ways of development. [3].

Greg Cangialosi, Ryan Irelan, Tim Bourquin and Colette Vogege study business podcasts and focus on how to use marketing tools and how to measure success from podcasts. [4].

After a brief observation, we can say that there is a growing interest in podcasts, and they are analysed from a different scientific standpoint.

There is also a growing interest in exploring podcasts in Bulgaria. Stella Angova gives an overview of how the podcast emerged and its development, functions, its influence in the media environment, its content and concept from a theoretical point of view. [6].

Based on the analyses of media podcasts, Dessislava Antova argues that regardless of the format (audio or video) the podcast has added value for the user and that it is created for the user, for their convenience and should be used to achieve the media objectives of informing, educating and entertaining". [7].

Genika Grigorova analyses podcasts in Bulgaria. She conducts a survey on the period 2014-2018. The author concludes that podcasts are mostly created by young people, experts, or journalists and the subject matter is diverse. The author believes that there is amateur enthusiasm. There are also the seeds of commercialisation. Professionalisation of podcasting is progressively increasing etc. [8].

Ilija Valkov, Georgi Minev and Antoaneta Lozanova make a comparison between academic podcasts in Bulgaria and in other universities from European countries. They present their topics, scope, implementation. They highlight that there are few podcasts that are maintained for the benefit of students or created by different academic communities in Bulgaria [9].

Further, without claiming to be exhaustive, with a focus on the nature and purpose of the podcast, the author of this article describes some important features of the podcast from a media, communicative and rhetorical point of view.

An attempt has been made to describe what a podcast is, without being comprehensive, considering the dynamics of its development. According to the author, the podcast is a media genre that represents:

- a file containing audio or video content from various sources (music, media broadcasts, films, video clips, etc.) as an introduction or as individual parts of a script or dialogue;
- an audio or video file that is organised as a dialogue or an interview or a monologue;
- an audio or video file that is intended to convey important or useful information in an interesting and accessible way, in a clear and precise manner, with moderate imagery and sometimes in semi-formal or even colloquial language;
- an audio or video file that serves to share professional and personal experiences, or to communicate perspectives from members of different communities to interested audiences;

- an audio or video file that has been digitized, uploaded to relevant platforms and is available for download on a computer or on a mobile phone, tablet, etc.;

- an audio or video file that can be obtained by subscription and listened to or watched once or repeatedly by a virtual audience, most often by a single person.

### Methodology and research

The methodology is based on an interdisciplinary approach and combines discourse analysis, rhetorical analysis, and linguistic analysis. There have been analyzed 50 podcasts. The study period was from January 2018 to September 2021. The constraints concerning the selection of podcasts for analysis are genre features, subject matter, creators and hosts, audience, quality of the media product. The aim is analysis of podcasts production process and their influence in the media from communicative, rhetorical, and linguistic perspectives. The hypothesis is that podcasts are established and contribute to the media ecosystem in Bulgaria and their development at the genre, thematic, organizational, and communicative levels.

### Results

#### *The media ecosystem and podcasts in Bulgaria*

The media environment in Bulgaria is relatively liberal and it allows for competition and self-initiative. This accelerates the process of podcast creation. They are becoming part of the media ecosystem. There is a process of activation of podcasters, especially by businesses. The pandemic has further catalysed this process in the last two years and representatives of different groups of Bulgarian society are oriented towards sharing knowledge and experience, performing a mutual aid function, and obtaining information from alternative sources.

#### **The podcast in contemporary media communication**

The podcast is becoming an increasingly recognizable genre. It is used as a new format by Bulgarian journalists. The main reasons for this situation can be sought in the changed consumption habits of the audience on the Internet, related to the reluctance to read long texts - interviews, analyses. Therefore, the podcast seems to be a suitable tool for reformatting and transforming the traditional journalistic interview with all its varieties, be they voice, text, or video. Therefore, the podcast seems to be a suitable tool for reformatting and transforming the traditional journalistic interview with all its varieties, be they voice, text, or video.

