

Abstract

This bachelor thesis focuses on the use of Czech podcasts for marketing communication. Firstly, it introduces the phenomenon of podcasting and its evolution both in the world and in the Czech Republic. It also describes different characteristics of podcasting that can mean certain benefits or disadvantages for instance when incorporating commercial communication. Incorporating commercial communication is also the main focus of the following part of the thesis where podcast monetization is discussed. The main topic of the research is the amount of commercial partnerships or the podcaster's own product promotions in Czech podcasts, as well as the way they are carried out. For further context, the thesis also presents other ways of monetization used by Czech podcasters. The research was conducted with the use of content analysis of selected podcasts.