

Abstract

Diploma thesis *The Differences between Public and Commercial Radio Broadcasting (exemplified by Radiožurnál and Rádio Impuls)* deals with differences in broadcasting of public radio station Radiožurnál and commercial radio station Rádio Impuls. The selection of stations was not random. Radiožurnál stays according to Radioprojekt, official radio audience research realized by companies MEDIAN and STEM/MARK, the longterm most listened radio station of Czech Radio and belong to most listened radio station countrywide. Rádio Impuls is since the beginning of this research most listened radio station countrywide. Diploma thesis does not examine general differences in radio broadcasting between these two radio stations which are valid for another radio stations of Czech Radio and for other commercial radio stations. Instead of this it deals with specific differences in their radio broadcasting. After introductory inclusion of examined radio stations to media system in the Czech Republic, description of their origin and current format, other chapters focus on individual differences. Attention is dedicated to programs, news, moderators' inputs and two publicistic programs – *Ranní interview* and *Tři Impulsy na tělo*. Last chapter evaluates audio, lexical, morphological and syntactical level of moderators' speeches.