

Media Literacy and News Libraries in Croatia and their Importance for Digital Age Journalism and Reporting

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SUMMARY

Every day newspaper industry in Croatia produces a great quantity of newspaper articles which are not sufficiently searchable and not easily accessible. It has a negative effect on the quality of news reporting. On the other hand newspapers report on daily events and are a source of information for users. Proper functioning of news libraries is of great importance for print journalists. The present practice of the newspaper industry in Croatia in the segment of newspaper documentation shows that the need for news librarians has not been recognized, that is, they have not been sufficiently involved. By using organized data bases journalists and researchers would spend less time searching newspapers and collecting newspaper articles and would therefore have more time to spend on writing articles and checking information. As a consequence the quality of newspapers would improve. The subject of this paper is media literacy in relation to the meaning of functioning of news libraries in Croatia. How should journalists develop their media literacy to be able to understand the importance of news libraries and newspaper archives in order to be able to use them more efficiently? How could they more easily access a news library and be able to better value and analyze the collected newspaper articles and other data prepared by the mentioned service? On the other hand, because of the new technological demands and greater possibilities of application of information technologies news librarians are expected to be media literate and in

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this way become active partners to journalists. To which extent would greater standardization and efficient digitization facilitate the search for and access to information? How could a better understanding of the importance of news library service start some positive changes in print journalism? The present situation in news libraries in Croatia shows that there is a need for better search possibilities of the past period. The newspapers from the period of Homeland War and the transition period are especially important to Croatian journalists and researchers. The print media journalists need professional help of news librarians when searching for and checking information especially from the non-digitized period.

Key words: Newspaper industry, news libraries, organized data bases, information checking, digitization, media literacy

Introduction

Information sciences are gaining in importance within social discourse. A part of information science is turning towards the needs of the media industry and this paper will deal with news libraries. The principal task of news libraries is to give journalists and other users easy access to information. Material produced by newspapers needs to be processed and standardized so that other users and journalists could gain a quick and exact insight in databases, which news libraries adapt, select, index and archive on a daily basis. News libraries are an important part of publishing houses. Newspaper documentation is a professional service in which news articles are collected, news bases are formed and other information sources are searched. News archivists professionally aid journalists in quick and exact collecting of information, as well as in information checking which affects the quality of published material. Newspaper documentation directly affects the quality of journalistic writing.

Newspapers produce enormous quantities of content which needs daily processing. Functions of documentation: collecting texts, forming data bases, help with searching and checking data, are significantly expanded today, in accordance with information-communication technologies and needs of newspaper research today. New technological demands require news archivists to be active partners of journalists. The method of creating the text has changed as well. Digital news bases have become routine. The development of information technology significantly alters journalism as a profession and affects all segments of collecting, producing and dispatching media content. When writing a text, journalists need to have available

published texts and information on past events. The journalist must research the subject of which he is writing and must go over published texts in order to see how the subject was covered, and for that he often needs specialized data bases and bibliographies.

The role of newspaper documentation has changed over time, and its relationship with the redaction has gone from a centralized, dislocated press archive with records, in which journalists had to personally collect the material they needed, where articles were manually extracted from records and photocopied, to a center which distributes information products thus participating in a new way in the creation of newspaper articles. This paper investigates the transformation of the model of newspaper documentation in the Croatian press in regard to the development of the research-documentation model. It is necessary to review the change of working methods of news libraries in Croatia with regard to openness to users, because of the importance they have for journalists' work and objective reporting. By keeping track of the extent to which they have managed to adapt to these demands of contemporary journalism, arises the question of the importance of a steady media literacy education, not only for journalists, as primary users of newspaper documentation, but also the public which the information is intended for. It is certain only that a steady media literacy education for citizens and media professionals alike, can create a much needed synergy for a responsible attitude towards public communication. This paper will follow the thesis which states that the quality of public communication largely depends, among other things, on the quality of newspaper documentation.

