

COMMUNICATION ASPECT OF THE RELATIONSHIP BETWEEN LOCAL NEWSPAPERS AND CULTURE IN A PERIOD OF TRANSITION

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Abstract

This paper is based on a research of communication aspect of the relationship between local newspapers and culture in the period from 1990 to 2000. Political changes during 1990s marked political changes having an impact on all life segments in the Republic of Croatia, thus in the town of Zadar too. The process of democratization in the Republic of Croatia was marked with a series of difficulties. The Homeland war brought about tough days of poverty, deaths, destroyed towns and local heritage, as well as other difficulties usually brought about by war. Culture is an important segment of human life, and studying culture and cultural life in war period requires special attention. Cultural life in such extraordinary conditions influences raising morale and has a significant role in the spiritual life of citizens. Political changes had an effect also on the media going through a process of creating a democratic pluralistic information system. The paper is based on a hypothesis that the Zadar newspapers – in terms of culture and cultural work in the first decade of democratic changes, in pre-war period, war period and post-war period – had the role of an active participant in cultural life as well as the role of a mediator among journalists, cultural workers and citizens of Zadar. The research is based on researches of reaction papers in the area of culture in Zadar's local newspapers in the period from 1990 to 2000. The newspapers include: *Narodni list*, *Zadarski list*, *Fokus*, *Zadarski tjednik* and *Zadarski regional*. This paper defines culture in terms of the document *Cultural politics of the Republic of Croatia*, harmonized with the European standards in terms of cultural politics.

Keywords: Culture, newspapers, communication, reaction, content analysis

Introduction

Political changes occurring in the last decade of 20th century, transition from socialistic to democratic system, were felt in the Republic of Croatia, which became independent of Yugoslavia through the 1991 referendum. The beginning of 1990s brought tough years of war, which additionally made it harder for Croatia to gain its independence and sovereignty. The changes mentioned had an effect also on the media going through a process of creating a democratic pluralistic information system. Although war time is usually marked with a struggle for life, as well as with social, economic and political issues, it is no omissible to stress the importance of cultural life in war period and post-war period with the aim of spiritual life preservation.

Zadar is the fifth largest town in Croatia, but Zadar has an exceptional media tradition dating from *Kraljski Dalmatin* from 1806, which was the first newspaper in the Croatian language. Rich newspaper history from 19th century, when over sixty newspapers were published in Croatian, continued significantly in 20th century. From January 1990 to December 2000 the following local newspapers were published in Zadar: *Narodni list*, a newspaper with a tradition dating back to 1862 and with no interruption in publishing in the period researched; *Zadarski list*, established in November 1994 and becoming a daily newspaper on December 21st 1999; *Fokus*, a newspaper established in 1989, being published in Zadar until the end of 1990; *Zadarski tjednik*, being published from November 1997 to June 1998; *Zadarski regional*, a weekly established on November 23rd 2000.

It is true that newspaper as a means of public communication is not to be compared to radio, television and the Internet in terms of information flow speed. However, if we take into consideration the fact that there was no Internet portal in the Republic of Croatia in the beginning of 1990s, and the number of listeners and viewers was reduced due to constant electricity reductions in war time, the role of newspapers, especially of local newspapers, was significant.

Methodology

The aim of the paper is to explore the communication aspect of the relationship between the Zadar local newspapers and culture in pre-war period, war period and post-war period as well as the role of newspapers in the cultural life of a town. The paper is based on a hypothesis that the Zadar newspapers – in terms of culture and cultural work in the first decade of democratic changes, in pre-war period, war period and post-war period – had the role of an active participant in cultural life as well as the role of a mediator among journalists, cultural workers and citizens of Zadar.

Articles from the area of culture published in the Zadar local newspapers *Narodni list*, *Zadarski list*, *Fokus*, *Zadarski Regional* and *Zadarski tjednik* were analyzed. The area of culture is defined in terms of the document *Cultural politics of the Republic of Croatia* from 1998, according to which the area of cultural work includes: *Drama, Art, Film, Media, Cultural heritage, Literature and publishing, and Music and music scene art*.¹ *National report on cultural politics* of the Republic of Croatia is a part of the program of the Council of Europe. Together with every national report the Council of Europe makes its expert report on the state of cultural politics of a country.² The definition of cultural politics according to Volkerling and Hall is: “Cultural policy is an instrument of a general country policy in the area of culture. Generally, (every) country strives toward ensuring a hegemony of a certain type of social power in culture. Since hegemony is not monolithic, but it presents an unstable balance of different interests and groups, cultural policy, like any other policy, often offers alternative, overlapping or conflict directing ideas.”³ Specific criterion for choosing an article relates to articles published in sections reserved for readers, reactions, responses, etc., as well as articles not being published in such sections, but for which a qualitative content analysis showed the articles had a feature of the above-described articles.

