

The thesis on “Discourse of commercial radio stations in the Czech Republic with focus on Radio Impuls” describes the basic features of the complex discursive environment of the named commercial radio station. It deals with selected processes and techniques, which are used to attract attention of the Czech media audience.

Discourse is seen as an interrelated set of texts and practices of their production, dissemination and reception, which construct our social reality. Discourse analysis of Radio Impuls is based on critical discourse analysis according to Norman Fairclough. The operating method is the qualitative analysis of selected spoken texts based on attentive listening. This diploma paper also describes developments in the broadcasting part of the Czech media landscape after the fall of totalitarianism and considers the impact of market logic expansion on the radio content.