

Visual reading of the image of Gospić and Lika in the Illustrated Weekly World (1926-1936)

Abstract

A critical analysis of the journal *Svijet* (World) offers us an introspection in Lika's everyday life which, despite local newspapers being published in Lika, was not visually represented in the media of the time and without a wider context except the political one. The Zagreb illustrated weekly journal *Svijet* offered a glimpse into the social reality of that time and contextualization of a smaller setting within wider Croatian and European events. For the first time in this paper, the names of local Gospić photographers Đuro Verson, Ivan Rubčić and Matija Maksimović are mentioned, which is a significant contribution to understanding the history of professional and amateur photography in Croatia. The notes also include selected bibliography of Lika in the weekly *Svijet* as a valuable source to all researchers. The aim is to show, interpret and elucidate Lika and its inhabitants from the perspective of Zagreb's popular press of the interwar period.

Keywords: photography, Gospić, illustrated weekly World (*Svijet*), Lika, the *interwar period*