Theoretical Postulates

Relevant information regarding the work of newspaper documentation is held by professional associations. At the International Newspaper Conference, IFLA, 2010, a large number of papers were presented, which discussed how the old type of newspaper documentation with material in hard copy should be treated. It was shown that many developing countries still have this kind of material in their newspaper documentation. Croatia is behind the developed countries, which is why the papers presented at the above mentioned conference are important to us. At the IFLA organization and its Newspaper Section in Singapore, an international conference was held in 2008, on the subject "The Impact of Digital Technology on Contemporary and Historic Newspapers". The collection of presentations featured at the conference (ed. Hartmut Walravens, expert for old newspapers and digitalization) offers an extensive insight into the effect of technology on the use of old newspapers and

contemporary trends in regards to their storage. Hartmut Walravens (2003) is also the editor of a book which contains the papers presented at another IFLA conference held in Berlin in 2003, on the subject "Newspapers in Central and Eastern Europe". Subjects of the papers covered ways of handling newspaper collections with regard to using and archive protection of newspapers from Middle and

Eastern Europe, as well as Russia. In the USA, the activity of the professional association Special Library Association, News Division is important for newspaper documentation.

Theorist Katharine Schopflin (2008), in her book *A Handbook for Media Librarians*, offers practical advice on how newspaper documentation should adapt to technological change. She especially describes the change in the work of newspaper documentation in Great Britain. Various authors represented in that book, with experience working in newspaper documentation and newspapers, explain old and new tasks of those working in newspaper documentation, such as intranet maintenance and database subscription organization, cite which legal issues need to be resolved in order for newspaper databases to be used, etc. Katharine Schopflin discusses the position of newspaper documentation in the 21st century, and accordingly the inevitably changed role of newspaper archivists in newspapers.

In the center of interest of experts concerned with newspaper documentation is the issue of the changed function of newspaper archivists in redactions, which was brought about by the dominating influence of information technologies on working practice. It is essential to find an effective way of adjusting newspaper archivists to new work conditions in the digital environment, where both journalists and archivists have identical ways of accessing newspaper articles, and it should thus be reviewed who does what in such changed conditions. Certain researchers (Bradley, 2003) discuss new types of jobs that are being taken on by newspaper archivists in the USA and Australia. In these countries newspaper archivists organize various types of training intended for the education of journalists. They deal in information literacy as it relates to the needs of journalists and media organizations. Thus, newspaper archivists should within newspaper companies hold trainings for journalists, on the subjects of information technologies and information literacy, even though it is questionable whether or not newspaper managers recognize these as necessary activities.

Authors Shannon E. Martin and Kathleen A. Hansen (1998) in the book *Newspapers of Record in a Digital Age* discuss the in which newspapers and newspaper articles in newspaper documentations and newspaper databases are being utilized,

in regard to the importance of published information for researchers, students and historians.

In the book *The Modern news Library*, author Geoffrey Whatmore (1978) gives an overview of the work of classic newspaper documentation, and describes the tasks performed by newspaper archivists in a documentation that possesses collections of newspaper clippings.

Barbara P. Samonche (1993) researched the development and history of newspaper documentation, and her book *News Media libraries* is essential. The book is divided into 30 chapters, containing the history of newspaper documentation, basic functions and roles of newspaper documentation, types of automatization, as well as legal and ethical issues.

In Croatia there are no specialized handbooks or reference books specially designed for the needs of educating newspaper archivists.

For newspaper archivists, an important source of quality scientific information is the scientific journal *Medijska istraživanja / Media Research*. The journal is regularly published since 1995 and has featured more than 200 scientific papers related to the fields of media and journalism. Editor in chief of *Media Research* is Nada Zgrabljčić Rotar. The journal discusses issues of investigative reporting and source of information.

The book of group of authors *Digitalno Doba (Digital Age)*, editor Nada Zgrabljčić Rotar (2011) discusses the way in which traditional media, television, press and radio are being digitized, and how digital content is created. As has justly been stated, the new digital culture calls for many new professions, creates demands for new education, knowledge and skills of producing media content. (Zgrabljčić Rotar, 2011, 15). Part of the authors discuss the question of mass media digitization and the influence the Internet will have on the practice and theory of media.

In her paper "Press in the Process of Digitization: Practical Application in Journalism", also included in the book *Digital Age*, Gabrijela Gavran (2011) gives an overview of newspaper documentation development in Croatia and lists the functions of newspaper documentation.

