

Metamorfoza knjige

Metamorphosis of the book

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Abstract / Sažetak

Knjiga se kao jedan od najstarijih oblika pisane riječi nalazi na prekretnici koja će vjerovatno igrati veliku ulogu u daljem razvoju čovječanstva. Svjedoci smo prelaska knjige u nematerijalni oblik i preobrazbe knjige. No, prošla su stoljeća i stoljeća u kojima se knjiga razvijala i evoluirala da bi danas njen fizički i materijalni oblik polako prelazio u nematerijalni i neopipljivi. U radu se prikazuje razvoj i evolucija knjige od njenog nastanka do metamorfoze u jednu sasvim drugu dimenziju.

The book, as one of the oldest forms of the written word, is at a turning point that is likely to play a major role in the further development of humanity. We are witnessing the transition of the book into an immaterial form and the transformation of the book. However, centuries and centuries have passed in which the book developed and evolved, so that today its physical and material form has slowly turned into an intangible one. The paper shows the development and evolution of the book from its origin to its metamorphosis into a completely different dimension.

Uvod

U novije vrijeme česte su diskusije i polemike o budućnosti knjige kao takve. Svjedoci smo preobražaja knjige iz jednog oblika u drugi. Do sada knjiga je većinom predstavljala ispisani, uvezani i štampani papir, dok sad prelazi u jedan novi medij koji je još uvijek mnogima nedostižan. Nekima je takva knjiga nedostižna iz ekonomsko-socioloških razloga, a nekima iz edukativno-obrazovnih razloga.

Revolucija knjige

Još od postanka svijeta i želje pračovjeka da prvim crtežima u pećinama ostavi svoj trag, ljudski rod ima potrebu da piše i zapisuje svoje misli, događaje, dostignuća i sl. U početku su ljudi su zapisivali na glinenim pločicama. O prvim oblicima knjige govori se čak i nekoliko hiljada godina pr. n. e. Po svemu sudeći, takav oblik knjige je povezan s upotrebom laganih i mekih materijala za pisanje kao što su kora drveta, biljna vlakna i sl. Korijeni riječi knjiga u mnogim jezicima označavaju upravo neki materijal pogodan za izradu knjige. Tako *biblos* u grčkom jeziku označava srčiku nekih trstika, najviše papirusa; *liber* je u latinskom vlaknasti sloj koji se nalazi ispod kore drveta; *book* u engleskom i *buch* u njemačkom imaju isti indoevropski korijen kao i riječ *bois* u francuskom jeziku. Riječ *knjiga*

Introduction

Recently, there have been frequent discussions and polemics about the future of the book as such. We are witnessing the transformation of a book from one form to another. Until now, the book has mostly represented printed, bound, and printed paper, but now the book is moving into a new medium that is still unattainable for many. For some, such a book is unattainable for economic-sociological reasons, and for some, for educational-educational reasons.

The book revolution

Ever since the beginning of the world and the desire of primitive man to leave his mark with the first drawings in the caves, the human race has had the need to write and record their thoughts, events, achievements, etc. In the beginning, people wrote on clay tablets. The first forms of the book are said to date even several thousand years BC. By all accounts, this form of book is connected with the use of light and soft materials for writing such as tree bark, plant fibers, etc. The roots of the word book in many languages denote precisely some material suitable for making a book. Thus, *biblos* in the Greek language means the heart of some reeds, mostly papyrus; *liber* in Latin is a fibrous layer that is located under the bark of a tree;

u ruskom najvjerojatnije je došla preko turskog i mongolskog od kineske riječi *king* koja označava klasičnu knjigu, ali se u početku upotrebljavala za označavanje potke svilenog tkanja (usp. Escarpit, 1972).

Latinska izreka *Verba volant scripta manent* (*Riječi lete, zapisano ostaje*) govori da je pismo omogućilo pobjedu riječi nad vremenom, no knjiga je omogućila pobjedu nad prostorom. Različiti oblici lako prenosivog i volumenom manjeg materijala pomogli su da knjiga postane pristupačnija širim narodnim masama i da ne bude samo privilegija bogatih. Naravno, u samom početku knjiga je i dalje bila fantazija za mnoge i proći će još stoljeća dok knjiga postane produkt na policama samoposluga.