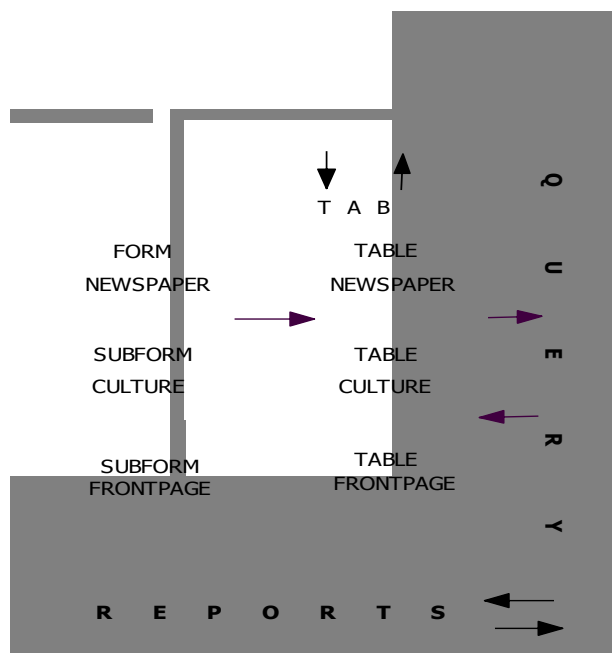
The paper employs a method of a quantitative and a qualitative content analysis. The data gathered from the research corpus were analyzed in a *ZD-newspaper explorer* application, made with a purpose of recording, selection, classification and analysis of newspaper material from the area of culture.⁴

¹ Cvjetičanin, Biserka and Vjeran Katunarić, eds. *Kulturna politika Republike Hrvatske – nacionalni izvještaj* (Cultural Politics of the Republic of Croatia – national report). Zagreb: Ministarstvo kulture Republike Hrvatske, 1998, p. XV.

² Ibid.

³ Volkerling, M. „Deconstructing the Difference-Engine: A Theory of Cultural Policy“. *The European Journal of Cultural Policy*. 1996., vol. 2, no. 2. Quoted according: Cvjetičanin, Biserka and Vjeran Katunarić, eds. *Kulturna politika Republike Hrvatske – nacionalni izvještaj* (Cultural Politics of the Republic of Croatia – national report). Zagreb: Ministarstvo kulture Republike Hrvatske, 1998, p. 19.

⁴ Vesna Kalajžić. *Zadarske novine i kulturni život Zadra od 1990. do 2000.* (The Newspapers of Zadar and Cultural Life of Zadar from 1990 to 2000). Doctoral dissertation. Defended at the University of Zagreb in 2011, p. 17.

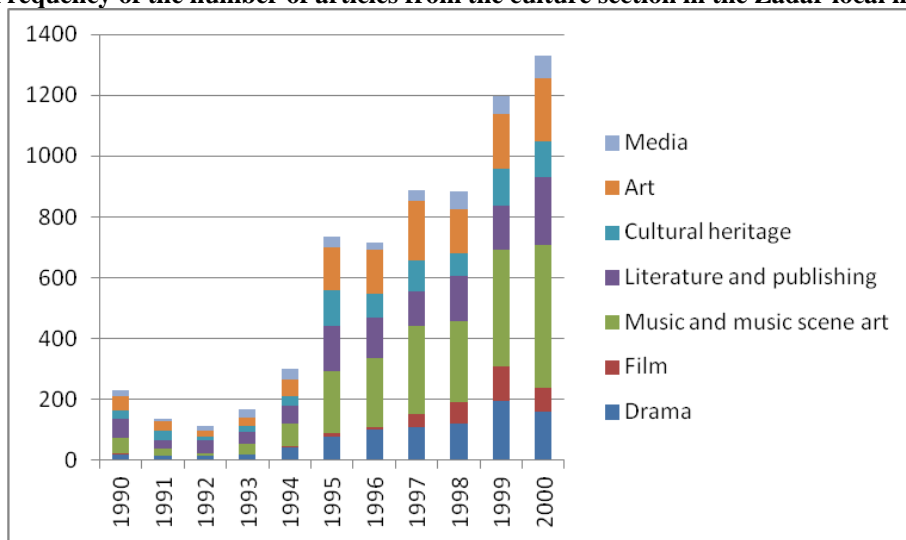


The application was made with *Microsoft Access* program for data bases administration. The basic table Newspapers was made, as well as joined tables Cover and Culture, and a sheet for data input.

Results of the qualitative content analysis

In the period from 1990 to 2000 in Zadar there were 6700 newspaper articles from the area of culture published.⁵

Graph 1 Frequency of the number of articles from the culture section in the Zadar local newspapers



Majority of articles were published in the *Music and music scene art* category, which can be explained by the criterion for choosing articles from this category according to the *Act*

⁵Ibid.

on the rights of freelance artists and inciting cultural and artistic creation,⁶ which includes popular music too. A higher percentage of articles was published in the categories Literature and publishing (16.96%) and Art (17.79%). From Drama category there were 13.07% articles published, from Cultural heritage 11.07%, Media 5.82% and Film 4.94%. According to the percentages mentioned, in the period researched in terms of culture all of the given subcategories were represented, and this fact supports diversity of content from culture section in pre-war period, war period and post-war period.

Table 1 Number of reaction papers by categories from 1990 to 2000

	1	%	2	%	3	%	4	%	5	%	6	%	7	%	TOTAL
1990	0	0,0	0	0,0	0	0,0	5	55,56	2	22,22	1	11,11	1	11,11	9,00
%	0,00		0,00		0,00		25,00	0,00	8,70		5,88		1,00		9,68
1991	0	0,0	0	0,0	0	0,0	0	0,0	3	100,00	0	0,0	0	0,00	3,00
%	0,00		0,00		0,00		0,00		13,04		0,00		0,00		3,23
1992	0	0,0	0	0,0	0	0,0	0	0,0	0	0,00	0	0,0	3	100,00	3,00
%	0,00		0,00		0,00		0,00		0,00		0,00		15,79		3,23
1993	1	12,50	0	0,0	0	0,0	1	12,50	1	12,50	0	0,0	5	62,50	8,00
%	16,67		0,00		0,00		5,00		4,35		0,00		26,32		8,60
1994	1	20,00	0	0,0	0	0,0	0	0,0	0	0,00	0	0,0	4	80,00	5,00
%	16,67		0,00		0,00		0,00		0,00		0,00		21,05		5,38
1995	0	0,0	0	0,0	3	16,67	6	33,33	0	0,00	6	33,33	3	16,67	18,00
%	0,00		0,00		50,00		30,00		0,00		35,29		15,79		19,35
1996	0	0,0	0	0,0	0	0,0	3	50,00	1	16,67	1	16,67	1	16,67	6,00

⁶Zakonopravimasamostalnihumjetnikaipoticanjukulturnogiumjetničkogstvaralaštva (ActontheRightsofFreelanceArtistsandIncitingCulturalandArtisticCreation). Narodne novine (National Gazette), no. 43, May 31st 1996.