Author Hrvoje Stančić (2009) deals with issues of digitization. He stresses that correctly laying the foundations for the process of digitization is key for a quick access to information later on. Gabrijela Gavran (1999), discussing the issue of newspaper documentation management, cited the tasks handled by the executive director of newspaper documentation, as well as describing all that was necessary in order to form an electronic newspaper documentation, in Croatia. For Croatian information specialists, journalists and newspaper archivists, the establishment of

the International conference “Information Technology and Journalism” in Dubrovnik was of great importance. During the year 1996, Nenad Prelog, Scherry Ricchardy and Pavao Novosel initiated an annual international conference “Information Technology and Journalism” in Dubrovnik, with the aim of intensifying information processes related to that area. The issue of authorship within libraries and newspapers, is further investigated by authors Aleksandra Horvat and Daniela Živković (2009) in their book *Knjižnice i autorsko pravo (Libraries and Authorship)*. This book will be of great use to librarians, but also to newspaper archivists, since, when compared to newspaper material, nor librarians nor journalists in Croatia have paid adequate attention to the issue of authorship. The above mentioned book will help in the consideration of possible solutions.

The Goal of Research

The goal of the research was to empirically investigate the transformation of the model of newspaper documentation in the Croatian press compared to the development of the investigative-documentation model in the period between 1990 and 2010, owing to the importance of newspaper documentation for the media literacy of journalists.

The problems of choosing the investigative-documentation model of newspaper documentation

During the research, certain specificities of the development of newspaper archiving in Croatia have arisen. A strictly centralized model of functioning of newspaper documentation was, after Croatia's separation from ex-Yugoslavia, marked by the change of political system, the privatization of media and the onset of action of private and foreign newspaper owners, but at the same time a greater openness of the society for information access was achieved. As Croatian print journalism grew out of a quality discourse and was based on high professional values established within the Newspaper Company Vjesnik, in which a journalist always had access, in one place, to newspapers and Newspaper articles collected from various publishers, the goal was to research the investigative-documentation model of newspaper documentation as it was set, and to question it in relation to its development potential, such as it manifested itself in certain foreign newspaper companies, as well as in relation to the events in the Croatian newspaper industry in the observed period. Since in Croatia the investigative-documentation model of a closed type was the basis for work in the old system, and was taken from the socialist period, the rese-

arch sought to determine in which way the transformation of this model occurred in the period between 1990 and 2010.

Determining the basic unity for research

The basic unit for research was the newspaper documentation founded for the purpose of servicing the journalists of print media. Television documentation was not analyzed due to their work being more oriented towards television journalists. This research was focused on newspaper departments which have clear functions for newspaper documentation. Newspaper documentation is a professional service that has a series of functions related to collecting newspaper texts, forming newspaper databases, helping journalists by searching newspaper and other information sources.

It was first necessary to determine the basic unit of research, i.e. to define which characteristics a department must have in order for it to be considered as newspaper documentation. For it to become the basic unit of research within this research, such a department must have at least one employed newspaper archivist, who professionally assists journalists in searching and in quick and accurate collecting and checking information, on a daily basis. Newspaper documentation calls for professional newspaper archivists or information specialists, who understand the needs of the journalist, and can professionally keep up with him, by preparing and checking information, with which they actively participate in creating the text, contributing in the part related to information background.

In Croatia, especially in more recent years, we have a series of newspapers that do not have newspaper documentation. These newspapers usually have only their archive where sets of newspapers are stored and possibly a digital edition which can be variously sorted and searched. The existence of a press archive is important for a newspaper editorial, but without employing newspaper archivists they are surrogates for newspaper documentation, and are thus not taken into consideration for the purpose of this research, since they are yet to be developed into newspaper documentation. The assumption of working newspaper documentations, for the purpose of this research, is that there is such a department, which has newspaper archivists, who perform the aforementioned jobs.

Since huge changes occurred in the researched period, in regard to ways of working in the digital environment, other possibilities for future research have opened, for research that could henceforward focus on just the quality of digital archives of particular newspapers, found on the web pages of these newspapers, and maintained by informatics departments.

