

## **Abstract**

This bachelor's thesis deals with the podcast of the Czech National Theater, which was launched in January 2020. It is one of the podcasts created in response to COVID-19 restrictions. When theatres had to be closed, the National Theater was searching for new ways to reach its audience – and in cooperation with STORYLAB AUDIO, they launched a podcast in which the theatre was presented in a new perspective. They created a format that translates – largely visual – theatrical art into a sound medium. The result is a quality narrative podcast which can be an example of the beginning professionalization of podcasting in the Czech Republic. The practical part of this thesis is in the form of a "podcast about a podcast". It contains interviews in which the creators of the podcast of the National Theater talk about its making, they explain its goals, challenges, benefits. Also, it contains a survey in which people from the audience of the National Theater answer the question of whether they know and listen to the podcast of the National Theater. One of the aims of this work is to place the podcast of the National Theater in a broader context – in the practical part, this is done within an interview with a media expert. In the theoretical part, it is done by defining podcasting from different perspectives and a summary of the development and history of podcasting. The theoretical part also offers possible classifications of podcasts, it deals with the impact of the covid-19 pandemic on podcasting and discusses possible scenarios for the future of this medium.