

NEW FORMS OF VIDEO EXPRESSION: VODCAST

ABSTRACT

This paper aims to analyze vodcasts as a new form of video expression, define the concept, and present the research results on audience habits versus forms of media content consumption. The results of the research represent the pulse of the public and thus help the media, as well as future podcast authors, during possible doubts in the analysis of the audience's habits. The paper highlights the basic differences between podcasts and vodcasts because the terms mentioned in public and professional environments are not used precisely enough. The development of new technologies has started an unstoppable process of media convergence, Pandora's box from which new media forms and communication patterns emerge daily that the audience gladly accepts. The traditional media face challenges they must overcome to protect their survival and the journalistic profession. Many journalists and individuals start their online vodcast or podcast, which often has a large audience and influence. The question arises whether we live in a time and environment characterized by a large amount of information and media content on the air, which threatens the danger of a high degree of congestion of the public, which is why it is similar to non-essential.

Keywords: vodcast; podcast; internet television; new media.