Photo-archives, which are separated from the documentation department into another, were not the subject of the research.

Methodology

Method of research - specific visits to newspaper companies in Croatia

In order to determine the kinds of newspaper documentation in certain Croatian newspapers, as well as to determine how they operated in the past 20 years, in the period between 1990 and 2010, and how they were positioned within newspaper companies, the condition was evaluated by specific visits to newspaper companies from the entire territory of Croatia and by personal insight and observation of the existing situation and work of newspaper documentation. The research was conducted in autumn 2011, and lasted for two months. At this time 6 of the largest newspaper companies in Croatia were surveyed. Small newspaper companies were excluded because it is known that at this time they did not have employed newspaper archivists. In addition to newspaper companies, the research also covered one nongovernmental organization that for a certain period acted as a newspaper documentation with the aid of donors and hired archivists.

Also used were personal observations regarding the importance of newspaper documentation for media literacy of journalists, gained by author Nada Zgrabljic Rotar as their users. Personal observations and insights regarding the applied ways of working in the central Newspaper documentation of *Vjesnik* was gained by author Gabrijela Gavran during 15 years of working as executive of newspaper documentation and editor of newspaper documentation. Based on this practical knowledge, methods of choosing a model of newspaper documentation, types of interaction with users, functions of documentation, types of archiving and other issues, were researched. Overview of ways to develop and the functions of *Vjesnik's* Newspaper Documentation with regard to choosing a model, was also based on development studies, projects and the usage of *Vjesnik* Newspaper Documentation intern material.

Use of archive material in the State Archive in Zagreb - protected archive

Archive material from the State Archive in Zagreb, which was in charge of professional supervision of preservation of newspaper material of *Vjesnik* Newspaper Documentation and conducting protective measures, was also used. For protective measures in the *Vjesnik* Newspaper Documentation to be employed in 1991, it was first necessary to record all material and to determine what requires protecting. The

State Archive in Zagreb stores documents on Vjesnik Newspaper Documentation which were used to determine the place of operation of that documentation as an integral unit through various work organizations over time, information on the size of the fund, inventories of newspaper material with attached newspaper classifications, and records of professional archive supervision.

Material from the archive of the nongovernmental organization Newspaper Information and Documentation Society was used, in order to determine the work of Electronic Newspaper Documentation.

A quantitative method was used, a questionnaire that included various questions regarding the work of newspaper documentation in the period between 1990 and 2010. It was filled with the help of interviewers within the newspaper company itself. The questionnaire had thirteen questions. Questions 1-6 are related to issues of determining a way of transforming the model of newspaper documentation in relation to the investigative-documentation model. The questions were related to: 1. recording the number of newspaper documentation in the researched period of the years between 1990 and 2010 in Croatia, 2. changes in place of operation of newspaper documentation within institutions, 3. determining the size of the central Vjesnik Newspaper Documentation according to the number of newspaper articles, 4. authorship of newspaper texts, 5. method of work when retrieving electronic copies of newspapers for archive processing, 6. possibilities for simultaneous search of newspapers in one place. Other questions in the questionnaire, which were more related to the type of archive processing, issues of digitization, usage and determining specific functions of documentation in the period between 1990 and 2010, will be further described and discussed in more detail in another paper.

The method applied was quantitative research through in depth interviews. Individual interviews were performed with 23 persons of direct participation in the work of newspaper documentation in the researched period. These were semi-structured interviews based on questions prepared in advance, with the possibility of expanding the questions with newly gathered information. The interviews covered different professions that participated in the work and development of newspaper documentation. In this way, wider aspects of the functioning of newspaper documentation were covered, such as: establishing newspaper documentation, ways of using, archive processing, digitization, development issues. The professions that were covered include: head of newspaper documentation, newspaper archivist, archivist-technician, scannerist, journalist as users, specialized journalist, IT experts, top people of companies for the development of archive software.

