

Abstract

The master thesis called „*A comparative study of contemporary morning broadcast Radiozurnal and Radio Impuls*“ presents broadcasting comparison of this two radio stations. Both of them are the most listened stations in the Czech Republic, they are also the biggest competitors. Radiozurnal is Czech radio's public station and Radio Impuls is commercial station, therefore, thesis is based on the assumption that their program is different. The main part of this master thesis is content analysis, which was made between two weeks in the end of January and in the beginning of February 2019. The morning broadcast of both stations was analyzed on the basis of three research questions, in terms of thematic focus, local focus and genre focus. The analysis includes a comparison of language style. The research results are compared and shown in charts and graphs. Based on literature, the master thesis also defines specific features of radio broadcasting and its genre forms. The specific methodology of morning broadcasting of both station is based on interviews with the editors.