

Abstract

The master thesis *The position and the function of the public service radio in the age of multimedia* deals with changes of production of Český rozhlas (Czech radio) from 2005 till the present time in connection with the beginning of multimedia technologies.

The most important chapters of the theoretical part introduce definitions of basic concepts which are important basis for the analytical part: multimedia, media convergence, concept of active audience, interactivity and digitization. Another chapters deal with public service media and technological and cultural development in the territory of Czech republic.

The aim of practical part is to analyze technological changes, which happend in Český rozhlas after beginning of multimedia era, by using the method of case study. The purpose is to do complex introduction of multimedia platforms by means radio mediates its production.

Another aim is to find out, how multimedia influence interaction between radio and its audience. The master thesis focus on the analysis of social networks through which Český rozhlas communicates with audience. The text also deal with the question, if beginning of multimedia era influences forms of traditional formats of broadcasting or if new formats emerge.