Usmeni pripovjedač je imao uzak krug neposrednih slušalaca, dok mu pismo i knjiga omogućavaju da se barem teoretski može obratiti cijelom čovječanstvu. “Dok je još bio usmeni pripovjedač, pjesnik je, ako je htio proširiti krug neposrednih slušalaca, mogao računati samo s usmenim ponavljanjem koje će ići od usta do usta. Pismo će mu omogućiti da se obrati i kasnijim naraštajima” (Escarpit, 1972: 15). Knjiga se javlja na onome stepenu kulture pojedinoga naroda kada njegova duhovna djelatnost prelazi okvire usmene predaje i traži sigurnije i trajnije sredstvo kojim bi se širila i sačuvala za buduće naraštaje. Tehnička revolucija je ta koja stvara knjigu i otkriva je svijesti naroda.

Knjiga tako po definiciji postaje skup ili kolekcija pisanih, štampanih, ilustrovanih ili praznih listova, načinjenih od papira, pergamenta ili nekog drugog materijala, koje su obično spojene sa jedne strane. Po definiciji UNESCO-a knjiga mora imati najmanje 49 stranica. “Knjiga, svaki jezički dokument većeg obima fiksiran pismom na lako prenosnom materijalu; u užem značenju skup međusobno povezanih i ukoričenih listova s odštampanim tekstom, ili reprodukcijama umetničkih dela, i sl.; u izdavačkoj delatnosti pojedinačan zaokružen deo veće celine” (Jokanović et al., 1984: 98).

Pojavom Gutenberga, njegovog štamparskog stroja i inkunabule (knjige štampane u Evropi do 1500. godine; od lat. *incunabulum*, “kolijevka”, “početak nečega”), knjiga dobiva novu dimenziju. Volumen knjige postaje znatno drugačiji u odnosu na knjige koje su se do tada ručno prepisivale i čija izrada je bila dug i mukotrpan proces. Sada je taj proces znatno skraćen i knjiga, iako i dalje privilegija samo za odabrane, polako počinje biti dostupnija većem broju čitalaca. Prve inkunabule su štampane u nekoliko stotina primjeraka. Tek oko polovine 16. st.

book in English and *buch* in German have the same Indo-European root as the word *bois* in French. The word *knjiga* in Russian most likely came via Turkish and Mongolian from the Chinese word *king*, which means a classic book, but was initially used to denote the weft of silk weaving (cf. Escarpit, 1972).

The Latin saying *Verba volant scripta manent* (Words fly, what is written remains) says that the letter made it possible for words to win over time, but the book made it possible to win over space. Various forms of easily portable and smaller materials helped make the book more accessible to the wider masses and not just the privilege of the rich. Of course, in the very beginning, the book was still a fantasy for many, and centuries will pass before the book becomes a product on supermarket shelves.

The oral narrator had a narrow circle of immediate listeners, while the letter and the book enable him, at least theoretically, to address oneself to all of humanity. “While he was still an oral storyteller, the poet, if he wanted to expand the circle of immediate listeners, could only count on oral repetition that would go from mouth to mouth. The letter will enable him to address later generations as well” (Escarpit, 1972: 15). The book appears at that level of the culture of an individual nation when its spiritual activity exceeds the limits of oral tradition and seeks a safer and more permanent means by which it would be spread and preserved for future generations. It is the technical revolution that creates the book and reveals it to the people’s consciousness.

By definition, a book thus becomes a set or collection of written, printed, illustrated, or blank pages, made of paper, parchment, or some other material, which are usually joined on one side. According to UNESCO’s definition, a book must have at least 49 pages. “Book, any language document of a larger volume fixed in writing on an easily transferable material; in the narrower sense, a set of interconnected and bound sheets with printed text, or reproductions of works of art, etc.; in the publishing industry, an individual rounded part of a larger whole” (Jokanović et al., 1984: 98).

With the appearance of Gutenberg, his printing press, and incunabula (books printed in Europe until 1500; lat. *incunabulum*, “cradle”, “beginning of something”) the book takes on a new dimension. The volume of the book becomes significantly different compared to the books that were copied by hand until then, the creation of which was a long and arduous process. Now that process has been significantly shortened and the book, although still a

tiraž knjige porastao je na više od 1000 primjeraka. “Bilo bi prirodno očekivati da će Gutenbergovo otkriće tiskanja knjiga pomoću pomičnih slova istisnuti primitivniju i skuplju ksilografsku knjigu; to se zaista i dogodilo, ali ne odmah, jer su se takve knjige dugo proizvodile usporedo s onima što su ih tiskari tiskali u svojim prešama – sve do dvadesetih godina 16. stoljeća, a to znači šezdesetak godina nakon što je Gutenberg tiskao svoju Bibliju! Ustvari, ksilografska knjiga doživljuje procvat upravo u prvim desetljećima nakon što je započela Gutenbergova era” (Stipčević, 1985: 264). U 17. st. broj primjeraka se kretao između 2000 i 3000 i na tom broju se zadržao do kraja 18. st.