Bulgarian National Radio (<https://bnr.bg/page/bnr-podkasti>) rapidly adapted to the new format and now uses the technological resources and expertise of its journalists to produce numerous podcasts. They focus on a variety of topics such as:

- history (“The Great Ones” - “Големите”, “Great Europeans” - “Великите европейци”);
- politics (“Politically Incorrect” - “Политически НЕкоректно”, “Green Deal” - “Зелена сделка”);
- media (“Radio Remembers”);
- music (“Pop Culture” - “Радиото помни”);
- sports (“Sports Match” - “Спортна среща”, “Starting Kick” - “Начален удар”);
- technology (“DGtechPodcast”, “Health, Science, Innovation” - “Здраве, наука, иновации”);
- European Union (“Restart Europe” - “Рестартирай Европа”, “Meet the Cohesion Policy” - “Среща с политиката на сближаване”).

The topics are related to current issues. For example, vaccines and vaccination in the podcast

“COVID vaccines”. Business etiquette and behavior are featured in the “257” podcast. Some of them are in a dialogical format, others in a monological format. They all have their own identity.

There are media products in Bulgaria related to media literacy (MeГpa - MeGra) (<https://bntnews.bg/news/megra-podkast-za-mediyna-gramotnost-na-bnt-1061119news.html>). Well-known journalists present information in an attractive way on this podcast.

One of the first podcasts is Capital newspaper ([https://www.capital.bg/politika\\_i\\_ikonomika/sedmicata/podcast/](https://www.capital.bg/politika_i_ikonomika/sedmicata/podcast/)). This is a podcast for analyzing the political life of the country over the past week. “Translation on-air” (“Превод в ефир”) (<https://www.svobodnaevropa.bg/z/21450>) is one of the most popular podcasts in Bulgaria. Journalist Paunova provides commentary on politicians and events. The content provokes listening to different points of view.

The media is evolving in a constantly changing environment and convergent media environment and looking for new formats. For example, weekly podcasts are prepared and broadcast by the HiCast magazine, with news from the technology-related business sphere. They have their own HiCast website and a clear audience definition: “For all tech fans” (<https://hicomm.bg/feature/hicast-podkast-za-sichki-fenove-na-tehnologiite.html>).

### Business-oriented podcasts

There can be highlighted the following few specific features of podcasts created by people from different businesses. These podcasts are dedicated to a specific topic; they made by experts, emotionally connected to the topic of the podcasts, they are motivated to share knowledge and experience.

Such examples are:

- The Superman podcast (“Свърхчовекът”) with Georgi Nenov is available at <https://soundcloud.com/thesuperhumanpodcast>. The participants are professionals and experts who share their experience related to the management of companies, start-ups, internet banking, human resources, etc. The dialogues are dynamic and insightful. There are shared useful tips and best practices.

- Peter Petrov is the host of a morning show for managers, ironically called “Cold Shower for Managers” („Студен душ за мениджъри); it has a metaphorical title and presents the development and improvement in the reflection of the turning points of company managers. The podcast has an unobtrusive demeanor, semi-formal dialogue, and there is an attitude of sharing business-oriented ideas, suggestions, proposals, forecasts etc.

- The website “Entrepreneurs” („Предпримачите”) (<https://predpriemachite.com/>) publishes audio podcasts which are oriented towards providing up-to-date information from experts, e.g. about cryptocurrency, electro dollars, digital civic engagement, moderate “Digital Taliban”.

- Women in business is a relevant topic of podcasts. One of bright examples is Women Speak Leadership, which features topics related to women's leadership, women's careers, coaching, training, values, business-life balance, and more (<https://www.listennotes.com/bg/podcasts/women-speak-leadership-aneta-savova-QpxL0y7YPFv/>).

- Some podcasts reach specific target audiences and listeners. For example, ICTalks, a podcast about technology, which also has its own website (<https://digitalk.bg/podcast/?ref=header-navigation>). The topics are related to the IT sector, the participants are specialists who present innovations in this dynamically developing sector. The aim is to exchange experiences, knowledge about new trends and what innovations are in the IT industry. People talk about a convergent media environment and collaboration with journalists and media in these podcasts.

