

Presence of Institutional Culture in Daily Newspapers – Analysis of Printed Editions of *Jutarnji list* and *Večernji list* in 2009

Dunja Majstorović

Postgraduate doctoral study in Information and Communication Sciences,
Faculty of Humanities and Social Sciences, University of Zagreb
Ivana Lučića 3, 10000 Zagreb, Croatia
dunja.majstorovic@gmail.com

Summary

This paper focuses on the analysis of the relationship between culture and media through presence of institutional culture in daily newspapers – Jutarnji list (JL) and Večernji list (VL). The aim was to get a quantitative indicator of the presence of institutional culture in two analyzed newspapers. In the course of research the following hypotheses were made: 1) Despite the existence of a culture column in the analyzed newspapers, the amount of cultural content is relatively small, 2) There is no significant difference in size of the culture column and the number of published texts on culture in the two analyzed newspapers, 3) The largest number of published texts is in the form of news. The timeframe of the study was one month (from 23 November 2009 to 20 December 2009) and the used method of research was content analysis. Found texts related to culture were sorted by type of text into the following categories: news, short articles, articles and interviews.

The total number of found texts related to culture in JL was 315, and 355 in VL. The results of the study have confirmed the hypothesis related to low presence of culture in daily newspapers (first and third hypothesis) since most of the published texts were in the form of news and short articles (in JL they accounted for 79% and in VL as much as 87% of published texts). The second hypothesis was not fully confirmed. In fact, a significant difference in the size of the JL and VL culture columns was not established (both amount to approximately 2 pages), but there is a difference when it comes to the comparison of texts by type.

Key words: presence of institutional culture in daily newspapers, content analysis, Jutarnji list, Večernji list

Introduction

The relationship between culture and the media is very complex. However, in order to be able to write about their relationship, it is necessary to first define

the two fundamental concepts. Denis McQuail has defined mass media as means of communication that operate on a large scale, reaching and involving, in greater or lesser extent, almost the entire society. The mass media, therefore, include: newspapers, magazines, film, radio, television and recorded music.¹

Unlike the media, culture is a term that is much harder to define. It originates from the Latin term "cultus" which means cultivation, care, upbringing, farming, education, worship.² The practical use of the term culture began in Germany in the 18th century and in the 19th century the term was given a scientific determination by E.B. Taylor in his *Primitive cultures* (1871). Taylor defined culture as a "complex whole which includes knowledge, belief, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society."³

There are many different definitions of culture and in everyday speech culture is often equated with civilization or arts.

Precisely to avoid the overly broad conception of culture, which, inter alia, is defined as "the totality of its various forms"⁴ or even as "...a process of humanization, characterized by a collective effort to preserve human life, to stop the struggle for existence...to...develop the spiritual capacity of people to reduce and sublimate aggression, violence and misery"⁵, within which it is possible to include even the media, this paper will focus exclusively on the presence of institutional culture in the newspapers.

The media is the most important informer on all cultural events and its news, reviews, critics and other forms of news reporting inform the public about the recent cultural production and thus critically evaluate it⁶. It is obvious that the media and culture are interconnected but their positions are unequal. The culture columns, although present in most of the media, are minimized, while on the other hand, the question is raised whether culture can even survive without the media? This research was conducted to determine the position of institutional culture (in culture columns but also in other newspaper columns) in printed editions of two national daily newspapers – *Jutarnji list* and *Večernji list* (sample of the month from 23 November 2009 to 20 December 2009) as well as

¹ McQuail, Denis. *McQuail's mass communication theory*. London : Sage Publications, 2000; p. 4.

² Kale, Eduard. *Uvod u znanost o kulturi*. Zagreb : Školska knjige, 1977.; p. 38.

³ Taylor, Edward. B. *Primitive culture* (taken from: Moore, Jerry D. *Uvod u antropologiju : Teorije i teoretičari kulture*. Zagreb: Naklada Jesenski i Turk, 2002.; p. 21-22.

⁴ Definition by Alfred Kroeber (taken from: Kale, Eduard. *Uvod u znanost o kulturi*. Zagreb : Školska knjige, 1977.; p. 40.)

⁵ Definition by Herbert Marcuse (taken from: Sadžakov, Slobodan. *Marcuseovo shvaćanje kulture*. // *Filozofska istraživanja*. 28 (2003), 6; p. 118.)

⁶ Malović, Stjepan. *Mediji i društvo*. Zagreb: ICEJ i Sveučilišna knjižara, 2007.; p. 65.

to confirm the inferior position of culture, which is minimized in relation to entertainment and sports⁷.

