

The master's thesis *Czech Radio Dvojka – building contact with the audience* analyses the instruments, which is this station used to address listeners, respectively the recipients of media content. The thesis is based on the theoretical framework which is postulated by the sociologist John B. Thompson in the book *The Media and Modernity*, on his triad of interactions, which characterizes the effect of communication media. Whereas the first type “mediated quasi-interaction” characterizes unidirectional transmission of the radio station to a listener, the other two types – “mediated interaction” and “face to face interaction” characterize ways how the medium could overcome this unidirectional communication. Therefore this master's thesis analyses the selected programs of the station Czech Radio Dvojka, which represent these mentioned types. Thereafter the qualitative analysis analyses especially the instruments of moderators with use of the triple coding's type (open coding, axial coding, selective coding), because the moderators represent the station and substantially determine its communicative style. The master's thesis wants to verify the premise that the moderators significantly contribute to creating of impression, that the communication between the radio station (the media house) and listeners (recipients) is personal. In addition to the analysis of broadcasting samples, the qualitative analysis also includes partial semiotic analysis of the presentation of selected programs on websites or social networks.