

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

Boris Lozovina¹, Jelena Jurišić¹ and Damira Lozovina²

¹ Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

² Split, Croatia

Original scientific paper

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

Introduction

From today's perspective, where everything changes rapidly, analysing changes in any element of social reality which would reveal the transformation character thereof is becoming increasingly interesting. This particularly refers to mass media, which have simply "exploded" as a result of technological progress in the last few decades. The "explosion" primarily refers to the process of diversification within media space as a whole, generated by technological progress. But what really happened within this process to the "traditional" mass media such as daily newspapers? A comparative analysis of certain elements in regional daily newspapers in Split will try to provide a humble contribution to this extensive question. We will analyse and compare Novo doba and Slobodna Dalmacija to see what exactly happened to daily newspapers during one century in Split. Both newspapers being analysed were or are most read newspapers in Split. It is the readership, i.e. their circulation, range and influence what is important for the relevance of the conclusions in the analysis. Novo doba and Slobodna Dalmacija are therefore a representative sample of informative regional daily newspapers in Split, i.e. they represent a cross section of daily newspapers in Split for the analysed period. Far from it that the entire available daily press in Split a hundred years ago or today can be reduced to only the two daily newspapers, but their influence in the analysed period in the area of our interest has by far exceeded the influence of all other newspapers of the same type, which is very significant. Therefore, if newspapers are "both a product and an expression of social aspirations and strengths - their live organism", as claimed by Vidaković (2001), then the two newspapers which are the subjects of our analysis are an absolute

reflection of this claim and as such should be analysed. The sample on which the quantitative analysis is to be performed is a three-week edition of Novo doba from October 1918 and a three-week edition of Slobodna Dalmacija from November and December 2011. In the first part of the paper we will cover the historical aspect of the two newspapers, focusing on the periods the analysis relates to, their political orientation, readership, range, audience, price and other formal elements of daily newspapers. In the second part of the paper we will analyse certain content element. Comparing the obtained data should partially reveal what exactly happened to daily newspapers in Split within a hundred years.

The creation and survival of the daily newspapers

Novo doba and Slobodna Dalmacija are two regional informative daily newspapers. They both share common traits when it comes to their creation. It is connected to difficult times full of social and political turmoil. One was first published at the end of World War I, and the other at the end of World War II; both were created during the transition from one political system to another, from one state into another. In their history, both newspapers relived such changes over and over again. Novo doba was first published on June 9, 1918, six months before the end of World War I, during the decomposition of the "living corpse", the Austro-Hungarian monarchy. The newspaper lists Nakladno društvo s.o.j. as publishers, Vinko Kisić as editor-in-chief, and it was printed in Hrvatska štamparija in Split (Jelaska, 2009). In this period, the newly founded daily newspaper, as first and only informative, independent daily newspaper in the area, had a challenging mission of providing the readers with an insight to the

meaning of the political situation, which was complicated at the time. The newspaper, according to Horvat (2004), set its role of interpreting thoughts and aspirations of Dalmatian intelligence and put an informative stamp on its political significance. Novo doba emerged as the most important daily newspaper in Split between the two wars and the only newspapers continuously published for 23 years. 23 years of existence is a lot of time, especially if we consider the political turmoil during the period, but the political orientation of the newspaper provides a logical reason for this. When discussing this after a century, we can say that Novo doba sided with the dominant political opinion. Opportunistic or not, in this way the newspaper survived the tough times, instead of being shut down. So the newspaper ranged from implicitly supporting the Democratic Party of Ljubo Davidović to the front page headlined "Long live the king" and supporting the 6th January dictatorship after it was introduced (Mirković, 1999, p. 16). Slobodna Dalmacija was also first published in a socially difficult period.

First issue dated June 17, 1943 comes out during the change in World War II, after it became evident that the Axis powers were defensive. The idea of Dalmatian partisan leaders materialised, who wanted such daily newspapers for managing the national movement. Unlike Novo doba, which was created in relatively decent conditions, Slobodna Dalmacija was created in a barn on Mosor with humble and primitive funds, smuggled paper and under the threat of Italian grenade launchers. The newspaper moved to a series of locations, threatened by the occupying forces, until the end of 1944, when publishing Slobodna Dalmacija returns to Split, where it remains (Mirković, 2003). Political orientation of Slobodna Dalmacija over the years resembles the one of Novo doba. Although a detailed analysis of political views of Slobodna Dalmacija is not the primary subject of interest in this paper, it is important to say that from the first day it was published until today, implicitly or explicitly, it has been close to the dominant political option and openly in favour of the regime when necessary. Taking into consideration the aforementioned, we must draw a parallel. Mass media as social institutions exist because they perform a certain social function. If they are unable to perform the function or if they are simply not performing it, institutions undergo transformation or disappear. This is what the theory of politics and cybernetics teach us. But in the above described social conditions in which Novo doba and Slobodna Dalmacija were created the key question was how to survive to perform any function at all. Therefore, the above stated indicates that the essence of daily press in one hundred years has not change dsignificantly. Daily newspapers had to and have to compromise in order to exist, i.e. to survive. Politically, this is completely clear. In market terms, this is also not questionable for today's Slobodna Dalmacija, or any other newspaper. But the fact that Novo doba is also mentioned in this context is interesting.