Research of the presence of institutional culture in Jutarnji list and Večernji list

The research of presence of institutional culture was conducted in printed editions of two daily newspapers – Jutarnji list (JL) and Večernji list (VL). In selecting the newspapers for the research, attention was paid to national distribution and the number of readers. In Croatia there are four national daily newspapers: 24 sata, Jutarnji list, Večernji list and Vjesnik. The newspaper 24 sata was excluded from the research because it is a tabloid that does not have a culture column and Vjesnik, although it has a renowned culture column, was excluded due to the small number of readers. Therefore, it was decided that the research should be conducted on Jutarnji list and Večernji list because of their similarities: both newspapers are established in the form of semi-tabloids which are characterized by short texts and distinctive photographs along with regular columns of comments and views⁸.

Also, it was decided that the research will be carried out on printed editions of JL and VL, because the contents of web editions constantly change (many times during the day).

Research methodology

The aim of the research was to get a quantitative indicator of the presence of institutional culture (classified in categories) in two daily newspapers.

In the course of the research three hypotheses were made:

1. Despite the existence of a culture column in the analyzed newspapers, the amount of cultural content is relatively small.
2. There is no significant difference in size of the culture column and the number of published texts on institutional culture in the two analyzed newspapers.
3. The largest number of published texts is in the form of news – only brief information about a particular cultural event.

The timeframe of the content analysis of JL and VL was one month (from November 23rd 2009 to December 20th 2009).

The found texts related to institutional culture, within the culture column, but also featured in other newspaper columns⁹, were sorted:

⁷ Malović, Stjepan. Odnos masovnih medija i kulture : globalni trendovi i domaća lutanja. // Kolo, 15 (2005), 2; p. 249.

⁸ Dragojević, Sanjin; Kanižaj, Igor; Žebec, Ivana. Europska Unija u hrvatskim dnevnim novinama : avis – odgoda pregovora. // Politička misao. 43 (2006), 3; p. 138.

⁹ The research was primarily focused on culture columns, but since the texts on institutional culture can sometimes be found in other columns, like Guide or Spectacles, these texts were also

by type of text into the following categories:

- news – up to 35 lines of text,
- short articles – up to half a page of text,
- articles – over half a page of text,
- interviews;

according to the division of culture¹⁰ into categories:

- books and publishing,
- visual arts,
- music and discography,
- theatre (performing arts),
- cinematography,
- libraries and archives,
- museums and galleries,
- cultural heritage,
- other - festivals, lectures, audience, performance, meetings...

In order to gain insight about the size of the culture column in relation to other columns in the analyzed newspapers JL and VL, the number of pages of each column by days of the week (one week in the investigated period of one month) was recorded in the table. After that, the average number of pages of all columns was calculated.

Structure of the analyzed newspapers and place of culture column

In Croatia there are no recognizable stylistic characteristics of newspapers. Readers are confused by the combination of styles, so in the newspapers that want to write about serious topics we encounter articles that are stylistically close to tabloids.¹¹ This can be read from the structure of the analyzed newspapers, especially from the structure of columns and their average volume.

Jutarnji list

The owners of JL are Europa Press Holding (EPH) and Westdeutsche Allgemeine Zeitung (WAZ). It was first published in 1998.

JL has 16 columns in the following order: News, Black Chronicle, World, Money (except Fridays and Sundays), Culture, Comments, Sport, In Memoriam, Jutarnji 2 (except Saturdays and Sundays), Spectacles, Guide, Entertainment, Weather, TV program and the last page. Sunday edition is not

included. Other texts, such as comments/essays of leading Croatian writers were excluded mainly because they too often write about politics and other subjects different from culture. The other reason was the focus on institutional culture as opposed to culture in general.

¹⁰ With modifications, the division of culture was taken from the official website of the Croatian Ministry of Culture. Available at: <http://www.min-kulture.hr> (18 April 2011)

¹¹ Malović, Stjepan. *Medijski prijepori*. Zagreb : Izvori, 2004.; p. 99-101.

very different from the weekly edition. Apart from the usual columns (except column Money and Jutarnji 2) two other columns appear (Panorama and Plus). The average total number of pages in JL is 46.72. Column News has the highest average number of pages (10.28 or 22%). It is followed by Sport (7.86 pages or 17%) and Jutarnji 2 (5.86 pages or 12%). The culture column takes an average of two pages or 4% of total pages, and is located in front of column Sport and Spectacle. Other columns in JL amount to average of 45% of the total content of newspapers.

Večernji list

This daily national newspaper was first published in 1959. Since the year 2000 it has been owned by the Styria Medien AG, the Austrian media group.

VL has 10 regular columns (six less than in JL) in the following order: News, Panorama, Business, Open matters, Obituaries, Sports, Entertainment, Culture and stage, Compass (except Fridays and Saturdays), TV program and last pages. Sunday edition is significantly different from the issues during the week: there are no columns – Panorama, Business, Open, Entertainment, Culture and scene, but there are other columns – Spectacles, Junior fun, Food, Garden, Pets, Horoscope and Medical consulting.