Sa pojavom kapitalističke ekonomije mijenja se i status knjige i knjiga se počinje uklapati u strukture kapitalizma. Pojavljuje se izdavač koji polako istiskuje štampara u drugi plan, ostavljajući mu samo određene poslove (proizvodnju u fizičkom smislu). Kao reakcija na to javlja se težnja književnika da se profesionalno organiziraju. Pisci počinju tražiti da im njihov rad donosi i korist. Postavlja se i pitanje autorskih prava.

Početak 19. st. čitav niz pronalazaka iz temelja mijenja tehniku štampe. Uvodi se željezni štamparski stroj, pa zatim cilindrični i onda automatski parni stroj za štampanje. Počinje vrijeme velikih tiraža i knjiga postaje dostupna i onim slojevima koji su smatrani “narodom”.

S dolaskom 20. st. i pojavom masovnih komunikacija, prvenstveno novina velikih tiraža, počinje se ubrzano razvijati štamparska industrija. Sredinom stoljeća, potreba da se milioni američkih vojnika razasutih po cijelom svijetu opskrbe jeftinim i obilnim štivom, navela je izdavače u SAD da se ozbiljno pozabave *paperbackom* (meko broširano izdanje knjiga ili “jeftino izdanje naučno-popularnih publikacija, romana ili udžbenika, u džepnom formatu, koje se štampaju velikom tiražu, na roto-hartiji i u mekom povezu”; Jokaović et al., 1984: 141). Ovu praksu počinju preuzimati i druge zemlje i tako se oko 1950-ih godina počinje rađati nova knjiga. Masovna knjiga štampana je na običnom, ali privlačnom papiru, solidno je broširana i ima omotnicu koja je gotovo uvijek ilustrovana.

Evolucija knjige

Era interneta donijela je ogromne promjene u odnosu prema knjizi. Ogromna količina informacija postaje dostupna svakome u vrlo kratkom vremenskom periodu. Internet je definitivno brži od čitanja knjiga

privilege only for the chosen ones, is slowly becoming more accessible to a larger number of readers. The first incunabula were printed in several hundred copies. It was not until the middle of the 16th century that the circulation of the book increased to more than 1,000 copies. “It would be natural to expect that Gutenberg’s discovery of printing books by means of movable type would supplant the more primitive and expensive woodcut book; that really happened, but not immediately, because such books were produced for a long time in parallel with those printed by printers in their presses – until the twenties of the 16th century, which means about sixty years after Gutenberg printed his Bible! In fact, the xylographic book flourished precisely in the first decades after the Gutenberg era began” (Stipčević, 1985: 264). In the 17th century, the number of copies ranged between 2,000 and 3,000 and remained at that number until the end of the 18th century.

With the emergence of the capitalist economy, the status of the book changes, and the book begins to fit into the structures of capitalism. A publisher appears and slowly pushes the printer into the background, leaving him only certain tasks (production in the physical sense). As a reaction to that, writers tend to organize themselves professionally. Writers begin to demand that their work brings them benefits. There is also the issue of copyright.

At the beginning of the 19th century, a whole series of inventions fundamentally changed the printing technique. An iron printing press was introduced, followed by a cylindrical and then an automatic steam printing press. The time of large circulations began and books became available to those strata that were considered “the people”.

With the arrival of the 20th century and the emergence of mass communications, primarily newspapers with large circulations, the printing industry began to develop rapidly. In the middle of the century, the need to supply a million American soldiers scattered all over the world with cheap and abundant reading led publishers in the USA to seriously deal with paperbacks (a soft broched edition of books or “cheap edition of scientific and popular publications, novels or textbooks, in pocket format which are printed in large quantities, on roto-paper, and in paperback”; Jokaović et al., 1984: 141). Other countries began to take over this practice, and around the 1950s, a new book began to be born. A mass book is printed on plain but attractive paper, is solidly bound, and has a cover that is almost always illustrated.

i njegova se moć ne može olako odbaciti. Informacije iz knjiga ostaju iste tokom dužeg razdoblja, dok se informacije na internetu mijenjaju iz sata u sat.

Da, internet je definitivno brži od čitanja knjiga i njegova se moć ne može olako odbaciti, ali upravo činjenica da je čitanje knjiga spor proces čitateljima omogućava prihvaćanje, reagiranje na pročitano i ličnu preobrazbu. Knjige su također mnogo pouzdanije od izvora na internetu jer su pregledane i provjerene prije objavljivanja. Informacije iz knjiga ostaju iste tokom dužeg razdoblja, dok se informacije na internetu mijenjaju iz sata u sat. Internet je također iskoristio moć knjiga i okrenuo je u svoju korist – danas se na internetu prodaju digitalne knjige, postoje mnoge mrežne stranice i aplikacije koje prodaju štampane i digitalne knjige, u svim formatima.

