

Abstract

Bachelor thesis “The Specifics of Radio Broadcasting for Children with Special Regard to Public Service Radio Station Radio Junior” maps the current situation of broadcasting for the youngest listener group. The first chapter describes the target group in terms of psychology, sociology and pedagogy, provides general findings about the relationship between children and the media and names key documents and acts that protect their interests. The second chapter offers a brief insight into the history of broadcasting for children audience, the third chapter deals with present broadcasting of public radio station Radio Junior, Czech Radio - Dvojka and other private channels (or programs) focused on children. The final section analyses a selected Radio Junior show on the basis of its structure, genre, theme and language.