

Annotation

This diploma thesis is devoted to podcasting, which has become a phenomenon of audio consumption in the current digital age. The aim of this work is to determine the main motivations of millennial listeners to listen to podcasts, identify their core listening habits and the specifics of podcasts leading to their listening, and then place these facts in the context of theoretical concepts of studying the impact of digital media on society. In the first part, the author pays attention to aspects of podcasting and the phenomena associated with it and places podcasting in the context of today. In the second part, the author presents empirical and theoretical approaches to the study of students, with whom she compares the results of her research. The research itself is performed by a qualitative method using semi-structured interviews with a selected sample of students. Based on a qualitative analysis of these interviews, several fundamental motivations are determined, which are then interpreted together with other research results in the last part of the work. The study asks several research questions, which are answered at the end of this thesis based on the results of the analysis.