Do sada se postavljalo pitanje pouzdanosti informacija na internetu. Iako još uvijek postoje mnoge neprovjerene i upitne informacije na internetu, postoji i ogroman dio provjerenih i neupitnih informacija. Pri tome posebno treba naglasiti tzv. otvorenu nauku i druge pokrete koji su u cijelosti online, ali i dalje vrlo pouzdani i provjereni. “Otvorena nauka (engl. open science) predstavlja sve prihvaćeniji pristup koji zagovara potpuno otvaranje naučnog procesa široj zajednici, koji ima za cilj svaki korak naučnog procesa učiniti dostupnim. To podrazumijeva otvoren i slobodan pristup metodologiji naučnih istraživanja, korištenim tehnologijama (softverima i hardverima), dobijenim podacima i rezultatima, naučnim publikacijama i tekstovima, te svim popratnim informacijama koje nastaju u toku istraživačkog procesa. Koncept otvorene nauke odnosi se zapravo na dijeljenje svih dostupnih istraživačkih resursa sa drugim istraživačima i širom zajednicom kako bi se naučni proces učinio transparentnim” (Otvorena nauka, 2017).

E-knjiga ili elektronička knjiga (eng. *e-book*) je elektronički (digitalni) ekvivalent štampanoj. E-knjige su tehnologija koja se rapidno razvija i mijenja. E-knjiga se prvi put spominje 1971. godine kada je Michael Hart, student univerziteta u Illinoisu, putem univerzitetske mreže počeo distribuirati knjige u digitalnoj formi. To je bio početak projekta koji je Hart poslije nazvao “projekt Gutenberg”, po izumitelju štamparskog stroja Johannesu Gutenbergu. Cilj mu je bio digitalizirati djela koja nisu zaštićena autorskim pravom. Danas ova e-biblioteka ima preko 70.000 e-knjiga. Osim online knjiga, ova zbirke nudi i velik broj naslova zapisanih na materijalnim medijima, CD-ROM-u i DVD-u.

The evolution of the book

The era of the Internet has brought enormous changes in the attitude towards the book. A huge amount of information becomes available to everyone in a very short period of time. The Internet is definitely faster than reading books and its power cannot be dismissed lightly. Information from books remains the same over a long period of time, while information on the Internet changes from hour to hour.

Yes, the Internet is definitely faster than reading books and its power cannot be dismissed lightly, but it is precisely the fact that reading books is a slow process that allows readers to accept, react to what they read and personal transformation. Books are also much more reliable than online sources because they are reviewed and verified before publication. Information from books remains the same over a long period of time, while information on the Internet changes from hour to hour. The Internet has also harnessed the power of books and turned it to its advantage – today digital books are sold on the Internet, there are many websites and applications that sell printed and digital books, in all formats.

Until now, the question of the reliability of information on the Internet has been raised. Although there is still a lot of unverified and questionable information on the Internet, there is also a huge amount of verified and unquestionable information. At the same time, the so-called open science and other movements are entirely online, but still very reliable and verified. Open science represents an increasingly accepted approach that advocates the complete opening of the scientific process to the wider community, which aims to make every step of the scientific process accessible. This implies open and free access to the methodology of scientific research, the technologies used (software and hardware), the obtained data and results, scientific publications and texts, and all accompanying information that is created during the research process. The concept of open science actually refers to sharing all available research resources with other researchers and the wider community in order to make the scientific process transparent” (Otvorena nauka, 2017).

An e-book or electronic book is an electronic (digital) equivalent to a printed one. E-books are a rapidly developing and changing technology. The e-book was first mentioned in 1971, when Michael Hart, a student at the University of Illinois, started distributing books in digital form through the university network. This was the beginning of a project that Hart later called “Project Gutenberg”, after the in-

Razvoj interneta omogućio je ekspanziju e-knjige. Internet je riješio pitanje logistike e-knjiga, jer je postao mjesto na kojem se mogu pohraniti sve te e-knjige kako bi bile što pristupačnije čitaocima. Prijenos podataka s jednog računara na drugi danas je puno brži i lakši upravo zahvaljujući internetu.

