

- Semprini, Andrea. 1997. *Analizzare la comunicazione*. Milano: Franco Angeli.
- Semprini, Andrea, ur. 2003. *Lo sguardo sociosemiotico. Comunicazione, marche, media, pubblicità*. Milano: Franco Angeli.
- Šetić, Nevio. 2005. *O povezanosti Istre s ostalim hrvatskim zemljama: Naša Sloga 1870. – 1915*. Zagreb: Dom i svijet.
- Traini, Stefano. 2006. *Le due vie della semiotica. Teorie strutturali e interpretative*. Milano: Bompiani.
- Traini, Stefano. 2008. *Semiotica della comunicazione pubblicitaria*. Milano: Bompiani.
- Volli, Ugo. 2003. *Semiotica della pubblicità*. Roma-Bari: Editori Laterza.
- Zweig, Stefan. 1999. *Jučerašnji svijet*. Zagreb: Antibarbarus.

Advertisements in Newspapers *Naša sloga*: a Semiotic Approach

This paper analyses the role of advertisements in “instructive, economic and political newspapers” *Naša sloga* which has been published from 1st June 1870 until 25th May 1915 in Trieste and Pula. The approach to advertising is semiotic, meaning that advertisements are not seen as the reflection of an *a priori* existing reality (false or distorted or credible), but as the one of its constitutive elements, comparably important as politics, economics, information system, law etc. In this perspective advertisements do not reflect reality, they are a part of it, they act efficiently in it, give their contribution to its construction, change or transformation. Taking into account historical and social context in which the appearance of *Naša sloga* had an extraordinary significance for Croatian population in Istria, the analysis of advertisements has been particularly focused on their social and possible political role. The paper tries to illustrate that advertisements in *Naša sloga* have been equally included in the flow of different types of information and contents that have been published in this newspapers – political and national, literary, advice on agriculture, news on education – and that they were undoubtedly perceived as a relevant source of information, the place of spreading new scientific ideas and achievements, exchange of experiences and advice. In this way, they have been functioning from the beginning as an important social discourse of the 19th century, powerful means in the service of different ideologies which has influenced the formation of collective knowledge, experiences and identities.

Key words: advertisements, semiotics, social discourse, Istria, 19th century,
Naša sloga