The Results

The number of newspaper documentation in Croatia and the institutions within which they were founded

Croatia had three newspaper documentations in the researched period between 1990 and 2010, which were founded primarily because of the work of print media journalists:

1. Vjesnik's Newspaper Documentation, Newspaper Company Vjesnik
2. Newspaper Documentation of EPH, Newspaper Company Europapress, EPH
3. Electronic Newspaper Documentation at Croatian Information and Documentation Society

The above listed documentations met the basic criteria of research according to which they had to have at least one employees newspaper archivist, who professionally assists journalists on a daily basis, with quick and accurate gathering and checking of information.

Newspaper documentation in Croatia in relation to the changes of place of operation (organization at which they operated)

Vjesnik's Newspaper Documentation which originated from the Newspaper Company Vjesnik has changed in 20 years three organizations as part of which it operated. In the period between April 16th 1991 and March 24th 2003, it was an integral part of the Informative Agency of Vjesnik, which did not publish newspapers, during the year 2003 it was organizationally placed under the Company New Vjesnik (Novi Vjesnik d. d.), which published low circulation newspapers *Vjesnik*, and since July 7th 2007 it has been relocated under the Croatian News Agency HINA, which did not publish newspapers. After the transfer to the Croatian News Agency HINA, Vjesnik Newspaper Documentation lost its space, and its material was moved outside of Zagreb (to Kerestinec).

The Electronic Newspaper Documentation at the Croatian Information and Documentation Society acted through projects at a nongovernmental organization which did not publish newspapers between 1998 and 2003.

The newspaper documentation EPH operated at the Newspaper Company Europapress holding EPH since 1995.

The size of Vjesnik's Newspaper Documentation

Vjesnik's Newspaper Documentation was the largest newspaper documentation in Croatia according to the number of newspaper articles. In 1988 it had 4.000.000 newspaper articles. According to the State Archive in Zagreb, it had 6.000.000 articles in 1993, and 12.000.000 articles in 2006.

Authorship

Vjesnik Newspaper Documentation and the Electronic Newspaper Documentation at the Information and Documentation Society, have not managed to resolve authorship issues, and were thus unable to put up their archived newspaper articles on their web pages.

Downloading of electronic copies of newspapers for archive processing in the period between the years 1990 and 2010

Vjesnik's Newspaper Documentation and the Electronic Newspaper Documentation, Information and Documentation Society, have not downloaded electronic copies of newspapers for archive processing directly from the redaction. Although the Newspaper Company EPH had archived digital copies of newspapers at certain newspapers their newspaper documentation had not downloaded digital copies of newspapers during the year 2010.

The possibilities of simultaneous searching of newspapers in one place in Croatia between the years 1990 and 2010

During the researched period it was not possible to simultaneously search in one place all of the newspapers published by various newspaper companies in Croatia. The newspaper company EPH did not have a central place where it would be possible to simultaneously search all of the newspapers published by that newspaper company.

Discussion

Research has shown a continuous decline in the standard of newspaper archiving in Croatia. The decline in standard is visible in the disappearance of a central open model of newspaper documentation which could be used by journalists in the interest of the public. A distinct trend of commercialization is visible in the transition

to the market model of business towards the use of press clipping services which charge for their services.

Vjesnik's Newspaper Documentation entered the year 1990 with a large quantity of articles - about 5.000.000 of them, which were selected and archived throughout a period of almost 30 years, and were created at a time of expansion and growth of the Newspaper Company Vjesnik, covering the period since the formation of the newspaper documentation in 1963, until 1990. To this material, which was especially important for journalists and researchers since it geographically covered the entire area of ex-Yugoslavia and the period of socialism and the party system, was later added newer material after the formation of Croatia as an independent country.

Vjesnik's Newspaper Documentation was also the only central newspaper documentation in Croatia. It was created under the Newspaper Company Vjesnik, functioned within the newspaper, was financed by the newspaper, participated in its creation, changed and developed in accordance with the growth of the newspaper and adapted to its publishing rhythm. Since its collected newspaper material created over the span of three decades, its content, thematic classifications, will be the basis and information base onto which new newspaper material created between 1990 and 2010 will be added, within the same shelves, binders and folders, it was necessary to know the way in which it was created, to acknowledge its value and the need of archival protection, and to design a method of digitization and use.

