

**MSc Lorena Peroš**

Faculty of Philosophy in Zagreb, Republic of Croatia

## **Local Media and Cultural Identity: A Longitudinal Analysis 2010 - 2014<sup>3</sup>**

**Abstract:** The cultural area is an important field of life creating social identity and recognition. Cultural standardization and homogenization as a consequence of the globalization process leads to a decrease of the influence of tradition, changing the identity basis. Because of the influence of global media, cultural expressions of contemporary societies, methodology and means of promotion change. Cultural activities are media valued, giving priority to mass culture.

Fear of cultural uniformity encourages the emphasis of the cultural variety locally. The cultural identity of the local community is the characteristic of traditional cultures. The process of global culture expansion encountered resistance from local media. The affirmation and promotion of cultural identity shifted from national to local level, where tradition, language and local customs are important.

This paper proceeds from the master's thesis that the local media represents the interests of traditional cultural forms without yielding for domination of mass culture. The aim is stressing the role and importance of local media in the preservation of cultural identity in context of growing commercialization of traditional media. A longitudinal study is conducted consisting of an initial and repeated research. Due to the consistency of analysis in both studies, identical forms of traditional culture were chosen. Using quantitative and qualitative content analysis, we got an overview over the representation of the traditional culture as foundation of cultural identity in newspaper *Zadarski list* chosen as a subject of study according to the criteria of coverage and influence on public opinion. The results confirmed the hypothesis that local media significantly contributes to the emancipation of traditional culture and survival of local cultural identity. *Zadarski list* provides space to traditional culture, indicating the existence of editorial strategy taking into account the local cultural context without facing the global culture.

**Key words:** *culture, tradition, identity, globalization, media*

---

<sup>3</sup> The paper is based on a master's thesis, "The role of local media in preserving cultural identity (for example *Zadarski list*)", defended in September 2011, at the Department of Information and Communication Sciences at the University of Zadar, Croatia.