

The Story Space

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ABSTRACT

The teaching of literature is often perceived as text-heavy and disengaging, which may limit students' comprehension and appreciation of literary texts. To address this issue, *The Story Space* podcast was developed as an audio-based supplementary learning tool that transforms literary analysis into structured storytelling and reflective discussion. The project features three genres: a novel (*Me Before You* by Jojo Moyes), a short story (*The Paper Menagerie* by Ken Liu), and a poem (*The Raven* by Edgar Allan Poe). The effectiveness of the podcast was evaluated through a post-survey involving 12 respondents. Findings indicate that 66.7% of respondents reported improved understanding of characters, themes, and plot, while 50% rated the podcast at the highest satisfaction level. The results suggest that audio-based literary discussions enhance engagement and comprehension, demonstrating the potential of podcasting as an innovative approach to learning literature and digital communication practices.

Keywords: Podcasts, Literature Learning, Literary Comprehension

INTRODUCTION

Literature plays a crucial role in language learning, as it exposes learners to diverse perspectives, complex ideas, and expressive language use. According to Mansurovich and Qizi (2025), through literary texts, students develop critical thinking skills, interpret meanings, and reflect on human experiences. However, despite its educational value, literature is often perceived as difficult and text-heavy, particularly when analysis focuses heavily on abstract concepts and dense written explanation (Layeak, 2026). Studies in multimedia learning suggest that learners benefit when complex information is presented through structured and engaging formats rather than solely through traditional text-based instruction (Mayer, 2005).

With the advancement of digital technology, audio-based platforms such as podcasts have become increasingly integrated into educational contexts (Thomas et al., 2026). Podcasts offer flexibility, accessibility, and a conversational style that can enhance learner engagement and autonomy (Garg, 2025). As an instructional medium, podcasting enables complex ideas to be explained through narration, tone, and emphasis, which can support interpretive understanding in humanities subjects (Desiron & Schneider, 2024; Dylman et al., 2025). Research further highlights that educational podcasting can promote active engagement and comprehension when content is carefully structured and purpose-driven (Dang et al., 2022).

The Story Space was developed in response to the need for a more engaging and approachable method of literary exploration. By transforming literary analysis into a structured podcast format, this project aims to bridge the gap between traditional literary studies and contemporary digital learning preferences. Through guided narration and reflective commentary, the podcast reimagines how literature can be experienced in a conversational yet academically grounded manner.

The primary purpose of this project aims to create podcast episodes that simplify and explain literary texts using language, examples and storytelling techniques appropriate for young adult listeners. By producing a structured podcast series supported by reflective and analytical content, the project seeks to demonstrate the pedagogical

value of podcasts in fostering literary understanding, critical thinking, and communication skills. Through this approach, *The Story Space* aspires to contribute to innovative practices in literature education.

In addition to enhancing literary engagement, this project aims to develop literature-based oral communication skills by producing podcast episodes. Through the process of scripting, recording, and delivering podcast episodes, the project emphasises clear articulation, expressive narration, and structured oral presentation. The integration of literary analysis within an audio format also encourages the translation of complex ideas into clear and understandable language, strengthening the creator's ability to communicate academic content effectively to a general audience (Waldron et al., 2023). This aligns with the broader objective of preparing students for professional communication contexts where clarity, adaptability, and audience awareness are essential.

Ultimately, the key objective of this project is to develop practical digital media production skills by planning, producing and publishing podcast. By engaging in audio production, editing, and platform management, the project provides hands-on experience in digital content creation. These skills are increasingly valuable in both educational and professional environments, particularly in fields related to media, education, and creative industries. The preparation of episode transcripts and supporting materials further reinforces academic accountability and ensures that the podcast remains accessible and suitable for evaluation.

METHODOLOGY

The development of this podcast project followed a systematic and structured approach to ensure coherence, quality, and academic relevance. The first phase involved project planning and content selection. During this phase, suitable literary texts were selected to represent three different genres: a novel, a short story, and a poem. These texts were chosen based on their thematic depth, literary significance, and relevance to literature studies. Key literary elements and discussion points were identified to guide the structure of each podcast episode.

