

Podcasting and the Revival of Oral Storytelling in Indian Media

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Abstract: *This research explores how podcasting has become a modern revival of India's centuries-old oral storytelling tradition. With the digital transformation of media consumption, podcasts have emerged as a bridge between heritage and technology — reshaping how Indians listen, narrate, and share stories. Through an examination of the history of oral traditions, the evolution of digital audio, and current trends in the Indian podcast ecosystem, this study aims to understand podcasting's cultural, linguistic, and creative implications. It also identifies research gaps and proposes a methodological framework for deeper academic investigation*

Keywords: Podcasting, Oral Storytelling, Indian Media, Digital Narratives and Cultural Revival

