

## **Abstract**

This bachelor thesis focuses on Radio 1, its history, its programming format and specific language devices used by the presenters. The aim of the thesis is to identify and describe distinctive features of broadcast, which create “the identity” of Radio 1. The broadcasting scheme is not based on a previously scheduled playlist, as the presenters define the choice of music themselves. Their manners of moderating are essential for the analytical part of this thesis. In the first chapter of the analysis, the deviation from the Czech language standard is noted. The second chapter compares two programmes (Odvážné Palce – Radio 1 and Čelisti – ČRo 4 – Radio Wave) from three perspectives: the structure of content, language devices of the presenters and interpretations of the programme. Both radio station share similar programming format and both programmes are of the same genre and focus on the same theme. The conclusion presents the summary of distinctive features, which contribute to create “the identity” of Radio 1.