



STANDARD OF LIVING



„DADDY, BUY ME A CAR...”

(Occurrence of consumer society)

What are the similarities and differences between consumer society in socialist Yugoslavia and consumer society in your country today?

EXPLANATION OF WORKSHOP



45/90
minutes

TEACHER'S PART

Today's generations of children and young people grow and mature in consumer society, which is more or less part of their daily life. "I have, therefore, I am" seemingly has become the motto of the modern world, and the young accept it without reservations.

Disclosing to the pupils when and in what way consumer society appeared in their countries, what were the characteristics of that early stage of consumer society, may be intriguing and interesting, especially with the method of independent analysis of different sources. Through analysis of key issues characterising the consumer society in the topical period and a contemporary consumer society, pupils might come to interesting and amazing conclusions about similarities and differences now and then.

This workshop may be held within a topic 'World after the WWII', that is, after learning about socialist Yugoslavia, so that pupils, with acquired knowledge about political and economic system, could understand the specifics of occurrence and development of consumer society in Yugoslavia.

The workshop may be used in several ways, during one lesson, block (double) lesson, or two separated lessons. The teacher may select only some sources he/she finds interesting and process them in one lesson, or may go through all 10 sub-topics in form of a block lesson.

TASKS Pupils should learn about the occurrence of consumer society in three republics of socialist Yugoslavia, main indicators of development of consumer society, symbols of that society in the period from 1950s to 1980s, ratio of spending compared to some European countries, specifics of consumer society in Yugoslavia, expectations on the one hand and difficulties and disappointments on the other, breakthrough of consumer society to villages and neglecting the villages, influence of consumer mentality to attitudes about women.

Developing pupils' ability of critical approach and valuation of source material (text, photo, caricature, tables, charts), enabling pupils to see 'hidden' messages and information, analyse statistical data, compare sources, putting problems and events of the past into a modern context, creation of own charts and tables.

Developing an interest for multiperspectivity, ability of empathy, ability to set own goals and opinions, develop interest for and ability of team work.

GOAL Getting to know the occurrence, development and specifics of consumer society in socialist Yugoslavia; encouraging discussion on indicators of consumer mentality in the period 1950s to 1980s, and comparing those indicators with present characteristics of consumer society.

ORGANIZATION OF A LESSON

step 1: Introducing the pupils with the question: *What do you understand under consumer society, what associations come to your mind?* Pupils' answers (their *brain storm*) teacher writes down in a column on the blackboard. These will be needed at the end of a lesson, in order to answer the key question. (2-3 min)

step 2: Form 10 groups of 2-3 pupils. They are given sources for their group and instructions for work. During 15 minutes, pupils work on sources and answer questions that lead them to the answer to the main question of their source - sub-topic.

step 3: Each group presents conclusions on their source(s), following the given questions, then answers their main question (up to 60 min). Answers to group main question teacher writes on the board.

step 4: We compare the words, that is, pupils' associations from the beginning and those most often mentioned during the workshop that symbolize consumer society of the selected period (5 min). The pupils notice differences between consumer society in socialist Yugoslavia and contemporary consumer society they live in, and answer to the key question of the whole theme (5min).

PUPILS' PART

Context

Consumer society on Bosnia & Herzegovina, Croatia and Serbia appeared and developed in specific circumstances of socialist Yugoslavia and its 'economic miracle', but also in the circumstances of European post-war 'golden age' in social and economic sense.

Yugoslavia, with its specific system of self-managing socialism, was somewhat more liberal of other socialist countries of the East Europe, so it was righteously called the western oasis in socialist world. Her borders were open, so it was exposed to West Europe consumer influences, which became the motor of development of consumer society in it. Although national, ideological and other issues remained unresolved, democratic principles not respected, the needs of population grew from decade to decade, standard was increasing. Although consumer society did not reach its peak during the existence of Yugoslavia due to the general social and economic crisis of the 1970s, spending went higher and higher, even over abilities of the society. Since the socialist society, after all, could not be a society of equal, the fact is that in the certain well-being, consumption and raise of standard, some enjoyed less, some more than other.

Group 1

PROBLEMS AFTER THE WORLD WAR 2



What problems were faced by the population and by the authorities in post-war Yugoslavia?



1 TESTIMONY ABOUT HUMANITARIAN AID AFTER THE WORLD WAR 2

It was very difficult after the war. Famine and poverty. There was some organization UNRA - never knew what it really meant. Something about United Nations. We were getting some humanitarian aid through it. Their symbol was two shaken hands and it was everywhere on the sacs of food we were getting. They sent wheat mostly, and it would then be distributed to people in bags, and people would then trade it in stores for ready bread. There was also a lot of canned food. For sportsmen there would sometimes come packages with chocolate, honey, cookies... Later on we started to receive shipments from our relatives from America. They were sending us clothes and shoes. So, from some relative in America, which I did not know at all, I got a beautiful 'hawaiian' shirt with palm trees... I wore it throughout the secondary school. I really liked it. ...we, the children, would be the happiest when a package from uncle Ivo would arrive. There were nice goods inside, shoes... Bad luck is if nothing is your size. And we were seven children, and uncle Ivo did not know our size exactly.