Vojko Mirković (1999) says that the ownership of Novo doba actually remained hidden from the public, assumingly because of the financial support of capitalistic circles in order to influence the public opinion, advertising and, of course, profit. Regardless of how we try to label the described functioning pattern, whether it is censorship, self-censorship, functionality or pure materialism, it is certain that successful daily newspaper in Split, today and hundred years ago, are the ones edited opportunistically, both politically and economically. This can be applied to all types and kinds of media, as a tacit political and competition law.

The matter of regionality

Novo doba and Slobodna Dalmacija are two informative daily newspapers. Is it right to call them regional? Novo doba is accepted as regional without any doubt, but Slobodna Dalmacija is to this day mentioned as a national newspaper as well. Regionality of the first and the national character of the second newspaper, at least for the analysed periods, may be debatable, but in my opinion they are not. Of course, we are talking about two different cases. Novo doba in 1918 might be labelled as local and Slobodna Dalmacija in 2011 national newspaper. Precisely defining the range of Novo doba in October 1918 is very demanding. Press from that period in the geographical area of our interest is not very extensively processed and lacks concrete data to refer to. It is however possible to reconstruct the range through the content from the newspapers and some other data on the period. According to the content of Novo doba and the presence of sections with local features, the newspaper was primarily intended for Split, and then other areas of former Austrian Dalmatia (Jelaska, 2009). As a distinctively liberal newspaper, the attention was more on city issues, than the problems of villages and the state of agriculture, although occasionally very critical texts on hard lives of farmers and labourers were published as well (Boban 2003, according to Jelaska 2009). In this regard, the domination of the city section and urban issues over rural issues and questions in Novo doba is understandable, given the fact that the city was where all the key events in the wider geographical area took place, and also the centre of literacy and "intelligence". In fact, most of literate people lived in the city. Furthermore, if we are discussing the range of the newspaper, the circumstances of its distribution in 1918 were very limiting. At that time, selling points such as the today's newsstands didn't exist, and newspapers were sold through a network of street vendors. Considering the form and quality of traffic connections, we can assume that the newspaper best reached the coastal area and closer islands via steamboats, as well as places in the hinterland of Split that had a railway connection, such as Sinj and Knin. Realistically speaking, there was no purpose in sending more substantial quantities of newspapers in the hinterland of Split because the literacy rate was extremely low.

It can be found in 'Naselja i stanovništvo Republike Hrvatske 1857-2001' (2006). 1918 was also problematic because of occasional breakdowns of communication, and at the end of the period - Italian occupation of a part of the province. In accordance with the above stated, we can conclude that in 1918, Novo doba was distributed on a territory which is slightly larger than the area today covered by the Split-Dalmatia County. Because of controversial debates between newspapers which occasionally appeared in Novo doba and its competition newspapers from Zadar and Dubrovnik, we know that a couple of copies reached those cities too, and vice versa, confirming the existence of healthy competition and interest for keeping track of the work of fellow journalists from the province of Dalmatia. Eventually, Vinko Kisić, editor-in-chief of Novo doba, moved from Zadar to Split for this position, leaving the position of editor-in-chief in Narodni list in Zadar (Jelaska, 2009 p.461). To sum up, literacy and, above all, technical possibilities of distribution defined the range of Novo doba. The largest part of the circulation of Novo doba in 1918 was sold in Split, a smaller part in nearby cities on the coast and in the hinterland that has daily and fast transport connections and a very small part in rural areas, either villages or on islands. Such data indicates that the newspaper was local in character, but it still influenced, directly or indirectly, the wider area of the former province of Dalmatia. It is therefore considered a regional newspaper, or at least more regional than local. Slobodna Dalmacija in 2011 and the matter of its regionalism are opposite in character.

Namely, Slobodna Dalmacija today is the undisputed regional leader of daily press. But its influence is far bigger than the influence of Novo doba. Its distribution covers an area slightly larger than half of the state. Such are the technical possibilities of distribution today, and it would be correct to say that the market determined such a geographical framework. But despite the wide distribution area, 90% of the circulation covers the territory of Dalmatia, while the remaining 10% belongs to the remaining territory (Gojun, 2012). Considering today's distribution possibilities and based on the above mentioned data, it would be realistic to refer to Slobodna Dalmacija as an informative daily newspaper, regional in character, with a slightly wider range of influence. But that it is more than regional is evident from the existence of special issues. The first issue, which is national, is circulated outside Dalmatia, with issues for each county with pages covering the particular county's issues (Gojun, 2012). To summarize regionalism, i.e. the range of influence of the analysed daily newspapers, it should be stated that Novo doba, despite the limitations in 1918, actually is a regional informative daily newspaper, while Slobodna Dalmacija today is basically regional, but the current distribution possibilities enable it to be influential on a higher national level. Taking into consideration all the available elements, this conclusion presents itself as rational.

