

Abstract

This bachelor thesis explores the phenomenon of intimate and sexual topics inside the podcast praxis in Czech media. Theoretical part explains the creation and the development of podcasting and the Czech approach to it. Furthermore it tries to briefly clarify the creators' motivations, meaning and the level of popularity of sexual themes in podcast and audio content in general. It also tries to explain the aspects that differentiate or correspond with the traditional radio broadcast, such as creative and topical freedom originating from the convergence of media or the specific of intimacy towards the listener inside the radio. Practical part consists of a podcast – a radio programme. Podcast presents the most relevant podcast shows on the theme of intimacy, sex and relationships in Czech media environment. It also reflects on the purpose of existence of these podcast shows through interviews with respondents from the radio and science branch.