The average total number of pages of VL is 47.23. The largest number of pages is dedicated to the News column (an average of 16.14 pages or 34%), then Panorama (8 pages or 17%) and Sport (7 pages, or 15%). The fourth place belongs to the column Culture and stage (3.71 pages or 8%). The culture column in VL is found behind Sports and Entertainment; along with the column stage (the very order of the columns indicates their importance).

It is important to note that within the column Culture and stage, the culture column (cultural events) alone usually amounts to two pages or 4%, which is the same extent as in JL. Other columns in VL amount to an average of 26% of the total content of the newspapers.

Research results

Quantitative indicators of types of texts according to the division of culture are presented in Table 1 (JL) and Table 2 (VL).

Jutarnji list – quantitative indicators

In JL in the course of research a total number of 315 texts were published. The highest amount of published texts was in the form of news – 148 or 47% of total texts. The number of short articles was 100 (32% of total texts) and the number of articles was 60 (19% of total texts). There were only 7 published interviews (which makes just 2% of total texts).

As much as 79% of published texts on cultural events were in the form of news and short articles. These data confirm the first hypothesis of relatively small amount of cultural content in the analyzed newspapers. Even though the number

of published news and short articles is relevant (248 texts), it is impossible to overcome the fact that those are brief pieces of information that can satisfy the quantity but not the quality of the contents. The third hypothesis, which stated that the largest number of the published texts were in the form of the news, was also confirmed.

Table 1: Jutarnji list – quantitative indicators of types of texts according to the division of culture

DIVISION OF CULTURE BY CATEGORIES	TYPE OF TEXT				
	News	Short article	Article	Intervie w	Total
Books and publishing	29	11	13	3	56
Visual arts	13	4	7	1	25
Music and discography	18	25	18	2	63
Theatre (performing arts)	29	25	3	0	57
Cinematography	15	18	8	0	41
Library and archives	0	0	0	0	0
Museums and galleries	24	17	9	1	51
Cultural Heritage	3	0	1	0	4
Other	17	0	1	0	18
Total	148	100	60	7	315

If we consider the structure of the published texts in JL, according to the culture division categories, the results are as follows:

- Books and publishing – 56 texts (or 18% of the published texts). The structure according to the type of texts: 29 news (or 52%), 13 articles (23%), 11 short articles (or 20%) and 3 interviews (or 5%).
- Visual arts – 25 texts (8% of the published texts). The structure according to the type of text: 13 news (or 52%), 7 articles (or 28%), 4 short articles (or 16%) and 1 interview (or 4%).
- Music and discography – 63 texts (20% of the published texts). The structure according to the type of text: 25 short articles (or 40%), 18 news (28.5%), 18 articles (or 28.5%) and 2 interviews (or 3%).
- Theatre (performing arts) – 57 texts (18% of the published texts). The structure according to the type of text: 29 news (or 51%), 25 short articles (or 44%), and 3 articles (or 5%).
- Cinematography – 41 texts (13% of the published texts). The structure according to the type of text: 18 short articles (or 44%), 15 news (or 37%) and 8 articles (or 19%).

- Museums and galleries – 51 texts (16% of the published texts). The structure according to the type of text: 24 news (or 47%), 17 short articles (or 33%), 9 articles (18%) and 1 interview (or 2%).
- Cultural heritage – 4 texts (or 1.3% of the published texts).
- Other – 18 texts (5.7% of the published texts).

It is interesting that in the category of libraries and archives, in the analyzed period, not a single text was published.

Večernji list – quantitative indicators

In VL, in the analyzed period, a total number of 355 texts were published. The highest amount of published texts was in the form of news (273 or 77% of total texts). There were 37 short articles (or 10%), 35 articles (or approximately 10%) and 10 interviews (or 3% of total texts).

As much as 87% of published texts on cultural events were in the form of news and short articles, and only 13% of the totally published texts in VL, by size, are more serious articles. These data, as well as in the case of JL, confirm the first and the third hypotheses of the research.

Table 2: Večernji list – quantitative indicators of types of texts according to the division of culture

DIVISION OF CULTURE BY CATEGORIES	TYPE OF TEXT				
	News	Short article	Article	Interview	Total
Books and publishing	45	13	6	2	66
Visual arts	7	0	6	0	13
Music and discography	82	8	7	6	103
Theatre (performing arts)	46	1	4	1	52
Cinematography	40	4	4	1	49
Library and archives	1	0	0	0	1
Museums and galleries	32	9	6	0	47
Cultural Heritage	2	0	1	0	3
Other	18	3	1	0	21
Total	273	37	35	10	355

If we consider the structure of published texts in VL according to the division of culture, the results are as follows:

- Books and publishing – 66 texts (19% of the published texts). The structure according to the type of text: 45 news (or 68%), 13 short articles (or 20%), 6 articles (or 9%) and 2 interviews (or 3%).