Readership and circulation

Ratio of literacy and circulation of the daily newspapers

The readership and the circulation of Novo doba and Slobodna Dalmacija will be discussed on the level of the area which corresponds to today's Split-Dalmatia County. We will thus obtain valid and comparable data for both newspapers. For observing a wider area, we are limited by the reach of Novo doba, which provides us with the range. Namely, the distribution area of Novo doba from 1918 approximately corresponds to the area of today's Split-Dalmatia County. The small number of copies of Novo doba which was sold outside this area is negligible and not essential for a valid comparison. Informative daily newspapers in this context shall be conceived as a product whose potential market are theoretically all literate individuals in the area where the newspapers are sold. Other factors, such as the competition and the price, which define the circulation, will also be considered. Novo doba first started with a circulation of 1,600 copies. The first issue, dated in May 1918 was sold out the same day (Novak, 2006). According to the data from the newspaper itself, in October 1918 it had a respectable daily circulation of 7,000 copies (Jelaska, 2009). According to the data from 1929, this daily circulation was maintained throughout the interwar period, although a circulation of 9,000 copies from 1939 (Novak, 2006) is also mentioned. The newspaper was published once a day, seven days a week. The circulation of 7,000 copies from October 1918 is very interesting when linked to the number of potential readers from the same period. For linking the two we will use available data on the population and their literacy. The area where Novo doba was predominantly distributed in 1918, which would correspond to the area of today's Split-Dalmatia County, had approximately 270,000 inhabitants 'Naselja i stanovništvo Republike Hrvatske 1857-2001' (2006). This approximation is based on the data on the number of inhabitants in Split-Dalmatia County (i.e. the area which would correspond to the today's Split-Dalmatia County) from the census of population in 1910 and 1921. As the population of that area did not drastically increase between 1910 and 1921, the data stating that there were 270,000 inhabitants is relatively accurate. Literacy for the same year must also be approximated according to the available data. In general, it should be noted that literacy at the beginning of the 20th century Dalmatia was very low, despite the existence of the law on compulsory elementary education. According to the census in 1910, as much as 63% of the population in Dalmatia was illiterate, while the census in 1921 recorded 49% of illiterate people in the same area. Data from the census in 1931 state that there were 41% of illiterate people for the Split district. Based on the given data, we can approximate the percentage of literate people in the area where Novo doba was distributed in 1918 to roughly 50%.

In 2011, Slobodna Dalmacija was published once a day, every day of the week, i.e. 358 days a year. In November 2011, according to the data obtained from the newspaper itself, it had a daily circulation of approximately 23,000 copies in the area of the Split-Dalmatia County, where around 90% of the circulation is sold, while the other 10% is sold on the remaining territory (which can be covered given the time of shipment), covering just over half of the state (Gojun, 2012). The number of potential readers of Slobodna Dalmacija in 2011 in the area of the Split-Dalmatian Counties is significantly higher in relation to Novo doba in 1918, primarily due to the increase of literacy of the population. According to the 2011 census, the Split-Dalmatia County had a population of 455,000. Today, literacy in the entire territory of Croatia is equally distributed. The data from the census in 2011 stating there were approximately 2% of illiterate people also apply to the Split-Dalmatia County. Therefore, in October 1918 Novo doba had a circulation of 7,000 copies which were sold in the area which was approximately the same size as the today's Split-Dalmatia County, with a population of 270,000, 50% of which were literate. By dividing the number of literate people and newspapers sold, we get one sold newspaper per 19 literate people. In November 2011, Slobodna Dalmacija had a circulation of around 23,000 copies in the same area which now has a population of about 455,000, 98% of which are literate ('Popis stanovništva, kućanstava i stanova', 2011). Hence, we also have one sold newspaper copy per approximately 19 literate people. In 1918, Novo doba did not have any real competition, in terms of the same type of newspapers (daily informative newspaper) on the territory where it was sold. But there were newspapers published periodically. Novo doba in 1918 was the only daily informative newspaper in the area of our interest, but it was not the only available periodical at the time. The situation with Slobodna Dalmacija in 2011 was somewhat different, because the market had changed, as well as the technical and technological conditions in journalism, so the availability of several daily informative newspapers is no longer a barrier for the potential readership. However, the real competition for Slobodna Dalmacija in 2011, in terms of informative daily newspapers available in the area of the Split-Dalmatian County, comes down to approximately 10% of the general daily press sales, where Slobodna Dalmacija has around 60%. These nearly 10% include Jutarnji list with around 8% and Večernji list with around 2%. The remaining 30% belong to 24 sata and Sportske novosti, which have a few percent, but these newspapers are not the real competition of Slobodna Dalmacija (Gojun, 2012). If we take into account only the three daily newspapers, similar in their profiles, then Slobodna Dalmacija has approximately 86% of the regional market, while Večernji list and Jutarnji list have around 14%. We can therefore observe that the number of literate people per one sold copy of regional daily newspapers in the Split-Dalmatian County October

1918 and November 2011 are virtually identical. If we adjust this data by a certain percentage based on the difference present in 2011 due to the emergence of the competition, Večernji and Jutarnji list, we will have 17 literate people per one sold copy of daily informative newspapers in the Split-Dalmatian County. Thus, there was an increase in sales by 11%, i.e. a decrease in the number of literate people per one sold copy of daily informative newspapers for the same percentage in 2011 when compared to 1918. But despite this increase, there is a clear supremacy of the domestic regional daily informative press over the national press or regional press coming from other regions. Domestic regional daily informative press has a stable ratio to the number of literate people, and the 11% increase in 2011 was most likely induced by the competition. It was not substantially present in 1918, but it was present in 2011; however, with no major differences. Perhaps this increase brought about by the competition is linked to the mobility of work force or the movement of population, but this has yet to be researched. It should be noted that the aforementioned data and figures on the circulation and literacy are not entirely accurate. Accurate data is probably not possible to obtain due to a variety of reasons which shall not be specified in detail herein. A good example of variations and imprecision of data is, for example, the changed basis for interpreting literacy in all censuses used as a base for certain conclusions in this paper. Comparability of data thus becomes questionable. But the primary intention in this regard was to outline at least a general overview of the readership and circulation ratio in 1918 and today.

