

COMPARATIVE ANALYSIS OF THE CONVERGENCE OF PUBLIC RADIO SERVICES IN BIH AND CROATIA

ABSTRACT

Convergence has brought a series of changes to the media world, both in the technological sense and in content and functionality. Technological development enabled the development of a new multimedia environment. In this way, the boundaries of traditional media are being erased; that is, there has been a convergence and permeation of the media. Such penetration has led to a change in the perception of media content users as they become active users, reflected in the creation of content itself. The process of content production, especially specialized content, is accelerated, greater competencies of journalists and editors are needed, and the market is becoming competitive, whether it is commercial media or public services. Radio as a medium was included in these processes. To survive as a medium, radio must accept changes and adapt to them, and public radio services should be leaders in these changes because they are partly financially secured through a fee, a subscription paid by citizens. They must adapt their basic postulates and principles to a restructured, new, converged, multimedia, interactive system available to all citizens. The work aims to investigate the extent to which the public radio service in Bosnia and Herzegovina and Croatia is keeping up with the convergence trends, i.e., at what level of convergence they are, through a comparative analysis of content and format.

Keywords: convergence; radio; public service; multimedia.