

## **Abstract**

The bachelor thesis *Czech Generation Z podcasters* deals with podcasting and Czech Generation Z podcasters. In the theoretical part, the phenomenon of podcasting is defined, followed by a summary of the history and podcasting development abroad with an emphasis on the United States and the Czech Republic. The theoretical part also introduces the basic characteristics of Generation Z and the relationship of this generation to media use and podcasting. The methodological section presents the main research questions that explore the motivations of Czech Generation Z podcasters to start podcasting, motivations for continuing with podcasting as well as aspects of the creation that these creators evaluate positively and negatively. Other behaviors of the Czech Generation Z podcast creators in the online media space are also examined. The bachelor thesis is based on qualitative research conducted in the form of semi-structured interviews with 14 participants. The interviews are analysed using thematic analysis. The qualitative research of this bachelor thesis is partly inspired by the research *"Doing radio, making friends, and having fun: exploring the motivations of independent audio podcasters"* by Kris M. Markman. The final part of the thesis presents the results of the research conducted as part of this bachelor thesis, which are then compared with the results of the research that served as a template. The most commonly cited motives for creating podcasts include the desire to share and make visible various opinions or knowledge, self-development, feedback, and increasing social capital. Feelings of satisfaction, increasing informational capital, feedback, and growing audience were most frequently cited as positive aspects of creation. Conversely, podcasters rated the technical and time demands or the psychological burden negatively.