Compared prices of daily newspapers

Alongside literacy, price is another element which can affect the circulation of daily newspapers, i.e. which has direct influence on the potential readership. A good example for this is the daily newspaper 24 sata, whose success in the market can mostly be contributed to its relatively low price. But comparing the price of Novo doba and Slobodna Dalmacija one hundred years apart is somewhat more complicated, primarily due to the problem of finding a quality foundation for comparison. Generally speaking, comparing the value of money in time periods which are very far apart is problematic. Economists have occasionally tried comparing the value of money in different periods, but they were not proven to be certain enough in order to be accepted by the historians. Practical comparison of newspaper prices in different periods can be achieved by comparing the price of newspapers with the price of basic food items in order to obtain a general outline of value relations. Data on the prices of food such as bread, flour, oil, paper, etc. in 1918 can be obtained from Novo doba itself, mainly under the subheading "Aprovizacija". But this is only partially useful in our case. The problem is that 1918, due to numerous changes, shortages, breakdowns in communication, etc. is not the "happiest" of years for making comparisons.

Prices of bread and other food products changed constantly, if they were available to be bought at all. Despite the stated obstacles, some available data will be listed in order to obtain a general overview of the relation between the price of informative daily newspapers today and one hundred years ago. What we do know is that in 1918 Novo doba cost 20 *para* coins, i.e. 0.2 K (krone), a monthly subscription cost 5K, a three month subscription 15K, a six month subscription 30K, and a yearly subscription 60K. These data are printed on the first page of every analysed copy. In the analysed copies of Novo doba we also find data on the price of domestic wine, which was 12K per litre, and the price of meat, which was 24K per kilo. We can see that the three month subscription to Novo doba was worth a bit more than a litre of domestic wine, i.e. that one could buy four to five months of subscription for the cost of one kilo of meat. A kilo of sour cherries was 16-20K, carob 12-14K, figs 16-17K, almonds 15-16K, and peeled almonds up to 80K. The price of bread varied, but it is stated in Novo doba dated from October 19no. 132 that 33 dkg of bread (the so called daily portion) cost 54 *para* coins. Based on the given data, we can draw the conclusion that in 1918 the newspaper was relatively cheap or that the food was relatively expensive. In any case, what is important for us is the relation between the prices providing us with the actual position of the price of newspapers when compared to the prices of food eaten in Dalmatia every day. According to these data, newspapers in 1918 were relatively cheap, so consequently the price should not have particularly affected the circulation. Its cheap price is actually relevant when put into context of 1918 and the war, food shortages, and in general the period when every dime was worth gold. In 2011, Slobodna Dalmacija cost 7kn, a monthly subscription cost 187,95kn, a three month subscription 532,53kn, a six month subscription 1039,99kn and a yearly subscription 2004,80kn (Nosić, 2013). These data show that the principle of subscription periods did not change, and the way of forming subscription prices remained virtually the same as it was in Novo doba in 1918. As far as the relation between the price of newspapers and certain standard food items is concerned, the situation with Slobodna Dalmacija is a bit more complicated than the one in Novo doba. Due to the abundance of food on the market and significant variations in prices, average prices are harder to determine. However, considering the stated prices of food in 1918, we will set forth the data for the same food items in 2011. The average price of meat in 2011 is around 50 kn. Domestic wine, sold as it was sold one hundred years ago, costs approximately 25 kn per litre. Domestic peeled almonds today cost around 100kn, and they would cost a lot more if there wasn't for the foreign, extremely cheap competition. The price of figs is around 40kn etc. We can see that the relation of the price of newspapers and the prices of the listed food items drastically changed in one hundred years. We might say that in 2011 food is relatively cheaper

or newspapers are relatively more expensive than they were in 1918. By viewing the prices of several listed food items from 1918 and 2011, we can observe that the items maintained their relation between prices, but the cost of regional informative daily newspapers simply went up. There is a whole series of reasons for this price increase, but they will not be mentioned in this paper. Our goal here is to show that the price of Slobodna Dalmacija in 2011 is relatively higher than the price of Novo doba in 1918. To be more specific, for the price of seven copies of Slobodna Dalmacija in 2011 you could buy a kilo of meat. For the kilo of the same meat in 1918 one could get 120 copies of Novo doba. Logically thinking, one would assume that there would be a relatively smaller circulation in 2011, if the price affects the circulation, which is not the case here. It is evident that the relative increase of the regional informative daily newspaper price in the period of one hundred years did not affect the circulation thereof. The percentage of literate people in the population of the Split-Dalmatia County buying the regional informative daily newspapers is the same in 1918 and in 2011, and it doesn't seem to depend on the actual price of newspapers. There is a constant share of people in the total number of literate people in the Split-Dalmatia County buying regional informative daily newspapers today and 100 years ago.

Format, number of pages, and colour of the daily newspaper

In 1918, Novo doba was published in the 41X28 cm format, having 4 pages on average, monochromatic. On Monday, the daily newspaper had two pages, while on other days it had four, once exceptionally six pages. In the analysed period, Novo doba did not have special editions, except in number 137 dated October 24, when the "Declaration of the National Council of Slovenes, Croats and Serbs" was printed over the entire first page and the related topic was given most of page two, causing the issue to have six pages. In 2011, Slobodna Dalmacija was published in the 42X29 format, having 68 pages on average, multicoloured. The average number of pages includes the feature editions of S. Dalmacija. In the analysed period, they were present every day, except on November 21 when the newspaper was published without the feature edition.