%	0,0 0		0,00		0,0 0		15, 00		4,3 5		5,8 8		5,2 6		6,45
1997	0	0,0 0	0	0,0 0	0	0,0 0	1	9,0 9	4	36,3 6	6	54, 55	0	0,00	11,00
%	0,0 0		0,00		0,0 0		5,0 0		17, 39		35, 29		0,0 0		11,83
1998	2	18, 18	0	0,0 0	2	18, 18	1	9,0 9	4	36,3 6	0	0,0 0	2	18,1 8	11,00
%	33, 33		0,00		33, 33		5,0 0		17, 39		0,0 0		10, 53		11,83
1999	2	33, 33	0,00	0,0 0	0	0,0 0	1	16, 67	3	50,0 0	0	0,0 0	0	0,00	6,00
%	33, 33		0,00		0,0 0		5,0 0		13, 04		0,0 0		0,0 0		6,45
2000	0	0,0 0	2	15, 38	1	7,6 9	2	15, 38	5	38,4 6	3	23, 08	0	0,00	13,00
%	0,0 0		715, 38		16, 67		10, 00		21, 74		17, 65		0,0 0		13,98
TOTAL	6	6,4 5	2	2,1 5	6	6,4 5	20	21, 51	23	24,7 3	17	18, 28	19	20,4 3	93,00

Note: 1-Drama, 2-Film, 3-Music and music scene art, 4-Literature and publishing, 5-Cultural heritage, 6-Art, 7-Media

From 1990 to 2000 there was a total of 23 reaction papers published in the Zadar local newspapers. Although the percentage of the articles was not that high when compared to the number of articles of the entire research corpus, the percentage can be consider significant for a number of reasons. First of all, the reaction papers are a proof that newspapers readers had the possibility to express their opinion on the articles published. Along with this, the readers were continually practicing the possibility of reaction during the entire 11 years, which is the period covered by this research. The table also clearly shows there were reactions from all culture areas. The majority of reactions related to Cultural heritage category (24.73%), and the least number of articles related to Film category (2.15%).

Table 2 Authors of reaction papers published in the Zadar newspapers

	1	%	2	%	3	%	4	%	5	%	TOTAL
NL	2	2,99	3	4,48	53	79,10	4	5,97	5	7,46	67,00
%	100,00		100,00		67,09		100,00		100,00		72,04
ZL	0	0,00	0	0,00	24	100,00	0	0,00	0	0,00	24,00
%	0,00		0,00		30,38		0,00		0,00		25,81

ZT	0	0,00	0	0,00	1	100,00	0	0,00	0	0,00	1,00
%	0,00		0,00		1,27		0,00		0,00		1,08
FO	0	0,00	0	0,00	0	0,00	0	0,00	0	0,00	0,00
%	0,00		0,00		0,00		0,00		0,00		0,00
ZR	0	0,00	0	0,00	1	100,00	0	0,00	0	0,00	1,00
%	0,00		0,00		1,27		0,00		0,00		1,08
TOTAL	2	2,15	3	3,23	79	84,95	4	4,30	5	5,38	93

Note: 1. first name's and last name's initials of an author indicated, 2. first name's initial and the last name of an author indicated, 3. first name and last name of an author indicated, 4. institution/organization/company signed, 5. more authors, first and last name. NL – Narodni list, ZL – Zadarski list, ZT – Zadarski tjednik, FO – Fokus, ZR – Zadarski Regional.

Credibility of the reaction papers is also supported by the fact that there were 84.95% articles signed by first and last name of an author. This percentage should be added to the percentage of articles signed by full first and last names of more authors which in the end comes to 90.33%. 4.30% articles were signed by an institution, organization or company. 3.23% articles were signed by first name's initial and last name of an author, and 2.15% articles by first name's and last name's initials.

Table 3 Profile of the authors in the Zadar newspapers

	1	%	2	%	3	%	4	%	TOTAL
NL	19	28,36	29	43,28	2	2,99	17	25,37	67
%	86,36		70,73		100,00		60,71		72,04
ZL	3	12,50	11	45,83	0	0,00	10	41,67	24
%	13,64		26,83		0,00		35,71		25,81
ZT	0	0,00	0	0,00	0	0,00	1	100,00	1
%	0,00		0,00		0,00		3,57		1,08
FO	0	0,00	0	0,00	0	0,00	0	0,00	0
%	0,00		0,00		0,00		0,00		0,00
ZR	0	0,00	1	100,00	0	0,00	0	0,00	1
%	0,00		2,44		0,00		0,00		1,08
TOTAL	22	23,66	41	44,09	2	2,15	28	30,11	93

Note: 1. not indicated, 2. indicated, related to the topic of reaction, 3. indicated, not related to the topic of reaction, 4. not indicated, but related to the topic of reaction.

