

Review article
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NEW IMAGINATIONS: WEB 3.0 AND PR

Abstract

Web 3.0 is still a theoretical concept and as such it is a subject of different interpretations and assumptions. Although there are different views on the concept of *Web 3.0*, it is obvious that this concept involves the use of intelligent technology that will enable digital devices to understand the context in which they produce, disseminate, and perceive information. The existing web technology is still not able to do it, but *Web 3.0* or semantic web, is based on an idea of data structure with more effective discovery, automatization and integration of data in different applications. *Web 3.0* also presents a new paradigm for PR with two close related concepts – *Linked Data and Internet of Things*. The most important implications of such a paradigm are possibilities that information themselves find their way to users, and that public relations become relations not only to people but also relations to things. In such an environment, PR is going to be even more significant because PR messages will be more focused on specific users, and as such PR will be more involved in all business decisions.

Key words: media, *web 3.0*, public relations, information