The new archive processing, applied after 1990, had to take into account the old material, and adapt to the existing situation. Old and new newspaper material were the basis for searching various redactions, which used documentation in the researched period between 1990 and 2010. Thus it will be necessary in the future to know more about the methods and criteria which were applied when selecting, processing and complementing the old material in question as well. The most important Croatian newspapers were published within the Newspaper Company Vjesnik. These newspapers achieved what is for today an unreachable number of copies of sometimes over 300.000 copies sold per published issue of a weekly (wherein it is important to note that this was a time of monopoly, with a relatively small number of newspaper editions in Croatia). Many of these newspapers do not exist anymore. Among them are: *Vjesnik u srijedu*, *Start*, *Izbor*, *Danas*, *Arena*, *Svijet*, *Vikend* etc. Younger generations are not familiar with these newspapers or the methods of journalists' reporting of the time.

Given that within the researched period newspapers which were published between 1963 and 1990 were not digitized, Vjesnik's Newspaper Documentation was that

much more important, since it - based on the previous method of documentation processing, wherein several dozens of newspapers were entered into simultaneous processing, and articles were selected in a standardized way - allowed for unique, exceptionally interesting and useful searching of newspaper material for the needs of the journalist, as well as the researcher, also facilitating and accelerating the search time, and in this way raising the productivity of the journalist, as well as directly influencing the greater media literacy of journalists. The importance of Vjesnik's Newspaper Documentation is also confirmed by the fact that today it would be rather difficult, given the availability of time and resources, to re-collect all those different newspapers, to browse them and find an article on, for example, non-aligned policy and the role of Josip Broz Tito and other Croatian journalists in it, texts on the growth of the new Zagreb, to gather all articles on the writer Miroslav Krleža, to study bilateral relations of Croatia and Germany, or something else. Since it had to adapt to the changes in the newspaper industry, Vjesnik's Newspaper Documentation in the researched period between 1990 and 2010, has serviced Croatian journalists sometimes more, and sometimes less effectively. That collection today covers the period between the years 1963 and 2007.

After that newspaper documentation was separated from the newspapers and moved under the Croatian News Agency HINA, due to physical distance it could no longer be available to all journalists. It lost its office and reading space, its archivists remained in the space in the town center, and all of its material was moved outside of town. It was no longer able to offer journalists its previous services, it could not give quick and momentary services essential to journalists, which led to the sudden decline in its role, and to the total loss of its function as the central newspaper documentation in the country. Vjesnik's Newspaper Documentation ceased the activity that was defined as continuous monitoring, collecting, selecting and processing articles from all areas, for the needs of various newspapers, according to classification and consequently indexing and monitoring areas according to subjects, even in periods when there were no journalists interested in an area, therefore regardless of momentary needs. It can be concluded that due to the separation from the newspapers, as well as the obsolescence of work and the lack of adjustment to the needs of redactions, for which the material of newspaper documentations must be online or on the intranet, Vjesnik's Newspaper Documentation has lost the main functions of a newspaper documentation. Newspaper material and documentation will with each day be of a lesser importance to news production, but will be of an increasing importance as cultural heritage. On the other hand, Croatian journalists and researchers can be pleased that this documentation was, in times of war and transition, saved for future generations.

It was found that in the researched period between 1990 and 2010 not all newspaper companies established their own newspaper documentation. Thus the operation of newspaper documentation in the country was not satisfactory, which affected the media literacy of journalists. In addition to Vjesnik's Newspaper Documentation, only two other documentations were established for the needs of print press media newspapers: EPH documentation, Electronic newspaper documentation at the Information and Documentation Society. Those newspaper documentations were located under the newspaper company and under the organization of the news agency, as well as nongovernmental organizations that did not publish newspapers as their primary activity, which differs from the common practice in foreign countries. Newspaper documentations are established primarily at newspapers, due to easier production of newspaper content, so this information indicates a specific situation in Croatia, in relation to a questionable way of financing.