From 1990 to 2000, out of 93 signers of reaction papers, 44.09% of them indicated a profile related to the topic of a reaction. However, it is valuable to mention that a significant percentage of signers did not indicate their profession, but it is clear from the text content the profile is related to the topic of a reaction. The percentage of such signers is 30.11%, which, when added to the previous percentage, amounts to 74.20%. There were 2.15% authors who

indicated their profiles but they were not related to the topic of a reaction, and 23.66% authors did not indicate their profiles and they could not be seen from the articles' content.

Table 4 Subject of reactions in the Zadar newspapers

	1	%	2	%	3	%	4	%	5	%	6		TOTAL
NL	14	20,90	18	26,87	19	28,36	7	10,45	3	4,48	6	8,96	67
%	77,78		62,07		79,17		70,00		60,00		85,71		72,04
ZL	4	16,67	9	37,50	5	20,83	3	12,50	2	8,33	1	4,17	24
%	22,22		31,03		20,83		30,00		40,00		14,29		25,81
ZT	0	0,00	1	100,00	0	0,00	0	0,00	0	0,00	0	0,00	1
%	0,00		3,45		0,00		0,00		0,00		0,00		1,08
FO	0	0,00	0	0,00	0	0,00	0	0,00	0	0,00	0	0,00	0
%	0,00		0,00		0,00		0,00		0,00		0,00		0,00
ZR	0	0,00	1	100,00	0	0,00	0	0,00	0	0,00	0	600,00	1
%	0,00		3,45		0,00		0,00		0,00		0,00		1,08
TOTAL	18	19,35	29	31,18	24	25,81	10	10,75	5	5,38	7	7,53	93

Note: 1 – to the topic within the given category/subcategory, 2. both to the topic and journalist/newspaper, 3. both to the topic and the person who reacted, 4. both to the topic and the article's subject, 5. both to the topic and the article's author, 6. to an event that is not the subject of the newspaper article.

Source: Vesna Kalajžić, *Zadarske novine i kulturni život Zadra od 1990. do 2000. godine* (The Zadar newspaper and cultural life of Zadar from 1990 to 2000). Doctoral dissertation. Date of defense: July 18th 2011, at the Faculty of philosophy in Zagreb.

It is interesting to explore what the authors of the articles reacted to. Generally, most reactions were related both to the topic and the journalist, 31.18%. There were 25.81% responses to a reaction, that is, reactions both to the topic and the person who reacted. There were 19.35% reactions to the topic, while 10.75% reactions were related to the topic and the subject of the article. There were 5.38% reactions to the topic and the article author, and 7.53% reactions to an event that is not the subject of the article.

Communication aspect of the relationship between culture and media on an example of the Zadar local newspapers (Results of the qualitative content analysis)

Media

In *Media* the first thing that incited a reaction on newspaper pages was not the subject of the newspaper article. The author of the reaction paper responded to an act of provoking citizens by selling newspapers in the Cyrillic letter published in Serbia. The author of the article reported this to the proper authorities.⁷ The next reaction in this category occurred two years later and had three resumptions. The “debatable” text was a review by a contributor of *Narodni list* and a journalist of *Nedjeljna Dalmacija* on the situation on the former radio *Omladinski radio Zadar*. Members of *Hrvatska stranka prava* (the Croatian party of rights)

⁷ Nikolajević, Josip. „Napali me zbog ćirilice“ (“I Was Attacked for Using the Cyrillic Letter”), *Narodni list*, no. 7589, February 24th 1990, p. 10.

reacted to the article.⁸ The resumption that followed included the author of the article opposing to the reaction paper in the dispute,⁹ and also included the executive and head editor of the radio who was the subject of the dispute and who explained the role and work of radio Ga-Ga and refuted the accusations on behalf of the former editor's nationality as well as other accusations on behalf of the radio employees.¹⁰

The citizens of Zadar had a need and a possibility to react to the things that in their opinion were problematic. As an example, a reaction paper on radio work during war time can be mentioned, when the author of the article wrote that the radio station of the national radio had not adjusted to war time conditions, and that in 1991 and 1992, when Zadar was exposed to tough enemy attacks, the radio had stopped broadcasting the program. Youth radio station was also mentioned, and it was mentioned that both radio stations had had a spared source of electricity. It is thought that citizens had been deprived of necessary information in the difficult time.¹¹ In the next issue, the editors of the radio stations mentioned spoke up explaining that the accusations lacked authentication and that their aim was to disqualify the radio station.¹² The ending of the dispute followed a month after publishing the first text of reaction in which the author wrote the most of the text was true but that he apologized for mistakes in his text.

In war times journalists were also accused of creating a negative "image" of the town in public.¹³ There were reaction papers on the national radio television, where it was indicated the radio television lacks a proper treatment of the town of Zadar, as well as that it does not recognize the importance of the events held in the town.¹⁴ On the national radio, the *Zadar* radio station, a reaction paper was registered in which the author objects to anonymous persons being offered a possibility to express negativities and insults.¹⁵ There was a sharp

⁸ Švaljek, Antun Boris, Bogović, Josip Ivo i Šimićanin, Ivo – Ivina. „Omladinski dom i ljudi“ (“The Youth Home and People”), *Narodni list*, no. 7911, June 27th 1992, p. 15.

⁹ Selimović, Šenol. „Svi ste vi „čekali svoje vreme“ (“All of You Were Waiting for Your Time”), *Narodni list*, no. 7912, July 4th 1992, p. 6.

¹⁰ Jović, Oliver i Živko, Vesna. „Naš program govori najrječitije“ (“Our Program Is the Most Articulate”), *Narodni list*, br. 7912, July 4th 1992, p. 6.