- “Think Happy” podcast is produced by Marto Popov (<https://podbay.fm/p/think-happy-by-marto-popov>). It is supported by the founder of one of the largest digital agencies in Bulgaria -

Interactive Share. This is a business-oriented podcast and the topics discussed with experts in the dialogues are related to digital marketing, advertising, business organization, healthy lifestyle of modern man, etc.

- The Ratio Podcast (<https://ratio.bg/ratio-podcast/>) presents popular information (vaccines, circular economy, artificial intelligence, climate, ecology, ethics, physics, science fact) that is related to various fields of science.

- Outside of strictly scientific presentation and without being entirely business-oriented is the podcast Internet Talks (<https://govori-internet.com/>), with the slogan "Podcast. Like a morning block, but not in the morning". It is entering its fifth season, the subject matter is quite broad: from events in Bulgaria and around the world, to technology, to the ethics of distance education – ethics cast.

A few **academic podcasts** are mentioned by students at the University of National and World Economy; University of Architecture, Civil Engineering, and Geodesy; New Bulgarian University; Sofia University. Such is the podcast "4 Corps - Virtual Student Society", which is made by students of the Mass Communication Department at NBU. It is presented on Facebook (<https://mbasic.facebook.com/4th.corp/>). The *BG Nauka* podcast is more specialized - a podcast from the *Bulgarian Science Magazine* (<https://nauka.bg/bg-nauka-podcast/>), whose aim is to provide information about achievements in science in an accessible way, the audio dialogues feature Bulgarian scientists, there is a new media product almost every day, there is even a drive towards audiobooks, i.e. orientation towards hybrid genres in a convergent media environment. *The Goethe-Institut* also has podcasts of high level, the informative value on geography, history, cinema, music, and education. The participants are writers, translators, educators and the presenters are professionally trained and oriented towards knowledge sharing. (<https://www.goethe.de/ins/bg/bg/kul/sup/podcast-bg.html>).

Podcasts on "health" theme increase. They are often related to the topics of sports, nutrition, healthy lifestyle. One of the most popular is GYMonBOOKS. It's a podcast dedicated to fitness (<https://www.gymonbooks.com/>). The Athlete (АТЛЕГЪТ) presents current news and historical facts from sports (<https://athletecastbg.buzzsprout.com/>).

Podcasts on "sport" theme are starting.

Grand Tales (Гран Приказки) is a podcast about Formula -<https://athletecastbg.buzzsprout.com/>, 1 (<https://www.youtube.com/channel/UCcWNn7y1JNHeqhDDr1Qaa5w>). It features contributors telling stories about champions, races, rivals, successful personalities, and legends.

Some podcasts are **culture-related**.

"Несвъртък с Пламен Сивов" is a very interesting podcast (<https://anchor.fm/plamen-sivov>). It maintains about culture, religion, and music; the podcaster Plamen Sivov is a well-known musician, performer, poet, and publicist.

Some **psychologists** in the pandemic situation are moving to podcasts. Here are two of the most popular.

Such is the podcast "Emotional Intelligence. A Recipe for Development" is maintained by Dr. Antonina Kardasheva and journalist Diana Uzunova - <https://podcastaddict.com/podcast/3331401>. The other one is by Madeleine Algefari <https://publishing.storytel.com/bg/>, in which the psychologist presents tips, recommendations to those interested in how to feel good.

*There are not many podcasts related to introducing celebrities and through them to interesting topics, stories, values.* "The Alternative Podcast with Iva Ekimova" presents interviews with **celebrities** <https://hinews.bg/the-ultimate-podcast-s-iva-ekimova-nikola-touparev/>

#### **Podcasts by interests**

"Comedy Club" („Комеди Клуб“) is an example of a comedy show broadcast as a radio show. The topic only emerges and develops completely spontaneously from the podcast participants. As a finished product, podcasts could also be created by professionals working in different fields.

Satisfying interests, forming and maintaining a sense of belonging to certain groups motivates

the creation of podcasts. For example, “Urban Detective” („Градски детектив“) is a podcast about Sofia’s urban legends and the people who create them; it has its own website <http://www.detectivepodcast.com>.