E-knjige u samom početku bile su kao knjige u lišnom obliku samo prenesene u drugi oblik prilagođen digitalnom mediju. Danas se unutar teksta može dodati zvuk, animacija, video. No, za čitanje e-knjige potreban je jedan neosporan preduslov, a to je da osoba bude informacijski pismena. Informacijska pismenost je najbliža dokumentacionoj pismenosti koju je OECD (Organization for CO-operation and Development) klasificirao, a predstavlja “znanje i vještine potrebni za pronalaženje i upotrebu informacija koje se nalaze u različitim oblicima, uključujući prijave za zaposlenje, obrasce za platne spiskove, redove vožnje, karte, tabele i grafikone” (Brophy, 2005: 233). Zbog toga je mnogima, pogotovo starijoj populaciji koja je u većini slučajeva informacijski nepismena, e-knjiga nedostupna, kao i stanovništvu koje zbog ekonomskih prilika nije u mogućnosti priuštiti tehničku podršku za čitanje e-knjiga.

Iskustva

Kindl je elektronička knjiga koju je 2007. godine izumio Amazon. Za korištenje Kindlea nije potreban kompjuter, koristi 3G/4G mrežu kao i savremeni mobiteli, a knjige se na čitač dostavljaju uz pomoć Amazonova mobilnog sistema Amazon Whispernet. Kindleov ekran koristi elektroničku tintu, nema titranja ekrana, zbog čega riječi na ekranu izgledaju kao one štampane na papiru. Slova mogu biti manja ili veća, jasno se vide na sunčevoj svjetlosti, a slika je oštra iz kojeg god ugla da se čita. U uređaj se može pohraniti oko 200 knjiga, a kad se prepuni memorija od 256 MB, moguće je ili kupiti dodatnu memorijsku karticu ili već kupljene knjige pohraniti na Amazonovu virtualnu policu, odakle ih možete ponovno učitati na Kindle kad god poželite, bez dodatnog troška.

JU Biblioteka Sarajeva je nabavila Kindleove za potrebe pozajmnih odjeljenja. Ideja je bila inovativna, pionirska u Bosni i Hercegovini. Problem je nastao u trenutku kad se postavilo pitanje kako će biblioteka kao institucija zaštititi takav uređaj i kako onemogućiti njegovo otuđenje. Naime, čitatelj se za simboličnu sumu novca učlani u biblioteku, zaduži Kindle kao i papirnu knjigu i više ga nikad ne vrati. Otuđenje štampane knjige

inventor of the printing press, Johannes Gutenberg. His goal was to digitize works that are not protected by copyright. Today, this e-library has over 70,000 e-books. In addition to online books, this collection also offers a large number of titles recorded on material media, CD-ROM, and DVD.

The development of the Internet enabled the expansion of e-books. The Internet has solved the issue of the logistics of e-books because it has become a place where all these e-books can be stored to make them as accessible as possible to readers. Transferring data from one computer to another is much faster and easier today thanks to the Internet.

E-books in the very beginning were like books in paper form, only transferred to another form adapted to the digital medium. Today, sound, animation, and video can be added to the text. However, reading an e-book requires one indisputable prerequisite, which is that a person must be information literate. Information literacy is the closest to documentation literacy as classified by the OECD (Organization for CO-operation and Development) and represents “the knowledge and skills needed to find and use the information found in various forms, including job applications, payroll forms, timetables, maps, tables, and charts” (Brophy, 2005: 233). Because of this, e-books are not available to many people, especially the older population, which in most cases is information illiterate, as well as population that, due to economic circumstances, is unable to afford technical support for reading e-books.

Experiences

Kindle is an electronic book invented by Amazon in 2007. A computer is not required to use the Kindle, it uses a 3G/4G network just like modern mobile phones, and books are delivered to the reader with the help of Amazon’s mobile system, Amazon Whispernet. Kindle’s screen uses electronic ink, there is no screen flickering, which makes the words on the screen look like those printed on paper. The letters can be smaller or larger, they are clearly visible in sunlight, and the image is sharp from whatever angle it is read. About 200 books can be stored in the device, and when the 256 MB memory is full, it is possible to either buy an additional memory card or store already purchased books on Amazon’s virtual shelf, from where you can reload them on the Kindle whenever you want, at no additional cost.

Library of Sarajevo acquired Kindles for the needs of the lending department. The idea was innovative,

je manji trošak za biblioteku, u radu biblioteke se podrazumijeva mogućnost rashoda oštećenih, dotrajalih i izgubljenih knjiga, dok se u slučaju nestanka Kindlea radi o mnogo većoj vrijednosti. Biblioteka nije imala načina niti sredstava da vrati ovaj uređaj iako je njena svojina. Postupak kod pravosudnih institucija je skup, spor i dugotrajan i na kraju Biblioteka Sarajeva kao institucija koja se finansira iz budžeta mora dokazati opravdanost njegovog pokretanja. Ustvari, sigurnost Kindlea je ostavljena na savjest korisnika – čitaoca biblioteke. Trebala bi postojati zakonska regulativa koja će omogućiti institucionalne mehanizme zaštite takvih uređaja. U budućnosti je ovo potrebno regulisati novim Zakonom o bibliotečkoj djelatnosti koji će omogućiti izradu internih pravilnika i akata institucija.