- Visual arts – 13 texts (4% of the published texts). The structure according to the type of text: 7 news (or 54%) and 6 articles (or 46%).
- Music and discography – 103 texts (29% of the published texts). The structure according to the type of text: 82 news (or 79%), 8 short articles (8%), 7 articles (or 7%) and 6 interviews (or 6%).
- Theatre (performing arts) – 52 texts (15% of the published texts). The structure according to the type of text: 46 news (88%), 4 articles (8%), 1 short article (2%) and 1 interview (or 2%).
- Cinematography – 49 texts (14% of the published texts). The structure according to the type of text: 40 news (or 82%), 4 short articles (or 8%), 4 articles (8%) and 1 interview (2%).
- Libraries and archives – 1 text published.
- Museums and galleries – 47 texts (13% of the published texts). The structure according to the type of text: 32 news (or 68%), 9 short articles (or 19%) and 6 articles (or 13%).
- Cultural Heritage – 3 texts (1%).
- Other – a total of 21 texts (6% of the published texts).

Comparison of quantitative indicators of Jutarnji list and Večernji list

Based on the data it is clear that, despite similarities in the newspaper format, differences in numerical indicators of the published texts in the two newspapers do exist. A common characteristic of both papers is the existence of the culture column (where most of the published texts on institutional culture were found). In JL, the culture column consists of an average of 2 pages and in VL the culture column is connected with the stage column and occupies 4 pages (culture itself 2 pages). Such data confirm only one part of the second hypothesis. It is clear that there is no significant difference in the size of the culture column (in JL and VL), but the presumption of an equal amount of published texts was not confirmed. The total number of found texts related to institutional culture was 315 in JL, and 355 in VL. The differences are even greater when it comes to the comparison of texts by type: the amount of news found in VL (273) was almost twice the amount of news found in JL (148). There were more short articles found in JL (100) than in VL (37), and there was also a considerable difference in the number of articles – 60 in JL and 35 in VL. The number of interviews in both papers was almost negligible (10 in JL and 7 in VL).

Regarding the distribution of texts according to the division of culture, there was no major difference in the analyzed newspapers, except in the category of Visual arts (JL published twice as much texts as VL) and the category of Music and discography (VL published 40 texts more than JL).

As a complement to the research results it should be noted that the selected month of research was marked by the long awaited opening of the Museum of

Contemporary Art (cultural event of the year 2009). This cultural event was covered by a significant number of texts. Also, 4 of 6 articles in VL were about the comic book Alan Ford which was being published in their Sunday edition. In other news, short articles and articles no similar patterns appear, and they cover different topics.

Conclusion

It can be concluded that the research (content analysis of JL and VL from 23 November 2009 to 20 December 2009) confirmed the set hypotheses of a low presence of institutional culture in daily newspapers (Hypotheses 1 and 3). Nominally a large number of texts published in Jutarnji list and Večernji list do not reflect the satisfaction with the amount of presence of institutional culture in the analyzed newspapers. Why is that so?

Most texts published in the two analyzed newspapers were only in the form of news and short articles (in JL they constitute 79% and in VL 87% of all the published texts). Their number is large, but, unfortunately, those are only brief information. Despite the fact that every information has its value, there is a lack of serious articles and the question is, how much will be written about culture in the future?

If we look at the structure of the newspapers, it is easy to see that the culture column does exist. However, considering the location, as well as the number of pages it occupies in the newspaper, the question can be asked: "... is the culture in the media truly represented in the right way or does it survive only as a "necessary evil" of the media?"¹²

The traditional order of values in the society, and in the media as well, is certainly different today than it once was. It is the result of a continuous adjustment of the mass media to the modern society and the needs of that society.

"In the past – if we forget sports for a moment– the following order of matters was valid: reliable information on domestic and foreign politics, culture, education and then entertainment. Today, it is like this: entertainment, selective and often unreliable information, more and more pages or minutes of commercial advertising, and – here and there, if there is enough space left – culture and education..."¹³

The overall conclusion of the research is that institutional culture in Jutarnji list and Večernji list is not covered in a satisfactory manner.

¹² Mraović, Simo. Intimni odnos kulture i medija. // Kolo. 15 (2005), 2; p. 137.

¹³ Lipovčan, Srećko. Je li „2 posto“ kulture više ili manje od „polu ure kulture“? // Republika. 62 (2006), 5; p. 71.

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