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SUMMARY

BRANISLAV - THE FIRST OSIJEK NEWSPAPER IN CROATIAN

In July 1878. *Branislav* - political and economic newspaper began to appear. It was printed in the printing-office of Julije Pfeifer, and Martin Polić is signed as "publisher and editor - in chief". Although it was appearing for less than a year (1st issue appeared on 1st July 1878., and issue no. 105 5th March 1879.), *Branislav* is considered the first Osijek newspaper in Croatian in the history of Osijek journalism.

In the beginning of 19th century we record many tries of newspaper publishing in Croatia. Thus in 1813. the manager of Divald printing-office in Osijek requested a permit for newspaper publishing, but Hungarian Regency Council refused that request.

In 1826. a weekly paper *Luna* began to appear in Zagreb. reformation period brought the first newspaper in Croatian and thus the first issue of *Novine horvatsko-slavonsko-dalmatinske* appeared on 6th January 1835. and the first issue of *Danica*, literature supplement, on 10th January. Trueblue tried to begin the publishing of literature magazine *Jeka* in Osijek in 1842. Unfortunately, he didn't succeed. During revolutionary 1848. many newspapers in Croatia began to appear. On 5th June 1848. the first newspaper in Osijek appeared - *Der Volksredner für Vaterland, Freiheit und Gesetz*, but only a few numbers were published. The first Osijek local paper *Esseker Lokalblatt und Landbote* were issued from 1864. to 1869. In 1869. the first illustrated newspaper *Esseker allgemeine illustrierte Zeitung* appeared in Osijek. This illustrated magazine was the first of that kind not only in Osijek, but in Croatia is well. While *Esseker Lokalblatt und Landbote* followed the literature conception, *Die Drau*, paper issued in Osijek from 1868. to the thirties of 20th century, are more and more of modern paper character.

In the end of 19th century printing business in Osijek is intensified. New printing-offices appear and publishing activities are enriched. For a short period appeared *Slavonia Früher Der Syrmier Bote, Esseker Tagblatt*, and for a longer time *Esseker Zeitung*. It was the period of Osijek when it developed in Austro-Hungarian Monarchy. At that time *Essek* had 18.000 inhabitants (1880.), with about 9.000 Germans. Many other nationalities accepted German as their everyday language, which was in use till the beginning of 20th century. Traffic connections between Osijek and Vienna, or Vienna and Budapest, were much better than those between Osijek and Zagreb. It is understandable that the papers were mostly issued in German.

The appearance of Croatian papers is very interesting as that period was characterised by domination of papers in German, and when reformation ideas were still not popular in Osijek. *Branislav* was issued three times a week: on Wednesdays, Fridays and Sundays, editor-in-chief was Martin Polić, professional journalist. This paper advocates opposition politics against Ivan Mažuranić, and was the only opposition paper in Croatian. *Branislav* addresses everyone and writes for everyone, with an intention to animate the feelings of belonging to Croatian nation in Osijek, which was in a way isolated from the rest of the country due to bad traffic connections.

The time when *Branislav* appeared was the time when military operations in Bosnia began. On 28th June 1878. Berlin congress brought a mandate for Austro-Hungary to occupy Bosnia and thus incidents from Bosnian front arrested attention of journalists. *Branislav* reports on battles with detailed information, as Osijek was nearer to war incidents than Zagreb. The paper also writes about elections and high cost of living, caused by concentration of the army in the town and surrounding area, following the politics of Milan Mikanjac (moral leader of the opposition), who had withdrawn from the political life.

Branislav was regularly informing on what had happened in Osijek the previous day. The fenilleton brings interesting articles on history, science, language, but mostly on politics. After the column Political news, follows the column Our reports, from places in Croatia and Bosnia. Under the headline Our gazette we can find short domestic news, mostly from the front, but also everyday news - information on cultural events, deaths of famous persons, etc. Official gazette brings recent judicial decrees, soliciting for tenders and auctions. Information of Chamber of commerce for Slavonia and Effective and bill-of-exchange cursives are also regular. The citizens of Osijek and everyone also could find information on time-table for personal traffic on the relation Osijek - Rijeka. Finally, we could find adverts of Osijek merchants, publishers, chemists, innkeepers, etc.

The last issue of *Branislav* appeared on 5th March 1879., and according to the article by Polić it was due to numerous problems in editing. The editor himself realised that his newspaper appeared too early. A year of appearance couldn't do much, and national conscience in Osijek was not awoken before 1902., when the First Croatian point-stock pointing-house was founded, in which Croatian opposition will print its newspaper *Narodna obrana* (National defence).