

Difference Between Podcast and Blog

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Just over a decade ago, the word ‘blog’ didn’t even exist. Ten years later, the mainstream media started using the word ‘blog’ routinely without bothering to explain it. Today, there are millions of them. Blogs have become a part of something bigger that is remarkable by any standard. And in a short span of time, blogging has become the new form of communication to suddenly enter our culture. Surely, blogging helps in a lot of ways and it has benefits, which podcasting can’t achieve. However, comparing podcasts and blogs and answering the “Which one’s better?” question is no easy task. There are benefits to podcasting that blogging can’t achieve too. But then not too many people listen to podcasts.



What is a Blog?

Following a blog is like getting to know someone better, or like watching a television series. But what exactly is a blog and how






following or creating one can impact our lives? A blog is a type of informational [website](#) published on the World Wide Web consisting of a few different elements arranged around a main content area. This is the area of the web page that displays blog posts. Blogs, or weblogs, are unequivocally a product of the Web and their history can be said to have begun at the same time as the Web was born. The content in a blog is often referred to as entries or blog posts, which are normally organized into categories with each category following the same format – a series of posts in chronological order, with the most recent one at the top. Blogs are typically run by an individual or a group.



What is a Podcast?

Although, podcasting has been around for over a decade now, there is still some sort of uneasiness in defining it as a medium. Podcast is an on-demand digital audio or video file often broadcasted as a series of episodes which can be listened to on your schedule. Podcast is more like an Internet radio on-demand with no scheduling and timing constraints of broadcast media. A [podcast](#) can be as long as it need to be and listened to or downloaded for listening in the future. It is primarily a mobile





medium which can be consumed in urban spaces, [while](#) in transit, in the streets or in public places. Podcasts thrive on niche global audiences and they are less rooted in material communities, regions, and countries. In addition, they are more like a [social media](#) tool with a heightened capacity to enhance engagement with an active audience.

Difference between Podcast and Blog

Content

– A blog is a type of informational website published on the World Wide Web consisting of a few different elements arranged around a main content area. The content in a blog is often referred to as entries or blog posts, which are normally organized into categories. A podcast, on the other hand, is an on-demand digital audio or video file often broadcasted as a series of episodes which can be listened to on your schedule. Podcast is more like an Internet radio on-demand with no scheduling and timing constraints of broadcast media.

Brand Awareness





– Blogs are a good social media tool and one of the most effective ways to increase [brand](#) awareness and win over more customers. Blogs are still a great way to get started with content. But, sometimes it's tough to have your message heard from just words. Podcasts, on the other hand, with its tone and rhythm, are a great way to get your message heard and boost your brand awareness. Podcasts, with their heightened capacity to enhance engagement with audience, are indeed a more viable option to cultivate your brand online.

Multitasking

– Both podcasts and blogs are mobile meaning users can read blogs or listen to podcasts while on-the-go. However, podcasts are a more viable option when it comes to multitasking as users can listen to podcasts while doing some other tasks at the same time without affecting either one of them. You can talk a walk or commute from your office to home while listening to a podcast. However, it's not possible to read blog posts or watch a video blog while walking. Podcasts leverage the [power](#) of audio which gives podcasting an upper hand compared to blogging.

Podcast vs. Blog: Comparison Chart



Podcast VS Blog

Comparison Chart

Podcast	Blog
A Podcast is an on-demand digital audio or video files often broadcasted as a series of episodes.	A blog is a type of informational website published on the World Wide Web.
Podcast is more like an Internet radio on-demand with no scheduling and timing constraints of broadcast media.	The content in a blog is often referred to as entries or blog posts, which are normally organized into categories.
You can talk a walk or commute from your office to home while listening to a podcast.	It is not possible to read blog posts or watch a video blog while walking.
Podcasts are a more viable option to cultivate your brand online.	It is a little difficult to boost brand awareness through mere words.
Podcasts help you with oral communication skills.	Blogs help you improve your written English skills
Creating a podcast takes less time than a blog.	Working on a blog takes time.
	



Summary of Podcast vs. Blog

While both podcasting and blogging are great social media tools to boost brand awareness, podcasting is the new blogging with a heightened capacity to enhance engagement with an audience. There are benefits to podcasting that blogging can't achieve, and vice-versa. Podcasts thrive on niche global audiences and they are less rooted in material communities, regions, and countries. Working on a blog takes too much time and time is the luxury, which most of us do not have these days, especially business person. For those who want immediate results, podcasts are a great choice. Plus, today's smart speakers can play podcasts too, which is not possible with blogs.


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Sagar Khillar

Sagar Khillar is a prolific content/article/blog writer working as a Senior Content Developer/Writer in a reputed client services firm based in India. He has that urge to research on versatile topics and develop high-quality content to make it the best read. Thanks to his passion for writing, he has over 7 years of professional experience in writing and editing services across a wide variety of print and electronic platforms.





Outside his professional life, Sagar loves to connect with people from different cultures and origin. You can say he is curious by nature. He believes everyone is a learning experience and it brings a certain excitement, kind of a curiosity to keep going. It may feel silly at first, but it loosens you up after a while and makes it easier for you to start conversations with total strangers – that's what he said."

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