¹¹ Matanović, Ivo. „Muk na Radio valovima“ (“Silence at the Radio Waves”), *Narodni list*, br. 7048, February 13th 1993, p. 15.

¹² Vasilj, Marko. „Podvaleilaži I. Matanovića“ (“Tricks and Lies of I. Matanović”), *Narodni list*, br. 7049, February 20th 1993, p. 10. Jović, Oliver. „Teška kleveta“ (“A Great Libel”), *Narodni list*, br. 7049, February 20th 1993, p. 10.

¹³ Marijačić, Ivica. „Što je učini moćni Šale“ (“What the Mighty Šale Did”), *Narodni list*, br. 7962, May 22nd 1993, p. 3.

¹⁴ Upravni odbor Matice Zadru. „Neprimjeren odnos prema Zadru“ (Board of directors of the Zadar's head quarters. “Inappropriate Treatment of Zadar”), *Narodni list*, no. 8002, February 25th 1994, p. 17.

¹⁵ Jusup, Nedeljko. „Neuračunljiv i vazanovijetan Josipa Vrančića“ (“Unsound Nagging of Josip Vrančić”), *Narodni list*, no. 8004, March 11th 1994, p. 4.

response to these accusations by the author of the debatable article, stressing the responsibility of the radio for all participants to be offered to communicate in public. The controversy continued in an article entitled “A strange form of patriotism”.¹⁶ Another reaction paper was published in the same category, in which the paper signer believed he was ought to give the necessary information to the public. The signer responded to the accusations of lobbying on behalf of the people for whom, he believed, this was not necessary because they were doing their job.¹⁷ The journalist in question provided a sharp response to every objection directed to him in the article mentioned.¹⁸ There was an example of a Zadar’s correspondent of the national television expressing dissatisfaction with the work of his superior who did not publish his newspaper features. The response to this was provided by a vice editor of The information program of the national television and an editor of the Correspondence and TV studies redaction, who among other things, believed the journalist in question had chosen a wrong way of communication with his editors and editorial board members by writing a letter in which he accused a female head editor.¹⁹

Cultural heritage

In the beginning of the period researched, in *Cultural heritage* category, a female journalist of *Narodni list* published an article on the largest cultural conservation reconstruction area in Yugoslavia. A reaction paper was written by a professor from Zadar who believed there were several rough mistakes made in the article in terms of works on the Zadar cathedral, and he believed this should be given a public correction.²⁰ In mid-1991, several reaction papers and responses to them were published in *Narodni list*. The topic was *Public library* in Zadar, that is, the reasons for the former director’s receiving a dismissal, and further library work and management.²¹ The same topic occurred again in the same newspaper in 1996, and the matter was related to a project program proposal of the future

¹⁶Vrančić, Josip. „Neko čudnorodoljublje“ (“A strange form of patriotism”), *Narodnilist*, no. 8005, March 18th 1994, p. 6.

¹⁷Profaca, V. „Nelobirama Korparaveć zazadarski HRT centar“ (“I do not lobby for Korpar but for HRT center of Zadar”), *Narodnilist*, no. 8085, October 27th 1995, p. 27.

¹⁸Vuksan, M. „G. Profaca, zašto nelobirate zane kog zadarskog novinara?“ („Mr. Profaca, Why don't you lobby for Zadar's journalist?“), *Narodnilist*, no. 8086, November 3rd 1995, p. 12.

¹⁹Nejašmić, M. „Paponije pozvansuditi Ani Dobrović“ (“Papa is not to judge on Ana Dobrović”), *Zadarskilist*, no. 171., February 5th 1998, p. 8, 9.

²⁰Vežić, Pavuša, „Nepotrebni senzacionalizmi“ (“Unnecessary seeks for sensations”), *Narodni list*, no. 7589, February 24th 1990, p. 9.

²¹ 14 od 17 radnika Gradske knjižnice. „Skračić je zbog knjižnicetrebao dati ostavku“ (14 out of 17 workers of Public library. “Skračić should have resigned because of the library”), *Narodni list*, br. 2052 (7752), May 11th 1991, p. 8. Markulić, Leonardo. „Biblioteka i protuzakoniti radni odnos knjižničara“ (“Library and illegal employment of the librarians”), *Narodni list*, no. 2053 (7753), May 18th 1991., p. 12. 14 od 17 radnika Gradske knjižnice. „Želimo mir i rad“ (14 out of 17 workers of Public library. “We want peace and work”) *Narodni list*, no. 2055 (7755), June 1st 1991, p. 12.

Public library. Reactions interchanged between the female journalist and a member of the committee for a new location of *Publiclibrary*.

During 1997 and until the end of the period researched, the topic of Public library was very common on the Zadar newspapers pages. The discussion was about the circumstances in which the director received a dismissal, as well as whether the library should have been closed on the then president's funeral day, and also about the role of the political situation in the matter mentioned, etc.²² In 1997 a female journalist of *Narodni list* warned the public of the difficult state of the former library of Kaptol rusty ruins and of the cultural-historic monument complex in the center of the city core with the aim of inciting all the activities needed for conservation and archaeological work to be finished on the location. The journalist also stressed it was difficult to understand that the relevant institutions had not found an adequate way to provide finances for the important city problem mentioned.²³ In the same year, two reaction papers were published related to an article by a female journalist of *Zadarski list*. The article was on the Zadar area used as an atelier and the users of the area sent a protest letter due to a high fee paid for using the area.²⁴ The author of the reaction paper wrote he had had to write the paper because a proper insight in the atelier Benini existence and its function in the Homeland war were necessary.²⁵ A highly acclaimed pediatrician from Zadar also wrote a reaction paper passing his experience on about the atelier Benini during the Homeland war. Among other things, he stressed that all people who wanted to help Zadar in a cultural sense used to gather in this area.²⁶ In a subcategory *Construction heritage* a reaction paper entitled "Competence, legality and democratism in question?" was published. Here, the author indicated he used to write, in *Narodni list* in several occasions, on abolition of monument protection of the city historic core based on accepting Amendments to the existing