Headquarters - Shtaba („ЩАБА“) is a podcast from the Old Capital („Старата Столица“), broadcasts video podcasts on topics related to Sofia. - <https://www.youtube.com/watch?v=8cOiHILbgSQ>.

Tourism is not actively featured in podcasts yet, one of them is The Road Trip Podcast <https://travellingbuzz.com/podcast/>, it is a podcast about tourism and shared stories from trips and travels.

During the coronavirus pandemic, the recording of informal conversations between friends that broadcast the topics that concern them are most often done remotely. This is another opportunity to “meet” from the computer screen. All participants join in over a Skype connection through a microphone, the conversation is recorded, usually using some background. They talk about the things of everyday life that interest them. Such is the podcast *themintpodcast* by Nia Fee, creator of the Influencer.bg website.

Bulgarian parties and politicians still do not use podcasts, an exception is “Yes, Bulgaria!” - „Да България!“ (<https://dabulgaria.bg/aktualno/podcast/>), which has an official podcast in which they present their ideas to members and supporters.

*There are the same podcasts about Bulgarian who work, study and live abroad.*

*Success Without Borders* (“Успех без граници“) (<https://anchor.fm/hristiyana-noeva>) is a podcast where stories are told about Bulgarians living abroad who have succeeded and they tell their stories about their careers and their lives outside Bulgaria.

*Balkanstein’s* (“Балканщайн“) podcasts may seem exotic, but this is seen and appreciated as a virtual space that presents information about life abroad, especially about Germany. It features on Facebook and the language is informal (<https://www.facebook.com/balkanshtein/>).

Duration is an important characteristic as this is an asynchronous media service that adjusts to the user’s time.

### **Genre features of podcasts**

The analysis shows that the vast majority of podcasts in Bulgaria are dialogic, with a few of them being a monologue, i.e. a statement by a podcaster on a given topic. Monologic expositions are also suitable for analysis in weekly podcasts, for example, Polina Paunova in the podcast “Translation on-air” (<https://www.svobodnaevropa.bg/z/21450>) at Radio Free Europe addresses the listener informally. The podcast “Capital’s Voice” is one of the most popular and it includes information from the economic sphere and the content is oriented to business audiences (<https://www.capital.bg/podcast/>).

Based on the analysis, the following conclusions can be drawn about the content. Video podcasts require more resources and expertise, they are business oriented. Media podcasts stand out for their professionalism. Those of the Bulgarian National Radio stand out, they are quite diverse and aimed at distinct interest target groups and small listening audiences. Most podcasts respect the requirements of an interesting beginning, a musical or video background. They have logos and an identity that is built on the principle of combining verbal, musical, and visual elements, reaching multimodality. However, only some of them are already established brands based on the media content.

### **Communicative, rhetorical and linguistic features of podcasts**

After the analysis, the following features are presented. Journalists or business experts guide the dialogue in podcasts very well, they can maintain the dynamics, at the same time there is no tension, the questions are formulated in an interesting way. Podcasters do not show aggression and domination during the dialogue. The analysis shows that there are interesting presentations and self-presentations of participants. The podcasters make effective introductions and use expressive and figurative language. The semi-formal style of speaking is established in many of the podcasts, there is a mixing of

terms and words from colloquial language. Some podcasters have their own style, others use irony, but they do not go to satire and do not broke ethical norms and rules.

Marina Djonova explores the verb and pronoun forms of politeness in the Bulgarian language and in indirect communication in the book "Grammar of politeness". [10]. Following the theoretical and methodological base, we analyse dialogues in Bulgarian podcasts and the results show that participants follow another kind of politeness forms and addresses are parts of other media practices. More podcasts show a certain familiarity and informality, in terms of etiquette they do not use the address of "you" second person plural, but of "you" first person singular. In this way they also shorten the distance through the mechanism of identification of being acquaintances, friends and willing to share rather than inform formally.

There is a reduction of distance in communication and there are no communicative barriers. In the presence of terms, they are explained clearly and accurately, participants give examples. The analysis shows that podcasters strive to get closer to the audience and the addresses are close to those in a conversational style, in personal names rather than by surnames, professional positions, scientific titles, degrees, and titles. Some presenters even use nicknames and nicknames, and the conversation proceeds informally. At the linguistic level, the participants use professional terms, sometimes slang and slang; there is heterogeneity in terms of vocabulary, but there are no insults and words from the lower register of the language.