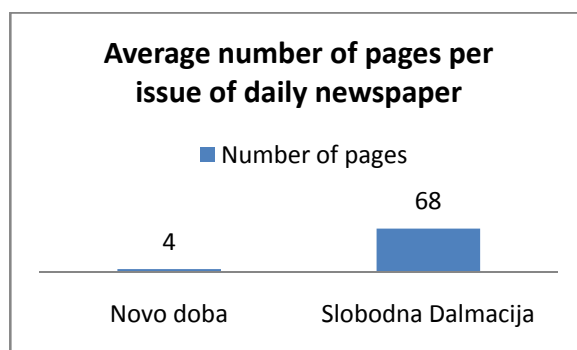


Chart 1 Average number of pages per issue of daily newspaper

We can also notice that the format of both newspapers is virtually the same, with practically only one centimetre less in Novo doba. This is a folded A1 paper format with one centimetre less in length and width in Novi list, i.e. the so called tabloid format.

Research – Frequency of news items, presence by units of content, advertising space percentage

Research methodology

Content analysis was carried out on a sample comprising of a three-week edition of Novo doba from 1918, starting from number 120 to number 141, and a three-week edition of Slobodna Dalmacija from 2011, starting from number 21829 to number 21850. The unit of analysis on the first level was a news item. A news item is any piece of text, image, illustration or a form of their mutual integration which undoubtedly represents a certain journalistic form. The analysis does not include the television guide and everything that goes along with it, death notices, tenders of public institutions, official notices of local, county or state authorities and alike. The focus was on journalistic content, i.e. signed news items. The average frequency of news items per daily issue was researched first, followed by the frequency of items per page in daily issues. In order to obtain data which is as accurate as possible, in the research of frequency per page, the average number of pages per issue is reduced by the average number of pages per issue which cover any form of commercial advertising.

After that, each item was classified by units of content according to the central topic of the item. On the first level, the following topics were researched:

- a) regional topics
- b) supra-regional topics

On the second level, the items are classified according to new units of content, again according to the central topic of the item:

- a) politics
- b) economy
- c) science and education
- d) culture
- e) religion
- f) crime and courts section
- g) sport
- h) entertainment
- i) other

Subsequently we analysed the average percentage of advertising space in an issue of daily newspaper, and the average advertising space per one advertising message, according to the unit value. The unit for analysis here is an advertising message. For analysing advertising space the unit value used is 1/72 of a page. Margins were not included in the analysis. Based on dividing a page into 72 sections (6x12) advertising space is organized in Slobodna Dalmacija, and the same principle with slight modifications can also be simply and precisely applied to Novo doba (4x18). Finally, we analysed the average frequency of an advertising message per daily issue.

Interpretation of results

The average frequency of news items per issue of daily newspapers is 50 for Novo doba and 125 for Slobodna Dalmacija. This data seems entirely different when we correlate it with the average number of pages in the daily newspaper. We then have the data that the average frequency of items per page is 15,6 in Novo doba, and 2,2 in Slobodna Dalmacija. As we can see, Slobodna Dalmacija has on average 2,5 times more news items than Novo doba, while Novo doba has on average 7 times more items per page.

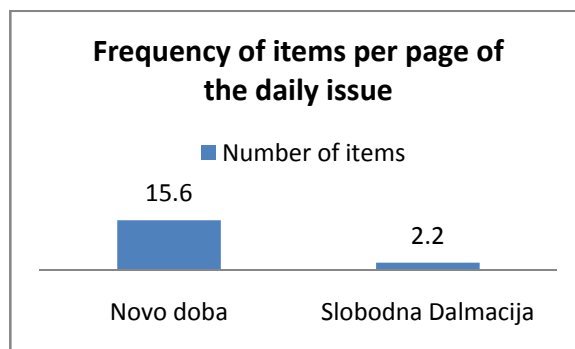


Chart 2 Frequency of items per page of the daily issue

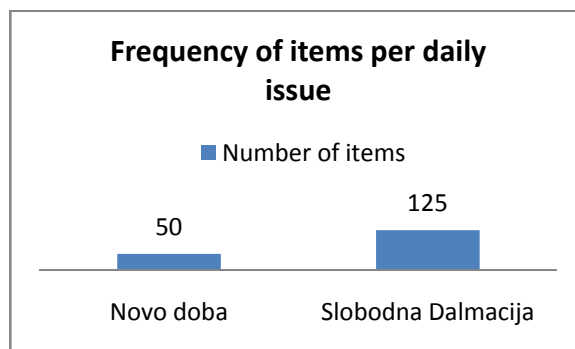


Chart 3 Frequency of items per daily issue

This suggests that over the period of one century, regional daily newspapers transformed in terms of dominant journalistic forms. In addition, the progress of graphic design also must be noted. The number of items increased two and a half times, which can be expected taking into consideration today's circumstances in journalism, but it is far more interesting that the volume of individual items on average increased seven times, which is partially a consequence of image and text integration in Slobodna Dalmacija. Slobodna Dalmacija turned to longer, i.e. more comprehensive and spatially more extensive journalistic forms than Novo doba. According to the data obtained from Novo doba itself, we know that the editorial board in the analysed period, in addition to the editor-in-chief Vinko Kisić, consisted of two more associates (Novo doba, no. 133, p. 3). This fact constitutes a strong argument in favour of short journalistic forms. Today, when a much larger number of people is included in the process of creating newspaper content, one would expect the more extensive journalistic forms to prevail. Journalists simply have more time to create specific content, so they become more extensive.