Marinko Jurica, retired teacher, Dubrovnik



2 SMUGGLING THE "MODERN ITEMS"

In the 1950s, while there was rationed supply of certain goods, there was such a consumer psychosis that everything that was rationed people would buy regardless to the real needs. An old trader, Pavo, a long time widower, had for some time a stock of a few hundred boxes of tooth paste. One day he 'released' a word that each person is entitled to one pack, so he soon sold out the whole stock. His regular customer, Ms Ane, who used to sell a few modern items herself from American packages she received, asked for her tooth paste. 'What do you need it for, you have no teeth' asked Pavo, and she replied - 'When you were coming to buy female socks and panties, I did not ask you what do you need it for for you have no wife!'

A. Koba{i}: Prilozi za kroniku razvoja poslijeratnog Dubrovnika, magazine 'Dubrovnik', 5-6/1984

3 PROPAGANDA POSTER



Text on poster:
"Let's fight the speculations and black market"

A poster from early 1950s



1. Why was there humanitarian aid after the WW2?
 2. What were the most frequent goods?
 3. Which items were called 'modern' in the text?
 4. Search the text for a part that shows how it was possible to notice a consumer mentality even in the circumstances of low standard!
 5. Which possibilities were offered by 'American packages'?
 6. Discuss the symbolics of colours on the poster!
- Following these questions make an overview of supplied sources and answer the key question.



Group 2 INDICATORS OF DEVELOPING CONSUMER SOCIETY



In which period consumer society appeared in socialist Yugoslavia, and how is it visible from the supplied sources?

1 SHARE OF CERTAIN SEGMENTS IN TOTAL PERSONAL EXPENSES (IN %)



	1952	1965	1972
Food	53,9	43,2	39,5
Alcohol and tobacco	13,6	9,4	11,3
Clothes and footwear	18,8	15,4	13,7
Furniture and home appliances	4,8	8,1	10,2
Traffic and communications	1,8	6,4	9,4
Hygiene and health	2,6	3,5	4,1
Culture and leisure	0,7	3,3	3,8

Group of authors: *Trideset godina socijalisticke Jugoslavije, Monos, Beograd, 1975*

2 CONSUMPTION INCREASE



Electricity per capita:

1952	17,3 kWh
1972	369,4 kWh

Number of electric stoves per 1000 citizens:

1952	1,0
1972	194,6

Number of cars per 1000 citizens:

1950	0,4
1973.	54,4

Group of authors: *Trideset godina socijalisticke Jugoslavije, Monos, Beograd, 1975.*

3 A POPULAR SONG



One of the most popular songs in 1960s was «My little girl», which won the first Opatija festival in 1958.

Here is the refrain:

*«... Daddy, buy me a car, a bicycle and a scooter,
buy me a rabbit and a bear, trolle 'Jugovinil'.
Daddy buy me cakes, bombones and two
oranges, one little baby,
and that's all...»*

The song ends with the line:

«Daddy, buy me everything...!»

- ?
1. In which segment of personal consumption we see an increase and in which a decrease in the period 1952 - 1972? Why exactly those data point to the development of consumer society?
 - 2. What could indicate the decrease for food, clothes and shoes from 1962 to 1972, and an increase for all other segments?
 3. What conclusion is suggested by the text of a song from source 3?

Group 3

SELF-SERVICE AND DEPARTMENT STORES



Was the appearance of department stores and self-service stores a cause or a consequence of the development of consumer society?

1 “TRADERS ANNOUNCE: CUSTOMERS’ WISHES WILL COME TRUE”



It is almost a regular thing that in Osijek stores a customer loses a lot of time in shopping, waiting in line. And therefore leaves the store dissatisfied. The fact that most stores work in a little, crowded space, contribute to it. Also the fact that the most important stores, those selling food and daily consummables that are most visited by the citizens, do not offer all the articles in one place. Such a way of business, which is not good for customers but also for traders, seeks changes, that will enable the trade to go on faster, virtually with no waiting time. Osijek retail sale network is concentrated in city centre... From a total of 54 stores with daily consummables, 38 are situated in Upper and Lower city, while only 16 are in other city blocks. In order to bring the goods closer to the consumer, large shopping moles will be opened in the next 5 years. Each such mole will provide the full assortment of goods and other house necessities... The faster tempo of living demands quick service. Today, a man has no time nor patience to wait to be served. That is why a modern store enables him to get the goods himself. It is planned to open 9 stores in the next few years in Osijek, which will function on the principle of self-service. Today's only department store in Osijek, Robni Magazin, will also expand. It is demanded by its turnover, that doubled in the past few years...

Glas Slavonije, 29 November 1960

2 INCREASE IN NUMBER OF SELF-SERVICE AND DEPARTMENT STORES



The first Croatian and Yugoslav self-service store, opened in 1954 in Ivanec, six years after the first British self-service store. In 1950 in Croatia there were 7030 stores including 4 department stores (per 3,9 million citizens), and in 1970 there were already 15771 stores, 607 of them self-service and 13 department stores (per cca 4,4 million citizens).