From a rhetorical point of view, storytelling is used as part of the script or as a rhetorical device. Many of the participants narrate, and the narrative is not about themselves, but about expertise, experiences and lessons learned. Participants often use the argument from personal experience, they draw conclusions, and they formulate advice and recommendations to the listeners or viewers of the podcasts. Participants often use an argument from authorities, these are individuals, universities, business organizations etc. Speakers often say, "I came across a professor at University X who taught me the following..."; "When I was taking my digital marketing course, the most interesting and useful thing was the following..."; "When I was doing my internship, I learned so many new things in practice...", "Starting my own business, I overcame the following difficulties..." Sayings are part of the language of podcasts in Bulgaria: "I unequivocally wanted to do this...", "I was firmly convinced that I would do this...", "I devoted myself completely to this profession...". Quotes from books, films, media, as well as proverbs and aphorisms, were also used by both presenters and participants. This makes the dialogue enjoyable, interesting and the language is figurative. It is noteworthy that even when criticizing and being ironic, the participants and the presenters do not use an argument against the personality (argumentum ad hominem); they observe good manners of etiquette and do not insult personalities.

The titles of the podcasts are also of interest. Here we make comparisons with the results of Gergana Dacheva studies stylistic features of headlines in Bulgarian and French media and on media discourse; she concludes that the style in the "24 hours" newspaper is very close to the tabloid press through its characteristics: shocking headlines related to money, power, politics and speculation and the search for sensationalism. [11]. The analysis shows that the titles of the podcasts with popular content contain elements of sensationalism, imagery, colloquialisms: "Your head is an idea generator, not a warehouse!", "Digital Taliban", "Learning to make a bar", "Old-time Internet". These linguistic features also apply to the dialogue in the podcasts.

#### **Podcast content management and distribution**

Findings are that podcasters, authors, owners, directors, team members and creators have the necessary technical and digital literacy. The hosts can clearly define the topic and introduce the participants, who have usually established professionals in a particular field or with people who want to share their experiences in an interesting and accessible way in an online environment. The presenters can guide the dialogue and the participants are able to present their expertise on an interesting,

relevant, provocative, important topic for people in a specific situation. The authors are in most cases creative, knowledgeable, motivated, they share the experience and have language and digital literacy skills. In terms of podcasts, they stand out for their episodic nature, only some of them being a one-off act of web writing and online communication. The authors manage to present new content that is offered in subsequent episodes.

The podcasts are published and broadcasted on the following platforms SoundCloud, Anchor, Pocked Casts, iTunes, Google Podcasts, only some are on Spotify. Most podcasts also use the RSS option. The business social network LinkedIn now publishes podcasts that are executive-oriented. Established media prefer to publish on websites and, for example, the Bulgarian National Television, Bulgarian National Radio, in the Capital newspaper, the Manager magazine, etc.

### **Training and self-learning on creating podcasts**

The training in rhetoric, linguistics, media includes the study of the podcast and through simulation games, such skills are formed. At Sofia University, New Bulgarian University, and the National Academy of Theatre and Film Arts, separate courses are already conducting such classes. For example, Monika Chalakova (Моника Чалъкова) from the Linguistics Master's Program at Sofia University researched the linguistic features of Bulgarian podcasts and the text was published in the Online Guide into Rhetoric (Онлайн справочник по реторика) <http://www.online.rhetoric.bg/>, under the heading "Genres and Formats" (Жанрове и формати) on 29.09.2021. [12].

This is important for media education and preparing students for practice and the media market.

Podcasters have a mindset of sharing, giving advice and creating a sense of virtual community. For example, the podcast "Internet Talks" („Говори интернет“) (<https://govori-internet.com/podcast-how-to/>) presents advice on how make, produce, maintain, and distribute it.

