

Abstract

The bachelor thesis compares the approach of public service radio stations to young audiences on the example of the Austrian radio station FM4, belonging to ORF (Österreichischer Rundfunk), and its Czech alternative Radio Wave, belonging to Czech Radio. The introductory part of the thesis focuses on the description of the specific needs, preferences and media habits of Generation Z and at the same time presents the context and functioning of both selected stations. In the analytical and research part of the thesis, using the method of comparative analysis, aspects of linear and on-demand broadcasting are examined. This part is complemented by semi-structured interviews with the editors-in-chief of the selected stations, which provide a deeper interpretation of the conclusions of the analysis. The aim of this comparative analysis is to identify differences and similarities in the two stations' broadcasts and their approach to young listeners, while providing a comprehensive view of public service media and their response to the changing media habits of this demographic group. Furthermore, the results of this thesis can serve as a basis for further analysis aimed at optimizing public service media communication with the young generation. The author sees significant potential for future development in the relationship between public service media and young audiences, emphasizing the importance of constant innovation and adaptation to changing media habits.