

## **Abstract**

This thesis is focused on the digital radio station Czech radio Leonardo. Its primary task was to popularize science and technology and it should also provide a platform for testing new possibilities and technologies applicable to digital broadcasting. The aim of my work is to describe the station especially in terms of its content and format assignment and technology of transmission and to define the specifics of the station's production, which arose from stated characteristics. The practical part is devoted to the analysis of two programs, Vstupte and Natura, that illustrate the findings.

The station was predetermined to concentrate on minority audience, which had the common interest in science or new technologies, although they created relatively stable audience group. However, the station seemed to miss a clear image. My attempt is therefore to find, for whom was Leonardo primarily intended and how it managed to bring its content to diverse audience, for example by adjusting the level of expertise or by covering wide range of topics.