

Abstract

This bachelor thesis deals with analysis of the audience of All-News and News/Talk formats in the U.S. and Great Britain. In the analysis, there have been used sociological surveys made by the leading agencies in these countries such as Arbitron in the United States and RAJAR in Great Britain. The thesis aims to identify and describe what kind of people listen to spoken-word formats in the Anglo-American countries and whether the listeners in chosen countries are different. In the thesis there are also described various methods which agencies use for the audience research, both generally and specifically for the chosen agencies Arbitron and RAJAR. An integral part of the thesis is also capturing of the various radio formats and their specifics. The final part focuses on the genres of radio journalism in the morning radio programmes of the chosen spoken-word radio stations. Breakfast on BBC Radio 5 Live was chosen for Great Britain and Morning Edition of NPR station was chosen for the United States. The aim of this part is to bring an overview of the different genres of radio journalism based on the listening analysis of chosen programmes.