The second phase focused on scriptwriting and content development. Detailed scripts were written for each episode to ensure clarity, logical flow, and consistency in tone. The scripts combined storytelling, literary explanation, and reflective commentary to balance academic analysis with an engaging narrative style. Supporting materials, including transcripts, vocabulary explanations, and reflection prompts, were prepared to enhance comprehension and academic usability.

The third phase involved audio production and editing. Episodes were recorded using accessible recording tools, ensuring clear narration and appropriate pacing. Editing software was used to refine audio quality, remove background noise, and improve overall listening experience. Background music and sound effects were selectively added to enhance engagement without distracting from the content.

The final phase involved evaluation and refinement of the podcast episodes. Feedback was gathered through informal pilot listening sessions, focusing on clarity, engagement, and educational value. Survey and reflections on this feedback were used to improve content delivery and technical quality before final submission.

Potential Findings & Commercialisation

Commercialisation

From an entrepreneurial perspective, *The Story Space* has strong potential to be expanded into a sustainable digital content initiative. The podcast can be distributed through widely used platforms such as Spotify, Patreon, Apple Podcasts, and YouTube, allowing it to reach a broad audience beyond academic settings. As interest in educational and self-improvement podcasts continues to grow, this project may attract listeners who are interested in literature, storytelling, and reflective discussions.

In the long term, monetisation opportunities may be explored through platform-based advertisements, sponsorship collaborations, or listener-supported models such as Patreon. The podcast may also be developed into a broader educational brand that offers additional learning resources, such as study guides, literature discussion prompts, or curated literary content for students.

During the evaluation period, the podcast secured 5 paid subscribers on Patreon, each contributing RM10 per month, generating an initial monthly revenue of RM50. Although modest, this early subscription model demonstrates audience interest and willingness to support educational podcast content financially. This provides preliminary validation of the project's entrepreneurial viability and suggests potential for scalable monetisation with strategic promotion and platform expansion.

These opportunities highlight the project's potential contribution not only to education but also to digital entrepreneurship and creative media industries.

Novelty & Recommendations

Based on the challenges encountered, several recommendations can be proposed to enhance the project in future development. In terms of platform distribution, future iterations of the podcast may benefit from early planning regarding publishing requirements, including budgeting for platform fees and understanding monetisation policies. With sufficient preparation, the podcast could be expanded to open-access platforms such as Spotify or Apple Podcasts, increasing visibility and audience reach while maintaining Patreon as a supplementary platform for exclusive or bonus content.

To address the complexity of platform management, future improvements could include streamlining content workflows by preparing publishing templates, scheduling tools, and standardised episode formats. This would reduce administrative burden and allow more focus on content creation and audience interaction. Additionally, promotional strategies such as social media integration, teaser clips, or cross-platform sharing could be implemented to increase awareness and engagement.

From an educational perspective, future enhancements may involve incorporating interactive elements such as reflection questions, discussion prompts, or listener responses to strengthen learner participation. The podcast may also be expanded to include interviews, collaborative discussions, or thematic series focusing on specific literary movements or authors. These enhancements would not only improve the learning experience but also strengthen the podcast's potential as a sustainable educational content project.

In conclusion, The Story Space demonstrates the feasibility of using podcasting as a supplementary approach to literature learning. The project successfully produced a series of episodes that combined literary analysis, storytelling and reflective discussion across three literary genres. Feedback from the 12 respondents indicated positive perceptions of the podcast's clarity, engagement and usefulness in supporting their understanding of characters, themes and plot. Nevertheless, the findings should be interpreted cautiously because the evaluation involved a small sample and relied on self-reported responses without objective comprehension assessments or a comparison group. Future studies should involve a larger and more diverse sample, pre- and post-comprehension tests and comparisons with conventional literature instruction.

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