

APPLICATION OF THE CONCEPTUAL FRAMEWORK OF PUBLIC VALUE IN PUBLIC MEDIA SERVICE

Abstract

The paper deals with the conceptual framework of public value applied to public media services faced with the loss of audiences and the opening of a broad academic and social debate on the justification of their existence. The author presents the postulates of public value theory. She then analyses three examples of the application of the concept: the first one (British Broadcasting Corporation), the most widespread one (European Broadcasting Union), and the one that only recently appeared (Croatian Radiotelevision). Croatia might be encouraged by the fact that the concept of public value has been proved as a successful tool for rebuilding the legitimacy of public media within a new context characterized by globalization and revolutionary changes in television media, especially because research suggests that there is a potential for accepting content derived from the concept of public value by the Croatian public.

Keywords: public value, public media service, BBC, contribution to society, HRT