## **Discussion**

The dynamics in the development of podcasts in Bulgaria is great, some of them have sustainability, others stop coming out because they require time, human and financial resources, a professional approach, maintaining a highly competitive level for each podcast. Gradually, self-regulation on the media market and in the media, ecosystem contributes to keeping professionally prepared podcasts functioning. Some still maintain semi-formal communication and use colloquial language at times. However, most podcasts are at a fairly good professional level. Those that are dialogues are gaining ground, they have interview elements and more dynamics; they present points of view, there is sharing of experiences. In terms of duration, podcasts are 5 to 60 minutes, more are from 15 to 30 minutes depending on the subject matter and audience. Longer podcasts are those in which information is provided by professionals in different fields: IT, economics, finance, music, different arts, etc. Shorter podcasts are those that give advice and share information with a personal focus: health, healthy living, nutrition, sports, hobbies, tourism, etc. The hosts have the skills to introduce their interlocutors and ask questions, but guiding the dialogue is not always achieved successfully. Several issues remain at the level of preparation, implementation, and distribution of the podcasts.

Questions remain - about the potential of podcasts in national and international settings, and the extent to which they have the potential to present events, stories and advice. It is also possible for podcasts to enter the work of government and international institutions if a proactive philosophy is followed and if changes in the convergent media environment and media ecosystem are considered.

## **Conclusion**

Summarising based on the results of the analysis we can say that the number of podcasts in Bulgaria has been growing over the last decade. Podcasts are accepted as a journalistic genre that is not



homogeneous and monolithic, there are different varieties according to different criteria. According to the way of realization and broadcasting they are audio and video podcasts. According to the specificity and organization, they can be a monologue, a dialogue with one or more participants, a syncretic version with elements of music and video. Podcasts are beginning to develop in Bulgaria in stages, in 2020-2021 both the number and the subject matter, audience, content, distribution are rapidly increasing. On the one hand, there is an increase in the quality of content and the overall media product. On the other hand, podcasts are emerging that do not meet the requirements for high professionalism. The media in Bulgaria and individual journalists are creating and implementing successful and sustainable podcasts. The business community is also moving towards creating thematically-oriented podcasts for more narrowly specialized target groups.

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### Болгариядағы подкастардың ерекшеліктері

**Аңдатпа.** Мақалада Болгариядағы подкастардың Болгария БАҚ-ы экожүйесіндегі орны және олардың тақырыптық ерекшеліктері талданады. Коммуникативтік, риторикалық және лингвистикалық ерекшеліктері және тарату тәсілдері айқындалады. Болгариядағы подкастар туралы медиазерттеу, қоғаммен байланыс және риторика тұрғысынан қорытынды жасалады. Зерттеу әдісі ретінде дискурс-талдау, риторикалық және лингвистикалық талдау таңдалған. Барлығы 50 подкаст қарастырылған, зерттеу мерзімі 2018 жылдың қаңтарынан 2021 жылдың қыркүйегіне дейінгі аралықты қамтиды. Зерттеу нәтижесі подкастардың Болгария БАҚ-ы жүйесіндегі орны мен ролін және олардың жанрлық, тақырыптық, ұйымдастыру және коммуникативтік деңгейдегі дамуын айқындайды.

**Түйін сөздер:** подкаст, Болгария, БАҚ экожүйесі, БАҚ нарығы, БАҚ жанры, риторикалық және коммуникативтік ерекшеліктері.

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### Особенности подкастов в Болгарии

**Аннотация.** В статье анализируются подкасты в Болгарии, их место в экосистеме СМИ в Болгарии, их тематический охват. Выявляются коммуникативные, риторические и лингвистические особенности и способы распространения. Делаются выводы о подкастах в Болгарии с точки зрения медиаисследований, связей с общественностью и риторики. Методами исследования являются дискурс-анализ, риторический и лингвистический анализ. Корпус включает 50 подкастов, период исследования - с января 2018 года по сентябрь 2021 года. Полученные результаты определяют место и роль подкастов в системе СМИ в Болгарии и их развитии на жанровом, тематическом, организационном и коммуникативном уровнях.

**Ключевые слова:** подкаст, Болгария, экосистема СМИ, рынок СМИ, жанры СМИ, риторические и коммуникативные особенности.

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