

TRAVELLING IMAGES
Postcards -- the Cultural Anthropological Documents

SUMMARY

The view on the spectrum of designs and the ways of presentation of the twentieth-century postcards from Konavli reveals the manifold meanings of this medium. The meaning of an anthropological document is defined by the steady structure within which the elements of change occur. Together, they speak of the culture of the times the postcards were produced, of the places shown and the people who created them. Information on the way of life can be read from the postcards' pictures on a metaphorical level as well. It spans the space between the visible and invisible, which makes the balance of their dual nature (the artistic and the documentary) unavoidable. The author views postcards as a reflection and an interpretation of culture, treating them as a compromise of different evaluations, totality of influences, thought and life. Postcards emphasize local values and peculiarities, and they globalize the culture through their way of existence (transmission throughout the world).

(Translated by Sanja Kalapoš)

Keywords: visual anthropology, Croatia