According to the central topic, items are primarily sorted according to the units of content as the ones covering regional topics and the ones covering supra-regional topics. Supra-regional topics include all non-regional topics. Regional topics include the topics in connection to Dalmatia. Therefore, the supra-regional topics category includes items dealing with national and global issues. The results for Novo doba show that 36% of the items cover regional topics, while 64% of the items cover supra-regional topics. The ratio of these units of content in Sl. Dalmacija is 51% for regional and 49% for supra-regional topics.

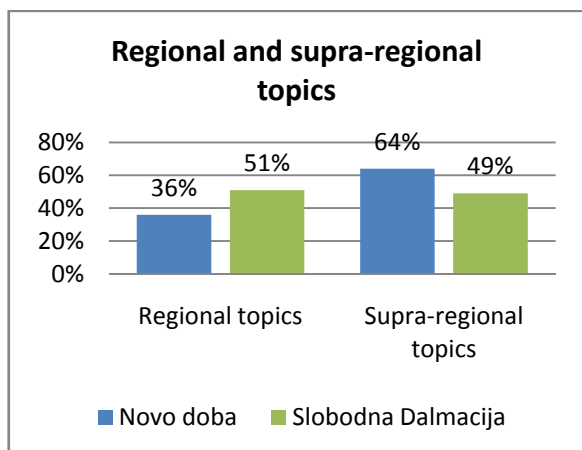


Chart 4 Percentage of regional and supra-regional topics according to the number of items

This percentage ratio of the number of items covering regional and supra-regional topics can be interpreted within the historical context. The ratio of Slobodna Dalmacija can be viewed as expected. But the respectable dominance of foreign topics over the domestic ones in Novo doba should be placed in the context of the political situation in 1918. During the phase of transition in which the province of Dalmatia from being a part of the Austro-Hungarian Monarchy became a part of the Kingdom of Serbs, Croats and Slovenes, and during the end of World War I, national and international politics played a much more important role for the fate of the province than regional and local events. Hence the significant domination of political, especially the foreign policy issues over all other issues later on. In the next phase of analysis, the items are again sorted according to new units of content, as shown on Chart 5. The data clearly show that six out of nine content categories are less present in Novo doba than in Slobodna Dalmacija, as follows: economy (2,4% versus 8,7%), science and education (1,1% versus 3,8%), culture (2,8% versus 11,8%), religion (which is almost completely absent (0,4% versus 0,9%)) sport (completely absent (0% versus 17,3%)) and entertainment (which is in a similar situation as religion (0,2% versus 5,4%)). The presence of two content categories is relatively similar, i.e. the crime and courts section (4,7% versus 5,2%) and other (21,7% versus 25%). The presence of the politics category in Novo doba is substantially larger at 66,7% than it is in Slobodna Dalmacija, at 22%.

What is particularly interesting is the complete absence of sport items in Novo doba, while in Slobodna Dalmacija they account for 17% of the total number of items, and are individually the second category when it comes to their presents in the newspaper, immediately after politics (22%) if we ignore the category other (25%) which includes all previously unclassified topics.

Content categories

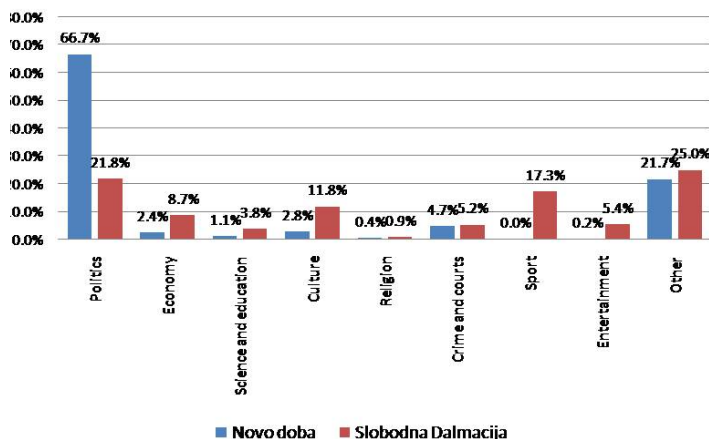


Chart 5 Percentage of the frequency of items according to units of content

It is also evident that the entertainment content category in Novo doba has only 2 items in the entire analysed sample, i.e. 0,2%. It appears that entertainment simply did not find its way to Novo doba, which is probably a consequence of a difficult political and social situation. Specifically, at the end of 1918, faced with the Spanish influenza, hunger and war, Dalmatia barely existed. It is also interesting that religion, i.e. the church as an institution, which was historically an important element in the life of Dalmatia, appears in Novo doba with an unexpectedly small share of merely 0,4% (only four items in the sample). The percentage in Slobodna Dalmacija is also minimum at only 1%. Considering the realistic position of church in the social system, a larger percentage of items related to religion would be expected.

