

## **UNIVERSITY TELEVISION AND MODERN EDUCATION CHALLENGES**

### **ABSTRACT**

This paper aims to point out the possibilities of Internet television as one of the potentially most capable audio-visual educational channels and encourage teachers and institutions to apply Internet television in their work. In addition to theoretical presentations of Internet television, this paper deals with the analysis of SUM TV work. From the same context, also with the possibilities provided by new media technologies to modern education. Each new period, condition or influence of higher powers, such as the COVID-19 pandemic, brings new challenges for all social processes, especially the education system. Education is the foundation of any society, and there is neither progress nor development without it. However, in times of crisis, educational processes become the first victim. How to respond to this challenge, resist and preserve, adapt to the new times and networked environment? Classes for lower grades of primary schools in BiH were recorded and produced in video form in the studios of the University Television, SUM TV. Then, teaching for the needs of higher education institutions and numerous other activities were recorded or broadcast live. In practice, it has been proven that this model of support for educational processes works. Viewers (users) have accepted this form of communication in the educational process and thus the work of University Television as a new educational medium. As we live in a networked, internet-dependent society provides an opportunity to alleviate alienation in times of isolation. The combination with new technologies gives new dimensions of communication, and in times of crisis, the need for communications is significant. Internet television, a new medium, thanks to its many models of adapting to the audience, is offered as one of the solutions to bridge communication gaps in education.

**Keywords:** university television; educational television; video teaching.