

COMPARATIVE ANALYSIS OF SLOBODNA DALMACIJA AND NOVO DOBA: COMPARISON OF CERTAIN ELEMENTS IN THE MOST READ DAILY NEWSPAPERS IN SPLIT AREA TODAY AND A CENTURY AGO

Abstract

Mass media have gone through a great deal of changes globally in the last one hundred years. The purpose of this paper is to establish what kind of concrete changes happened to regional daily press in Split in this period. Informative daily newspapers Novo doba and Slobodna Dalmacija were analysed and compared, as representative samples of regional daily press in Split in the analysed period. Quantitative and qualitative analysis was done on the sample which includes a three-week edition of Novo doba from 1918 and a three-week edition of Slobodna Dalmacija from 2011. The daily newspapers were compared based on historical context, political orientation, range, circulation, advertising, content type and other formative elements. The results have shown that changes which occurred within the hundred year period were not as drastic as expected, but are more formal than substantive, and largely related to advancement in technology and literacy.

Key words: *daily newspapers, Slobodna Dalmacija, Novo doba, comparative analysis*
