Abstract

This MA thesis is devoted to podcasting, one of the phenomena of new media. It describes its origins and development; in greater detail it deals with the present state and characteristic features of podcasts from the viewpoint of their contents, forms, user practice, ways of financing, and also technological perspectives. Attention is focused on elements which interconnect podcasting with radio and radio programmes and also on their differences. The phenomenon is presented in the context of chosen concepts related to web 2.0. Several chapters focussed generally on the development and present state of podcasting are devoted to the situation in the Czech Republic. The research part then provides insight into the present situation from the point of view of independent podcast creators, with whom half-structured interviews were carried out. On the basis of a qualitative analysis of these interviews, several types of attitudes to podcasting and a number of factors related to production of podcasts were identified – primarily motivations to create them as well as some discouraging aspects. Further results of the analysis concern motivation of the authors to listen to podcasts of other creators, their view of the present state of affairs in the sphere of podcasting in the Czech Republic, and their prognoses of the future development of this phenomenon.