²²Pehar, Ivan. „DunatoviSviličić su članoviGradskeknjižnice“ (“DunatovandSviličić AreMembersofPublicLibrary”), *Zadarskilist*, no. 204, September 24th 1998, p. 39. Pehar, Ivan. „Nisam nanio štetu ugledu grada Zadra“ (“I Did Not Harm the Image of Zadar”), *Zadarski list*, no. 518, December 17th 1999, p. 9. Bašić, Darinko. „Tko uistinu sramoti grad Zadar“ (“Who Actually Embarrasses Zadar”), *Zadarski list*, no. 519., December 18th and 19th 1999, p. 3. Upravno vijeće gradske knjižnice u Zadru. „Pehar protiv Pehara“ (Board of directors of Zadar's Public library. “Pehar Versus Pehar”), *Narodni list*, no. 8309, February 10th 2000, p.10. Nekić, Antonijela. „Nedolazak na posao je bio moj i izbor moje obitelji“ (“Not Coming for Work Was My Family's Choice and Mine”), *Narodni list*, no. 8309, February 10th 2000, p. 10. Klarin, Neven. „Nije se tražio otkaz Ivkoviću“ (“Ivković's Resignation Was Not Asked for”), *Narodni list*, no. 8309, February 10th 2000, p. 41. Malta, Joso. „Tko nas uči demokraciji“ (“Who Teaches Us Democracy”), *Narodni list*, no. 8311, February 24th 2000, p. 48.

²³StupinLukašević, Tatjana. „MaliLouvreilirazvalinausrcugrada“ (“LittleLouvreorRuinsintheCityCore”), *Narodnilist*, September 12th 1997.

²⁴Roguljić, Helena. „IlegalnatelierBenini“ (“IllegalAtelierBenini”), *Zadarskilist*, no. 27, February 27th 1997.

²⁵Benini, Duško. „PročelnicaRadmanprostorkulturetreatirakaokafić, mesnicu...“ (“DirectorRadmanTreatsCulturalAreaLikeaCoffeBar, aButcheryShop...”), *Zadarskilist*, no. 123, March 6th 1977, p. 25.

²⁶Perović, Slavko. „AtelijerBeninijekrčma“ (“BeniniAtelierIsNotanInn”), *Zadarskilist*, no. 123, March 6thp. 25.

urban planning from 1992 which he considered to be illegal.²⁷ He believed nothing had been done in these terms and in his reaction paper he decided to explain several aspects of the actions mentioned. After he exposed his objections to a unitary system of the city treatment, he suggested a better way of communication among the City, experts, and also the citizens and citizens associations.²⁸ The same author spoke up about the same topic in December, too, stressing he had earlier raised a question about monument protection of the city historic core but the answer had lacked. In his text he wrote about the way the work on monument heritage had been done as well as about Zadar's forum complex being included in the Unesco's heritage list.²⁹

Literature and publishing

By the beginning of the period researched, a paper written as a reaction to a text by a female journalist of *Narodni list* entitled "A shot in the great man"³⁰ was published in Literature and publishing category. The text was about the name change of *The Yugoslav lexicographical institute Miroslav Krleža* to *The Croatian publishing and bibliographic institute Dr. Mate Ujević*.³¹ The author of the reaction paper stressed "the victim" in this case was not Miroslav Krleža, as the female journalist wrote, but Dr. Mate Ujević, who was a wonderful person, a patriot and an exceptional intellectual in his opinion.³² A reaction paper was also directed to the head editor of *Narodni list*. The author of the paper gave his opinion on the head editor's appointing and his later termination of filling the post of the editor of *Zadarska revija*, a magazine published in Zadar.³³ The head editor responded and refuted any accusations.³⁴ In the second half of September 1995, an article by a female journalist of *Zadarski list* incited a great controversy in this category. The article was on a recently published book by a writer from Zadar with a preface in the source Serbian language.³⁵ The role of the book editor and publisher as well as their responsibility, positive and negative

²⁷ Vrančić, Josip. „Stručnost, zakonitost i demokratičnost su u pitanju?“ (“Competence, legality and democratism in question?”), *Narodni list*, br. 8244, November 13th 1998, p. 13.

²⁸ Ibid.

²⁹ Vrančić, Josip. „PosljednjiradoviForumudaljuodlisteUNESCO-a?!“ (“Latest Works Are Moving Forum Away from the UNESCO list?!”), *Narodni list*, br. 8247, December 4th 1998, p. 9.

³⁰ Stupin, T. „Pucnji u velikana“ (“Shots in the Great Man”), *Narodni list*, 2006 (7706), June 22nd 1990, p. 5.

³¹ Vrančić, Josip. „O „pucnjevima“ i „kanibalizmu“ ukulturi“ (“OnShotsandCannibalism in Culture”), *Narodnilist*, 2007 (7707), 30. lipnja 1990, p. 9.

³² Ibid.

³³ Franić, Ante. „OtvorenopismoDaniVučenoviću“ (“AnOpenLettertoDaneVučenović”), *Narodnilist*, no. 2026 (7726), November 10th 1990, p. 10.

