

Abstract

The theses entitled "Radio newscast: specific features of auditive dissemination of information" deals with the influence of the lucidity of the radio newscast language on the volume of verbal sound information absorbed by the listener. Applying the method of psychological experiment it is examined whether the listeners can remember texts written according to the principles of radio writing better than texts in the factual style of the news of the Czech Press Agency. The issue addressed is set in the context of the current research in the field of media studies. The paper also offers a survey of experiments used for radio audience research. The thesis also includes a brief history of the radio newscast in the Czech lands focused, above all, on the sources of information used and the language applied.