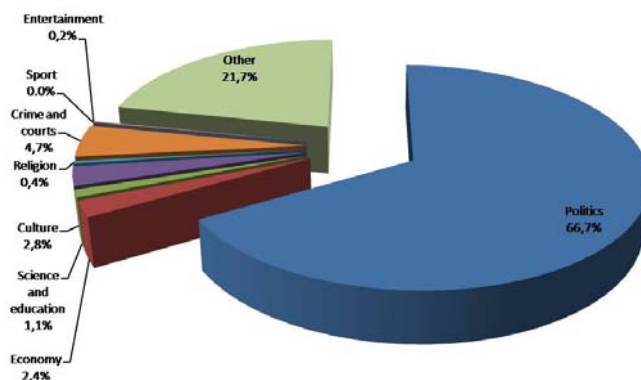


Chart 6 Percentage of items per units of content - Novo doba

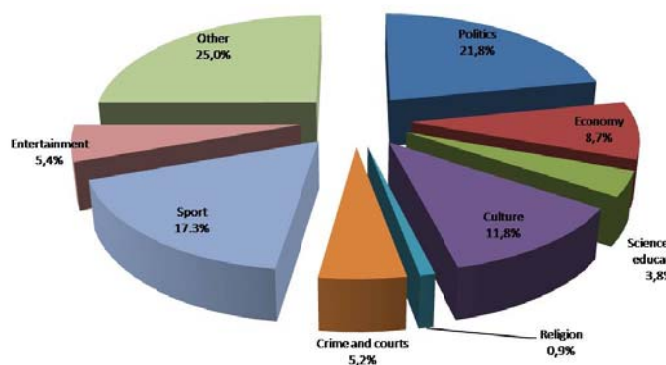


Chart 7 Percentage of items per units of content - Slobodna Dalmacija

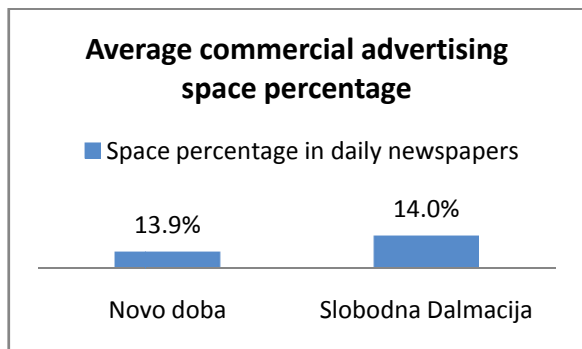


Chart 8 Average commercial advertising space percentage

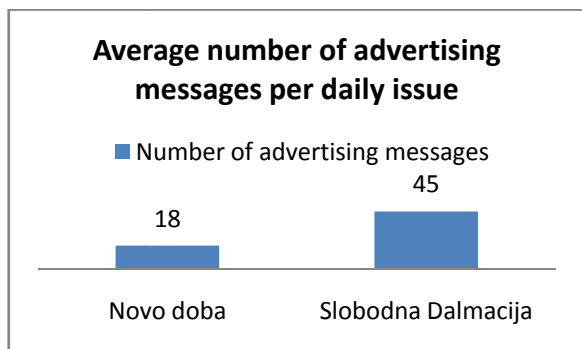


Chart 9 Average number of advertising messages per daily issue

The average percentage of advertising space in the total space of the daily newspaper is almost identical in both papers. Advertising space in Novo doba accounts for approximately 13,9% of the total newspaper space or on average 0,5 page of the total average of 4 pages per issue (margins not included), with total of 18 commercial advertising messages. In Slobodna Dalmacija this percentage covers on average 14% of the space (margins not included) i.e. 9,5 pages per issue, with average of 45 advertising messages. Once again, the analysis provides us with interesting data indicating that when observing the quantity of commercial advertising, in terms of average space percentage in the daily newspapers, nothing changed significantly in Slobodna Dalmacija when compared to Novo doba. Advertising and newspaper content kept the same ratio even after one hundred years. However, a change occurred on the level of space taken by a single advertising message.

In Novo doba this message takes on average 2,04 of the unit space value, while in Slobodna Dalmacija this number is 15,08. This indicates that the average space taken by a single advertising message grew 7,39 times.

Conclusion

Comparative analysis of Novo doba and Slobodna Dalmacija provided a series of data on the transformation of regional informative daily press in Split. Some of the obtained data is totally unexpected. Of course, only a part of numerous potential parameters were taken into consideration. We expected drastic differences, but the results did not confirm these expectations. Considering the changes which took place in journalism in the last hundred years, especially in technology, we can say that everything that happened in this area during the stated period reflected on the analysed elements mostly moderately and predictably. Some elements also remained unchanged. Novo doba and Slobodna Dalmacija share many similarities from the historical standpoint. The conditions in which the daily newspapers were created and functioned defined them, or rather; the daily newspapers functioned well, in interdependence with their environment, as living organisms. One of the forms of interdependence is political opportunism. The percentage of readership in the literate population of the Split-Dalmatia County who bought Novo doba, i.e. Slobodna Dalmacija is practically identical. The average number of items per issue increased only two and a half times, but the items became more extensive, changing the journalistic forms and increasing their volume. As a result, the average of 4 pages per issue in Novi list increased to an average of 68 pages in Slobodna Dalmacija, which is a significant growth. Drastic changes also occurred in page break and graphic design, which were not covered in detail in this work. Slobodna Dalmacija is printed in multi-colour, while Novo doba was printed in monochrome. Novo doba hardly had any images, while the integration of text and images is the foundation of Slobodna Dalmacija. The price of Slobodna Dalmacija is relatively higher than the price of Novo doba, when viewed in relation to the prices of food items in 1918 and 2011. This would practically mean that for the value of one kilo of meat, one could buy almost a six month subscription to Novo doba, while today this would not be nearly possible for Slobodna Dalmacija. Subscription to daily newspapers maintained approximately the same mathematical logics of formation, even though it is relatively more expensive in the case of Slobodna Dalmacija. From the standpoint of the presence of news item according to units of content, we can observe that the crime and courts section and the section other are equally present in both daily newspapers. Sport is completely absent in Novo doba. Religious topics are virtually insignificantly covered taken into consideration the role of the church in the society.

