

Dalmatian Perception of Hungarians and Italians in Early 20th Century (Perception of Hungarians and Italians in *Svačić*)

The paper analyzes the way Hungarians and Italians are perceived in the annual Zadar calendar named *Svačić*. The calendar was published in the early 20th century and represented a certain change in the cultural consciousness of Croatian society at the beginning of the 20th century. It also witnessed the establishment of a new stand toward one's own people and culture, as well as toward other people and cultures. Those perceptions dominated the cultural imagery in periodicals, and they were interesting and important because they fell short of the "horizon of expectations". On the one hand, they did not comply with the political and historical context in which they had originated (Hungarians), and on the other hand, they completely changed the tradition of 19th century periodicals (Italians). Finally, it was confirmed that the way *Others* were perceived was subjected to a complete and radical change over the period of a mere few years, but they underscored the influence of the social, and particularly the political situation of the time in which they originated.

Key words: hetero-perceptions, Croatian Literary Modernism, Italians, Hungarians, "new course" politics, *Svačić*