

Abstract

The area of interest of this bachelor thesis is radio stations – Evropa 2 and Frekvence 1. The subject of the work is a comparison between these two stations. They target other target groups. Radio for “young” – i.e., for people under 30, is Evropa 2, while Frekvence 1 targets older listeners. Their differences are mainly caused by the format of the station. While Frekvence 1 is Full Service, Europe 2 is musical, specifically Adult Contemporary.