

Abstract

This bachelor thesis analyzes the topic of radio broadcasting for young and early adult audience. It covers the history starting with the so-called school radio, continuing with renowned shows like Mikrofórum, special radio station for youths called EM, ending with the onset of the commercial radio stations. Then it focuses on the current situation, specifically the Český rozhlas Radio Wave station as a public service radio and the Evropa 2 station, as the most popular station among youths. It describes the structure of their broadcasting, their activities in the online environment, specifically on the social networks and their own websites, and examines the results of their audience measurements and other feedback. Then it compares both stations with Radio Impuls, as the most popular radio station in the Czech Republic in general. The thesis also contains the results of a survey done among 300 respondents in order to find out, what are the demands of the youths towards radio broadcasting.