Također, postavilo se pitanje jezika na kojem su izdate knjige učitane na Kindle Biblioteke Sarajeva. Većinom su to knjige izdate na jezicima koji ne spadaju u naše govorno područje, tako da se automatski sužava krug onih koji ga mogu koristiti. Izdavači u Bosni i Hercegovini ne izdaju e-knjige te je teško doći do legalnih naslova, zbog kojih se neće pojaviti problemi oko autorskih prava.

Kako tehnika i tehnologija napreduju, i e-knjiga će vjerovatno u svijetu polako preuzeti primat. Ovaj proces u našem regionu zasad kasni, ali pitanje je vremena kad će se biblioteke sa ovih područja morati ozbiljnije pozabaviti ovim problemom. Tim više zato što stasaju generacije kao što je generacija Z (prema generacijskoj teoriji Strauss-Howe pripadnici generacije Z rođeni su između 1996. i 2010. godine), koje su odrasle s elektroničkim uređajima i čija je značajna karakteristika rasprostranjena upotreba interneta od najranijeg doba. Generacija Z živi prilagođeno korištenju interneta i mobilnih uređaja, njihova percepcija je drugačija od dosadašnjih generacija, informacije su im vrlo lako dostupne i lakše uče vizualnim putem.

Iz svega gore navedenog vidljivo je da je potrebno ozbiljno i analitički raditi na ovoj problematici.

Autorska prava i e-knjiga

Autorsko pravo je jedno od osnovnih ljudskih prava i pripada domeni prava na slobodu izražavanja. Ono je skup pravnih pravila koja normiraju pravne odnose vezane za intelektualne tvorevine iz književnog, naučnog i umjetničkog područja (usp. Henneberg, 2001). "Pravo na intelektualno vlasništvo, odnosno patent ili autorsko pravo (copyright) je zakonski prerogativ dat kreatoru

and pioneering in Bosnia and Herzegovina. The problem appeared when the question arose as to how the library as an institution would protect such a device and how to prevent its alienation. Namely, the reader becomes a member of the library for a symbolic sum of money, borrows a Kindle as well as a paper book, and never returns it. Alienation of a printed book is a lower cost for the library, the library's work implies the possibility of disposing of damaged, worn-out, and lost books, while in the case of the disappearance of the Kindle, it is of much greater value. The library had no way or means to return this device even though it was its property. The procedure at judicial institutions is expensive, slow, and time-consuming, and in the end, the Library of Sarajevo, as an institution that is financed from the budget, must prove the justification for starting it. In fact, the safety of the Kindle is left to the conscience of the user-reader of the library.

There should be legislation that will enable institutional mechanisms to protect such devices. In the future, this should be regulated by the new Law on Library Activities, which will enable the creation of internal regulations and acts of institutions.

Also, the question arose of the language in which the books uploaded to the Kindle of the Library of Sarajevo were published. Most of them are books published in languages that do not belong to our speaking area, so the circle of users who can use them is automatically narrowed. Publishers in Bosnia and Herzegovina do not publish e-books, and it is difficult to find legal titles that will not cause copyright problems.

As technique and technology advances, the e-book will probably slowly take over the world. This process in our region is delayed for now, but it is only a matter of time before libraries from these areas will have to deal with this problem more seriously. All the more because generations such as Generation Z are growing up (according to the Strauss-Howe generational theory, members of Generation Z were born between 1996 and 2010) who grew up with electronic devices and whose significant characteristic is the widespread use of the Internet from an early age. Generation Z lives adapted to the use of the Internet and mobile devices, their perception is different from previous generations, information is very easily available to them and they learn more visually.

