Abstract

Bachelor thesis “The Specifics of Radio Broadcasting for Children with Special Emphasis to Public Service Radio Station Radio Junior” characterizes current situation and range of public service broadcasting for a children's audience. The first chapter describes the target group in terms of psychology, sociology and pedagogy, deals with the influence of media on children and proposes laws and documents that serve to protect children from the media. The second chapter presents crucial moments in the history of children's broadcasting. The third chapter presents the current form of radio public service broadcasting for children at stations Radio Junior and Czech Radio - Dvojka. In the final chapter is analyzed a selected show from the program of Radio Junior, in terms of its structure, genre, topic and language.