³⁴ Vučenović, Dane. „Javni odgovor Anti Franiću“ (“A Public Response to Ante Franić”), *Narodni list*, br. 2026 (7726), November 10th 1990, p. 10.

³⁵ Kučina, Meri. „ZbirkapoezijeMijeBabićasapredgvoromnasrpskomjeziku“ (“ACollectionofPoemsbyMijoBibić withaPrefaceinSerbian”), *Zadarskilist*, no. 44, August 31st 1995, p. 2.

aspects of the situation in terms of the political situation in those days, and the significance of literature were discussed in several occasions.³⁶

Art

In the middle of the period researched, in the *Art* category a series of reaction papers was published, mostly in the *Art and applied art* subcategory. The authors of those papers corrected false statements by journalists, appealed for professionalism and for the need for statements authentication, which is supported by the title of a paper “City lodge is not a business area”.³⁷ The journalists themselves used to correct their statements, and such texts were also reacted to. For example, there was a reaction paper “Sphinx” in which the author expressed his belief that the data on the origin and building the sphinx of Zadar³⁸ were not gathered thoroughly. There was also a controversy over lions of Venice being destroyed in Zadar.³⁹

There were reactions to reviews on cultural happenings in Zadar. A secretary of *The Croatian academy of fine arts* expressed his dissatisfaction with a review on the annual academy exhibition explaining that the layout was not good enough due to the difficult conditions in which the exhibition was being set.⁴⁰ The review author responded saying the reaction paper author “...was in war with facts...”.⁴¹ *Narodni list* published an interview with the art critic and journalist mentioned. The interview was entitled “Bad critic myth” and published on January 24th 1997. However, the interview also incited reactions in the form of reaction papers. An author wrote that the syntagm “bad critic” had made him write the text

³⁶ Babić, Mijo. „Nemate nikakv razlog za očaj štovani gospodine Derossi“ (“You Have No Reason for Despair, Mr. Derossi”), *Zadarski list*, no. 45., 7. rujna 1995, p. 6. Batović, Šime. „Babićeva samovoljna odluka“ (“Babić’s Autocratic Decision”), *Zadarski list*, no. 45, September 7th 1995, p. 6. Derossi, Julije. „Odgovor Miji Babiću“ (“Response to Mijo Babić”), *Zadarski list*, no. 46, September 14th 1995, p. 6. Roguljić, Helena. „Glupost veća od svemira“ (“A Stupidity Larger than the Universe”), *Zadarski list*, no. 46, September 14th 1995., p. 6. Babić, Mijo. „Nemate se čega bojati, štovani profesore Batoviću“ (“You Have Nothing to be Afraid of, Mr. Babić”), *Zadarski list*, no. 47, September 21st 1995, p. 6. Babić, Mijo. „Moja knjiga ide na sječu“ (“My Book is Going for Cutting”), *Zadarski list*, no. 48, September 28th 1995, p. 6.

³⁷ Dražina, Martina. „Gradska loža nije poslovni prostor“ (“City lodge is not a business area”), *Narodni list*, 2013 (7713), August 11th 1990, p. 2.

³⁸ Padelin, Julijan, SeveroiSergije. „Sfinga - izrazvelikeljubavi“ (“Sphinx – a great love expression”), *Narodni list*, no. 8132, October 4th 1996, p. 20.

³⁹ Stupin Lukašević, Tatjana. “I vlast je organizirala rušenje mletačkih lavova“ (“And the Authorities Organized Destruction of the Lions of Venice”), *Narodni list*, no. 8082, October 6th 1995, p. 16. Maštrović, Želimir. „Tihomil Maštrović, Ljubomir, a ne Vjekoslav Maštrović“ („Tihomil Maštrović, Ljubomir, and Not Vjekoslav Maštrović”), *Narodni list*, no. 8082, October 6th 1995., p. 16. Jeričević, Duško. „Sumnjivo hrvatstvo“ (“Suspicious Croatianism”), *Narodni list*, no. 8082, October 4th 1995., p. 16. Tonči Šimunov, „Rušenjem spomenika nije se dokazivalo hrvatstvo“ (“Monument Destruction Did Not Prove Croatianism”), *Narodni list*, no. 8083, October 13th 1995, p. 8.

⁴⁰ Kostov, Konstantin. „HADLU Zadar ipak - radi!“ (“HADLU Zadar Still – Works!”), *Narodni list*, no. 8091, December 8th 1995, p. 12.

⁴¹ Srhoj, Vinko. „Suzna likovna dolina“ (“Art Valley of Tears”), *Narodni list*, no. 8092, December 15th 1995, p. 12.

and expressed his belief that the author saw himself as a man of principles and incorruptible man, and that he had negatively marked the donation of a Croatian painter to Zadar's branch of the ruling party on behalf of charity.⁴² Already in the next issue a response followed in which the critic mentioned, among others, replied that his review referred only to the exhibition and not charity.⁴³ The discussion followed during the next month too.⁴⁴

Music and music scene art

In *Music and music scene art* category a musician from Zadar and an organiser of "the jazz spectacle" held in the town of Split reacted to two texts published in *Zadarski list* and stressed that not only had he organized the festival mentioned but he had also been a spokesman for the festival, and that all the information necessary had been published in the press material. He also stressed that there was no animosity between Croatian Jazz musician and him, as it was written.⁴⁵ In the *Pop music* subcategory a singer from Zadar reacted to an article from *Narodni list* in which a female lyrics writer indicated there was any dispute between the singer and her regarding a song she wrote for him. The singer denied this and expressed his belief that the case was unnecessarily exposed to media with the aim of harming his career.⁴⁶ In the same category there was a reaction to an event that was not the article's subject. The female author of this text wanted to express her objections to the music festival held.⁴⁷