It is evident from all of the above that it is necessary to work seriously and analytically on this issue.

umjetničkog djela priznajući mu ekskluzivno zakonsko pravo da odlučuje kako će se njegovo djelo koristiti. Autorsko pravo, kao i ograničenja, prostorna ili vremenska, dio su nacionalnih ili internacionalnih zakona i propisa” (Gerc, 2008: 134). Autorska prava su regulisana nacionalnim zakonodavstvima, odnosno zakonodavstvom država kao pravnih subjekata. “Autorskim djelom smatra se individualna duhovna tvorevina iz oblasti književnosti, nauke i umjetnosti bez obzira na vrstu, način i oblik izražavanja, ako ovim zakonom nije drugačije određeno” (PSBiH, 2010: 2). Također postoji međunarodna regulacija zaštite prava autora. Jedan od prvih sporazuma o međunarodnim autorskim pravima – Bernska konvencija iz 1886. – obavezuje potpisnice da tretiraju autorsko pravo autora iz svih zemalja potpisnica na isti način kao i autorsko pravo nacionalnih autora. Sva ostvarena autorska prava vremenski su ograničena. U većini zemalja autorska prava autora, odnosno njegovih nasljednika, traju 70 godina nakon smrti autora.

Zakon o autorskim pravima trebao bi održavati ravnotežu između prava vlasnika autorskog prava i prava korisnika materijala kao što su pojedinci i biblioteke. Stoga zakoni o autorskim pravima mogu i trebaju sadržavati odredbe kojima se bibliotekama dozvoljava da prave kopije zbog zaštite materijala ili da daju materijal na korištenje u nekomercijalne svrhe. Štampani materijal u bibliotekama regulisan je nacionalnim zakonom o autorskim pravima.

Da bi se koristilo neko djelo kojem autorsko pravo nije isteklo, potrebno je tražiti dozvolu za korištenje. Radovi čiji su autori nepoznati ili se ne mogu locirati postaju javno vlasništvo. Agencije za zaštitu autorskih prava štite prava autora i daju bibliotekama i drugim zainteresovanim korisnicima pravo korištenja za digitalizaciju, istražuju da li postoji ili ne nosilac autorskog prava za djelo koje biblioteka ili neki drugi korisnik želi da digitalizuje ili ponovo da publikuje.

Kako e-knjiga postaje sve više zastupljena u svakodnevnoj upotrebi, postavlja se pitanje autorskih prava kod e-knjiga. Ako posmatramo e-knjigu kao bilo koju štampanu publikaciju, onda bi i za nju trebala važiti ista autorska prava kao kod tradicionalne literature. Pri tome je e-knjigu mnogo lakše umnožiti. Tako prednosti nove tehnologije pogoduju zloupotrebi autorskih prava.

Izdavanje e-knjige u svijetu je regulisano posebnim ugovorima, odnosno licencama, čije odredbe ne moraju biti saglasne zakonima o autorskom pravu odgovarajućih zemalja. Licence spadaju u ugovorno

Copyright and e-book

Copyright is one of the basic human rights and belongs to the domain of the right to freedom of expression. It is a set of legal rules that standardize legal relations related to intellectual creations from the literary, scientific, and artistic fields (Henneberg, 2001). “The right to intellectual property, i.e., patent or copyright, is a legal prerogative given to the creator of a work of art, granting him the exclusive legal right to decide how his work will be used. Copyright, as well as restrictions, spatial or temporal, are part of national or international laws and regulations” (Gerc, 2008: 134). Copyrights are regulated by national legislation, that is, by the legislation of states as legal entities. “An individual spiritual creation in the field of literature, science, and art is considered an author’s work, regardless of the type, method, and form of expression, unless otherwise specified by this law” (PSBiH, 2010: 2). There are also international regulations for the protection of authors’ rights. One of the first agreements on international copyright – the Berne Convention from 1886 – obliges signatories to treat the copyright of authors from all signatory countries in the same way as the copyright of national authors. All realized copyrights are time-limited. In most countries, the copyright of the author, or his heirs, lasts 70 years after the death of the author.

Copyright law should maintain a balance between the rights of copyright owners and the rights of users of materials such as individuals and libraries. Therefore, copyright laws can and should contain provisions allowing libraries to make copies for the purpose of protecting the material or to make the material available for use for non-commercial purposes. Printed material in libraries is regulated by the national copyright law.

In order to use a work whose copyright has not expired; it is necessary to ask for permission to use it. Works whose authors are unknown or cannot be located become public domain. Copyright protection agencies protect the rights of authors and grant libraries and other interested users the right to use for digitization, investigate whether or not there is a copyright holder for a work that the library or another user wants to digitize or republish.

As e-books become more and more common in everyday use, the question of copyright in e-books arises. If we look at an e-book like any printed publication, then the same copyrights as traditional literature should apply to it. At the same time, the e-book is much easier to duplicate. Thus, the advantages of new technology favour the abuse of copyright.

pravo, pri čemu je ugovor pojedinačni zakonit dogovor između dvije ugovorne strane koje mogu da pregovaraju o uslovima ugovora. Ovim se reguliše pravo korištenja koje bi bez licence bilo nezakonito.

