

## **Abstract**

This thesis deals with the historical development of the first Classic rock radio station in the Czech Republic – Radio Beat. The station began broadcasting on 1st January 2002 and within the first few years of its existence it proved that even in the Czech media landscape it is possible (despite its narrow profile) to build a strong rock radio station. In a few years' time, the original Prague station has spread through the whole of the Czech Republic and today it is possible to tune in to it on more than fifty frequencies in all regions. One of the specialities of the station is (amongst others) that it offers topical music journalistic programmes every evening. The thesis is the first comprehensive portrait of the station. Apart from the development of the programming of the station the thesis concentrates on the staff structure of Beat, its PR and background and especially the station's communication with its target audience. Part of this work is also dedicated to a brief description of the present state of Beat (that is, in year 2016) in terms of programming, radio presenting and staff structure. Also, a brief theoretical background of the development of the Classic rock format and its beginnings in the Czech Republic is present in the thesis. One of the key programmes of the station, compound programme Hard & Heavy, is thoroughly analysed in the text (especially in terms of the discourse of the presenters). The block has been a part of the programme since the beginning and it is orientated towards extreme music styles.