Newspaper documentation of EPH is the only new newspaper documentation of a larger size in the country that had employed archivists. Newspaper companies have not sufficiently developed their own model of newspaper documentation. The Information and Documentation Society has, with the goal of encouraging development of newspaper documentation, started various projects related to digitization and implementation of modern archiving techniques and forming databases, but since it was not able to obtain authorship from the publishers, the work of that newspaper documentation was halted.

By the end of the year 2010, there wasn't a single central newspaper documentation in Croatia. That would continuously process all Croatian newspapers and offer services to all journalists of print media. At the end of the researched period in 2010, Croatia had, along with EPH newspaper documentation, a series of newspapers working without their own newspaper documentation as separate departments that have employed newspaper archivists. Those newspapers developed only their own internal archives of newspapers and formed digital archives of newspapers, handled by computer technicians. Digital archives of newspapers were variously publicly available, with or without charging fees, and sometimes incomplete. Such intern newspaper archives with archived digital editions of newspapers, without employing newspaper archivists, are just surrogates for newspaper documentation. They are yet to develop, with additional financial investment from newspaper owners, in order to become separate departments for newspaper documentation. This means that Croatian journalists did not have adequate professional assistance in archiving, searching and checking information which affected the media literacy of journalists. All jobs of newspaper archivists related to information checkup had to be taken on by journalists themselves.

Journalists need newspapers from other publishers on a daily basis, but they had problems with accessing and searching those papers. By the end of 2010 it was not possible to simultaneously search in one place all Croatian newspapers through a single interface. In this regard Croatia is especially behind other countries. The possibility of searching newspapers from one central place would contribute to a greater productivity of journalists. Journalists must visit various websites of newspapers and search digital archives which were created in different softwares, and they also do not have a sufficient number of fields for searching, and other. As Croatia does not have multiple central newspaper documentations with continuous newspaper processing, journalists today are far more dependent on their own newspaper companies and the availability of specific digital archives for searching. That single certain archives today, in the best case since 1995 onwards, can be searched, is an improvement.

Another insurmountable problem for journalists is the unavailability of certain newspaper archives for search on the Internet. Some newspaper archives have vanished from web pages, because the newspapers stopped being published. Besides that, certain publishers have not archived and saved all newspaper articles, so those digital collections are incomplete and the articles are not in their integral form as they were published. Thus, for journalists and other users in the future, the incompleteness of such newspaper archives will be a big issue during the search for certain articles from previous times. Newspaper documentation in Croatia followed neither the technological development of redactions, nor foreign practice in developing newspaper documentation, they have not begun with digitization in time, and are now the bottleneck of Croatian journalism. The basic prerequisite for forming modern newspaper documentation is the downloading of digital copies of newspapers, which is possible to resolve only in agreement with the redactions that hold authorship. Our central newspaper documentation did not download digital copies directly from redactions. Only those digital databases that have cleared authorship can be put up online. By the end of 2010, the newspaper company EPH has not yet started to computerize their newspaper documentation. That newspaper documentation is yet to obtain an adequate software for the archiving of newspapers and formation of newspaper databases.

Croatian newspapers had a series of digital archives that did not have permanently employed newspaper archivists. With the development of informatics departments of web redactions, their IT workers have taken over the digital archiving of newspaper articles of certain newspapers, as well as the jobs of uploading digital archives of newspapers on the internet or intranet. *Večernji list*, *Novi list* and *Glas Slavonije* could potentially very quickly and easily develop quality newspaper do-

documentations. They have all the necessary prerequisites, but it would first be necessary to ensure basic conditions for the establishment of newspaper documentation and, according to budget, hire newspaper archivists, and also to hire a manager of newspaper documentation who could recognize the needs of the redaction, a quality software, and according to this organize daily work.

The disappearance of newspaper documentation is a big problem for newspaper archivists, because there is no place of employment for them in Croatia, and their disappearance from newspapers will cause a journalists' work to be more difficult, as well as a greater lack of professionalism in reporting, which will further affect the perception of journalists' media literacy. Working without newspaper documentation is for journalists professionally a significant problem, because the journalists will have to master all of the skills of newspaper archivists, since without them they won't be able to compete with others. If a journalist today needs articles from specific newspapers that are not available online, he or she can use a press clipping service, which charges a fee for each individual article. If a journalist or a researcher does not have the necessary funds for such services, he is left with no choice but to manually browse through old newspapers and look for articles without any assistance. Searching newspapers in this way is hard work and requires a lot of time, so journalists will give up on further research on a certain subject.