Generally speaking, in Novo doba all the topics are less present than in Slobodna Dalmacija. This is understandable considering that politics in Novo doba covers 66,7% of the content, while in Slobodna Dalmacija this percentage is 21,8%. This overrepresentation of politics in Novo doba is probably caused by the end of World War I and the foundation of the Kingdom of Serbs, Croats and Slovenes which took place simultaneously in the period of publishing the analysed issues. The presence of commercial advertising, which

according to general opinion has been taking up more and more space in the last few decades in all the media, shows a different trend in the analysed daily newspapers. In fact, the percentage of the papers taken up by commercial advertising is almost identical in Novo doba and Slobodna Dalmacija (approximately 14%) in proportion to the entire newspapers. What did change in this regard is the average space per advertising message, which is 7,39 times bigger in Slobodna Dalmacija than it used to be in Novo doba.

References

- Gojun, M. (2012). *Slobodna Dalmacija, privatemessage*, (11.06.2012.). Split.
- Horvat, J. (2004). *Povijest novinstva Hrvatske 1771.-1939*. Zagreb: Golden marketing – Tehnička knjiga.
- Jelaska, M.Z. (2009). *Split 1918. – 1941*. Zagreb: Hrvatski institut za povijest.
- * * * (2006). *Naselja i stanovništvo Republike Hrvatske 1857. - 2001*. Zagreb: Državni zavod za statistiku, 2006. online: [http://www.dzs.hr/Hrv/pxweb2003/database/Naselja%20i%20stanovnistvo%20Republike%20Hrvatske.asp](http://www.dzs.hr/Hrv/pxweb2003/database/Naselja%20i%20stanovnistvo%20Republike%20Hrvatske/Naselja%20i%20stanovnistvo%20Republike%20Hrvatske.asp) (12.12.2013.).
- Nosić, I. (2013). *Slobodna Dalmacija cjenik pretplate od 01.03.2011., privatemessage*, (12.12.2013.).
- Mirković, V. (1999). *Političke novine (1918.-1929.), Splitske novine 1918.-1929*. Split: Sveučilišna knjižnica.
- Mirković, V. (2013). *Šezdeset godina dnevnika „Slobodna Dalmacija“*. Split: Slobodna Dalmacija, online: <http://arhiv.slobodnadalmacija.hr/20030610/feljton01.asp#>, (12.12.2013.).
- Novak, B. (2005). *Hrvatsko novinarstvo u 20. stoljeću*. Zagreb: Golden marketing.
- * * * (1918). *Novo doba*, y.-1., 120–141, 1918.
- * * * (2011). *Popis stanovništva, kućanstava i stanova 2011. Godine*. Zagreb: Državni zavod za statistiku, online: <http://www.dzs.hr/Hrv/censuses/census2011/censuslogo.htm> (12.12. 2013.).
- * * * (2011). *Slobodna Dalmacija*, y.-59., 21829–21850, 2011.
- Vidaković, J. (2001). *Povijest hrvatskog novinarstva: Zadar u XIX. st.* Zagreb, Hrvatsko komunikološko društvo-Nonacom.

KOMPARATIVNA ANALIZA LISTOVA 'SLOBODNA DALMACIJA' I 'NOVO DOBA': USPOREDBA NEKIH ELEMENATA U NAJČITANIJIM DNEVNIM NOVINAMA SPLITSKOG PODRUČJA DANAS I PRIJE STO GODINA

Sažetak

Masovni mediji na globalnoj razini proživjeli su mnoge promjene u posljednjih stotinu godina. Cilj ovog rada je ustanoviti kakve su se konkretne promjene dogodile sa regionalnim dnevnim tiskom u Splitu u tom razdoblju. Analizirane su i uspoređene informativne dnevne novine Novo doba i Slobodna Dalmacija kao reprezentativni uzorci regionalnog dnevnog tiska u Splitu za analizirana razdoblja. Na uzorku koji obuhvaća trotjedno izdanje Novog doba iz 1918. i trotjedno izdanje Slobodne Dalmacije iz 2011. provedena je kvantitativna i kvalitativna komparativna analiza. Dnevnici su komparirani na osnovi povijesnog konteksta, političke usmjerenosti, dosega, naklade, oglašavanja, tipa sadržaja i još nekih formalnih elemenata. Rezultati su pokazali kako promjene nastale u razmaku od stotinu godina nisu toliko drastične koliko je očekivano, da su više formalne nego supstancijalne prirode, te da su mahom vezane uz napredak tehnologije i pismenosti.

Ključne riječi: dnevne novine, Slobodna Dalmacija, Novo doba, komparativna analiza

Received: April 11, 2013

Accepted: December 20, 2013

Correspondence to:

Boris Lozovina, MSc.

University of Zagreb

Faculty of Humanities and Social Sciences

21000 Split, Bijačka 12/I, Croatia

Phone: 00 385 97 774 99 22

E-mail: lozovina@gmail.com