Biblioteke koje posjeduju pristup e-knjigama preko svog fonda o uslovima licence pregovaraju sa nosiocima autorskih prava, najčešće izdavačima. Licenca biblioteci obezbjeđuje i veća prava od onih regulisanih zakonom o autorskom pravu, jer postoji sloboda ugovaranja. Broj licenci za pojedinačan naslov e-knjige je ekvivalent broju komada jednog naslova štampane knjige koju posjeduje neka biblioteka. Tako biblioteka ne može posjedovati u svom fondu neograničen broj primjeraka jednog naslova e-knjige, nego onoliko za koliko posjeduje licence.

Koncept intelektualne svojine je u mnogim državama gotovo nepoznat i nije zakonom regulisan. U Evropskoj uniji, da bi se koristilo autorsko djelo za koje nije isteklo autorsko pravo, mora se tražiti pismena dozvola od nosioca autorskog prava i, u većini slučajeva, platiti nadoknada za korištenje nacionalnoj autorskoj agenciji, koja tako prikupljen novac distribuira autorima. Izdavači u Bosni i Hercegovini skoro da se i ne bave izdavanjem e-knjiga jer, iako postoji zaštita autorskih prava, ona nije garant sigurnosti da nakon izdavanja e-knjige kopije neće preplaviti tržište. Izdavači su na gubitku jer uloženo ne donosi profit.

Zaključak

I štampana knjiga i e-knjiga imaju svoje prednosti i nedostatke. Dok su kod štampane knjige neophodni poslovi štampanja i distribuiranja, za e-knjigu to nije potrebno, čime je automatski izrada e-knjige jeftinija. Time je i niža kupovna cijena e-knjige, a nerijetko su i besplatne. Lakša je prenosivost e-knjiga jer je više knjiga dostupno na jednom uređaju. S druge strane, štampanu knjigu “osjećamo”, fizički je držimo u rukama, dok čitamo ništa nam ne odvlači pažnju (brojne notifikacije koje nas ometaju i odvlače pažnju dok čitamo e-knjigu), lakše je naći dio teksta na koji se želimo vratiti.

Bez obzira u kom obliku bila, knjiga je još uvijek “plod stanovite tehnike u službi stanovitih namjera i određenih upotrebnih namjera” (Escarpit, 1972: 13). Na kraju, najvažnija činjenica je da je apsolutni pobjednik u svemu ovome čitalac, bilo da čita štampanu knjigu koju drži u ruci ili e-knjigu koja je iz druge dimenzije dostupna preko nekog elektroničkog uređaja.

The publishing of e-books in the world is regulated by special contracts or licenses, the provisions of which do not have to be in accordance with the copyright laws of the respective countries. Licenses belong to contract law, where a contract is an individual legal agreement between two contracting parties who can negotiate the terms of the contract. This regulates the right of use, which would be illegal without a license.

Libraries that have access to e-books through their holdings negotiate license terms with copyright holders, usually publishers. The license provides the library with greater rights than those regulated by the law on copyright because there is freedom of contract. The number of licenses for an individual e-book title is equivalent to the number of copies of one printed book title owned by a library. Thus, the library cannot own in its fund an unlimited number of copies of one e-book title, but only as many as it has licenses for.

The concept of intellectual property is almost unknown in many countries and is not regulated by law. In the European Union, in order to use an author's work for which the copyright has not expired, written permission must be sought from the copyright holder, and in most cases, compensation for the use must be paid to the national copyright agency, which distributes the collected money to the authors. Publishers in Bosnia and Herzegovina are almost not involved in publishing e-books because even though there is copyright protection, it is not a guarantee that copies will not flood the market after the publication of the e-book. Publishers are at a loss because the investment does not bring profit.

Conclusion

Both the printed book and the e-book have their advantages and disadvantages. While printing and distribution are necessary for a printed book, this is not necessary for an e-book, which automatically makes the production of an e-book cheaper. This lowers the purchase price of e-books, and they are often free. The portability of e-books is easier because multiple books are available on one device. On the other hand, we “feel” the printed book, we physically hold it in our hands, nothing distracts us while we read (numerous notifications that distract us and distract us while reading an e-book), and it is easier to find the part of the text we want a return. No matter what form the book was in, it was still “the fruit of a certain technique in the service of cer-

tain intentions and certain usage intentions” (Escarpit, 1972: 13). In the end, the most important fact is that the absolute winner in all this is the reader, whether she/he is reading a printed book that she/he

holds in her/his hand or an e-book that is accessible from another dimension through some electronic device.

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