Conclusion

By the end of the first decade of the new millennium in Croatia we do not have a single central newspaper documentation which would continuously process newspapers of different Croatian publishers and be open to all journalists. The decline of standard can be seen in the disappearance of a central open model of newspaper documentation that could be used by journalists in the interest of the public. On the other hand, newspaper publishers in Croatia have not yet begun with standardization and exchange, and did not place their newspapers in the same format in one central place, so that they could be available for searching through a single interface.

In addition to that, the existing practice in the newspaper industry in Croatia in the segment of newspaper documentation shows that the industry does not exhibit a need for newspaper archivists. Newspaper archivists should have an equal media literacy as journalists, and thus become active partners with journalists. In order for us to have quality journalism, print media journalists need the professional assistance of newspaper archivists in the search and checkup of information. In the context of Croatian reality, this is especially the case in the more recent period, which has not yet been digitized, and especially the period of the Homeland War.

Newspaper documentation as a project are once again put aside, waiting for better times. Forming newspaper documentation requires financing, but their work is profitable in the long term. By using organized databases, journalists and researchers would spend less time searching newspapers and gathering newspaper articles, so they would have more time for writing articles and checking information, which would influence the overall quality of the journalistic profession, as well as Croatian citizens, who would be better informed.

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Medijska pismenost i novinske dokumentacije u Hrvatskoj te njihova važnost u digitalnom dobu za novinarstvo i izvještavanje

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Novinska industrija u Hrvatskoj svakodnevno proizvodi goleme količine novinskih tekstova koji nisu dovoljno pretraživi te nisu lako dostupni, što sve utječe na kvalitetu izvještavanja. S druge strane, novine bilježe svakodnevna događanja te su izvor brojnih informacija za korisnike. Za novinare iz tiskanih medija važno je funkcioniranje novinskih dokumentacija. Zatečena praksa u novinskoj industriji u Hrvatskoj u segmentu novinskih dokumentacija pokazuje da ona nije iskazala potrebu za novinskim dokumentaristima, tj. nije ih uključila dovoljno u svoj rad. Uporabom organiziranih baza podataka novinari i istraživači trošili bi manje vremena za pretraživanje novina i prikupljanje novinskih članaka pa bi imali više vremena za pisanje članaka i provjeru informacija i na taj bi način razina kvalitete novina bila viša. Autorice u radu tematiziraju medijsku pismenost u odnosu na značenje funkcioniranja novinskih dokumentacija u Hrvatskoj. Na koji bi način novinari morali raditi na razvoju medijske pismenosti da bi mogli sagledati važnost novinskih dokumentacija i novinskih arhiva kako bi se mogli njima učinkovitije služiti? Na koji bi način bi mogli lakše pristupati građi novinskih dokumentacija te bolje vrednovati i analizirati prikupljene novinske članke i druge podatke koje priprema ta služba? S druge strane, novi tehnološki zahtjevi te velike mogućnosti primjene informacijskih tehnologija traže i od novinskih dokumentarista da budu medijski pismeni te na taj način postanu aktivni partneri novinarima. U kojoj bi mjeri veća standardizacija te učinkovita digitalizacija olakšale pretraživanje i pristup informacijama? Na koji bi način veće razumijevanje važnosti službe novinske dokumentacije moglo potaknuti pozitivne promjene u tiskanom novinarstvu? U odnosu na zatečeno stanje u Hrvatskoj, postoji izražena potreba za boljim pretraživanjem prošlog razdoblja. Za hrvatske novinare i istraživače posebno su važne novine iz razdoblja Domovinskog rata i tranzicije. Novinari iz tiskanih medija trebaju profesionalnu pomoć novinskih dokumentarista u pretraživanju te provjeri informacija posebno iz tog razdoblja koje još nije digitalizirano.

Ključne riječi: novinska industrija, novinska dokumentacija, organizirane baze podataka, provjera informacija, digitalizacija, medijska pismenost