Drama

By the mid-1993 *Narodni list* published a reaction paper on a theater critique of a play *Saint Roko on a hill*. The author of the paper made several remarks on the text written, alluding to the fact that writing the critique had its background with a different motif to write, which was seen in the posed question "Who chooses plays for the people of Zadar?". A year later *Zadarski list* published a reaction paper with the aim of explaining the citations from the text "I remained a pupper master" which was reacted to. Namely, the author believed that his thoughts on the significance of Zadar in terms of cultural-historic monuments and personnel

⁴² Derossi, Julije. „'Zločesti' i zločesti kritičari" ("Bad' and Bad Critics"), *Narodni list*, no. 8151, January 31st 1997, p. 34.

⁴³ Srhoj, Vinko. „Suzna likovna dolina" ("Art Valley of Tears"), *Narodni list*, no. 8092, December 15th 1995, p. 12.

⁴⁴ Derossi, Julije. „Mržnja i nepristojnost" ("Hate and Unkindness"), *Narodni list*, no. 8153, February 14th 1997, p. 16. Srhoj, Vinko. „Slon u staklarskoj radnji" ("An Elephant in a Glazier's Shop"), *Narodni list*, no. 8154, February 21st 1997, p. 23. Itković, Zora. „Još malo o „zločestom kritičaru" ("Something More on the "Bad Critic"), *Narodni list*, no. 8154, February 21st 1997, p. 23.

⁴⁵ Švorinić, Renato. „Između mene, mog bandaig. Boška Petrovićanepostojinikakavanimozitet!" ("Between Me, My Band and Mr. Boško Petrović There Is No Animosity!"), *Zadarski list*, no. 195, July 23rd 1998, p. 41.

⁴⁶ Romić, S. „Hrani sirotu na svoju sramotu" ("Help the poor one for your own shame"), *Narodni list*, no. 8246, November 27th 1998, p. 20, 21.

⁴⁷ Burčul, Aranka. „Minifestmožeibolje" ("AMini-FestCanDoBetter"), *Narodnilist*, no. 8314, March 16th 2000, p. 47.

basis had not been formulated properly and he was convinced the journalist had had no bad intentions while writing the text. Journalists of Zadar's local newspapers often used to find a link between the ruling political structure and cultural happenings. For example, there was a series of reactions to the topic of cancelling the play *Judith*, in which the journalist indicated political reasons of cancelling the play and authors of reaction papers indicated professional reasons for it. By the end of the period researched, several reaction papers to the topic of Drama studio of the Croatian theater house and the issue of the puppet theater were published in *Zadarski list* and *Narodni list*. The authors of the reaction papers wrote their texts for many reasons; they believed that journalists had written their texts without being familiar with basic facts on the work of the institutions, also they believed there was no objectivity in writing, that is, the journalists did not pay attention to all the sides of the story.

Film

In *Film* category, in the section *Letters* a reaction paper signed by regular visitors to the cinema *Pobjeda* was published.⁴⁸ Namely, the signers reacted to a statement that *The Zadar cinema* would become a business center. Due to the doubt about the area being used not only for cultural reasons, a female journalist of *Narodni list* published the explanation of the statement in which she indicated the cinema *Pobjeda* would be redecoreted by the summer time.⁴⁹

Conclusion

In the period from 1990 to 2000 reaction papers were mostly published in newspapers *Narodni list* and *Zadarski list* due to the fact that other newspapers were published in much shorter period. It is significant to mentioned the readers had the possibility to publish their reaction papers during the period of eleven years. Generally, every year there were reaction papers published, which refers to the continuity of such articles, but also to the continuity of the section in which the reaction papers were published. Credibility and competence of the authors of reaction papers are supported by the fact that there were 84.78% papers signed with full first name and last name of authors. Additionally, 73.91% authors indicated their profession, which was related to the topic of the reaction. The result of researching the subject of reaction showed how the authors of reaction papers were incited to write their texts

⁴⁸Stalnipošjetiteljina „Pobjeda”. „Nažalost - razočarenje od Zadar-filma“ (Regular visitors to the cinema “Pobjeda”. “Unfortunately, Zadar Film Disappointed Us”), *Narodni list*, no. 8306, January 20th 2000, p. 38.

⁴⁹StupinLukašević, Tatjana. „Pretapeciranjjesjedaladoljeta“ (“SeatUpholsteringTillSummer”), *Narodnilist*, no. 8306, January 20th 2000, p. 38.

by the journalists who wrote on different topics from the area of culture. A qualitative analysis of reaction papers leads to a conclusion that in the period researched there were reactions to topical cultural happenings, which often developed into a discussion published in several issues. The discussions were incited by journalist who expressed their opinion, but also by their respondents. It is significant that reaction papers were sometimes written as a support to the topic of an article with the aim of changing the debatable matter for the better. Journalists' statements were corrected; their attitudes and conclusions were appealed to. Dissatisfaction with a critique written, with seeking sensation was expressed. In terms of percentages, 1.4% articles of the corpus related to reaction papers. In terms of numbers this does not present a higher share of the overall corpus. However, with regard to the content and socio-political as well as cultural context of the time, it can be concluded that local newspapers of Zadar presented a kind of information and communication practice in the beginning of democratic society's creation. Local newspapers of Zadar, generally, acted as a regular mediator among journalists, cultural workers and citizens of Zadar, and in this way they actively participated in the cultural life of the town.

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