Igor Duda: *U potrazi za blagostanjem*, Zagreb, 2004

3 INCREASE IN NUMBER OF SELF-SERVICE AND DEPARTMENT STORES



“ordinary” store



Self-service store



Department store, Mostar



Department store, Zagreb

1. Identify sentences that speak about changes in the way of living in 1960s!
2. What the appearance of dep. stores and supermarkets meant for daily life of people?
3. Department stores on photos above, as well as other in that time, were in city centres. What does it tell you about the consumer society?

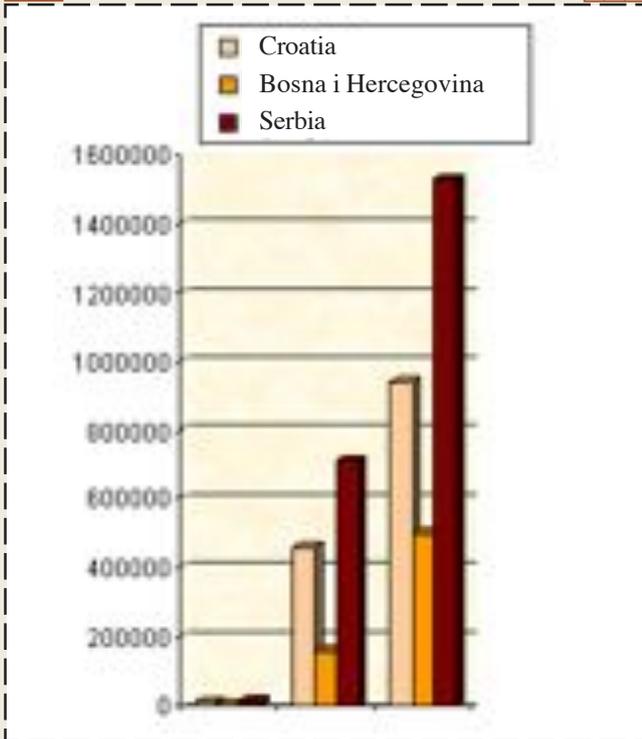
Group 4

COMPARISON WITH SOME EUROPEAN COUNTRIES



Yugoslavia had a consumer 'boom' in the 1960s, often measured through purchase of technical goods and cars. What can you conclude from the supplied sources about the development of consumer society in relation to other European countries?

1 TOTAL NUMBER OF TVs PER REPUBLICS



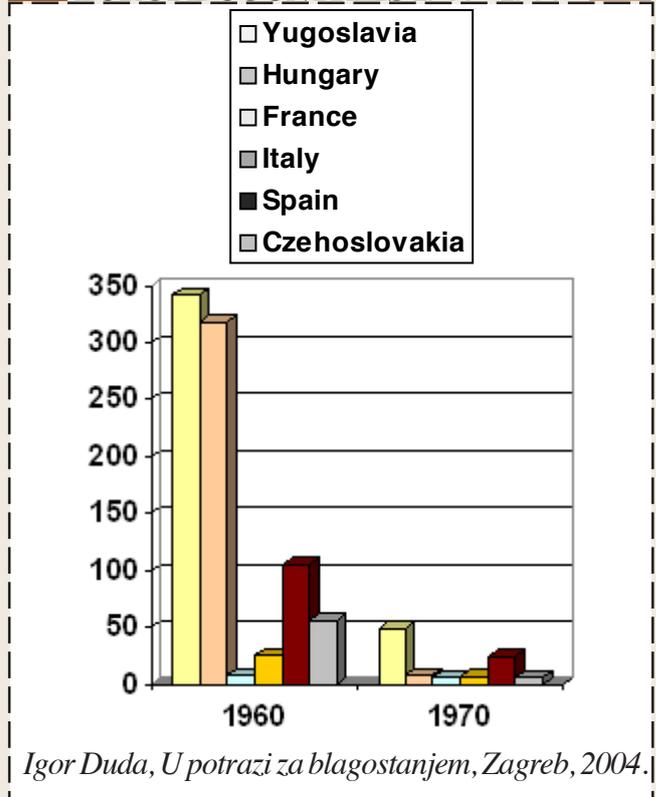
2 NO. OF CITIZENS PER TV IN EUROPEAN COUNTRIES IN 1967.



Yugoslavia	20
Italy	7
Hungary	9
Spain	12
France	6
Czechoslovakia	6

U potrazi za blagostanjem, Zagreb, 2004.

3 NO. OF CITIZENS PER CAR IN EUROPE COUNTRIES 1960 - 1970



Igor Duda, U potrazi za blagostanjem, Zagreb, 2004.

Supplement

Statistics about the number of citizens



Enciklopedija leksikografskog zavoda 1967. sv. 1., 3.4., 6. Veliki atlas svijeta 1972.

No. of citizens in the year	Croatia	Bosna & Hercegovina	Serbia	Yugoslavia
1945.				15841566
1953.	3936022	2847459	6979154	16999617
1961.	4159696	3277948	7642227	18549291
1971.	4426221	3746111	8446591	22354000
1981.	4601469	4124256	9313676	22424711

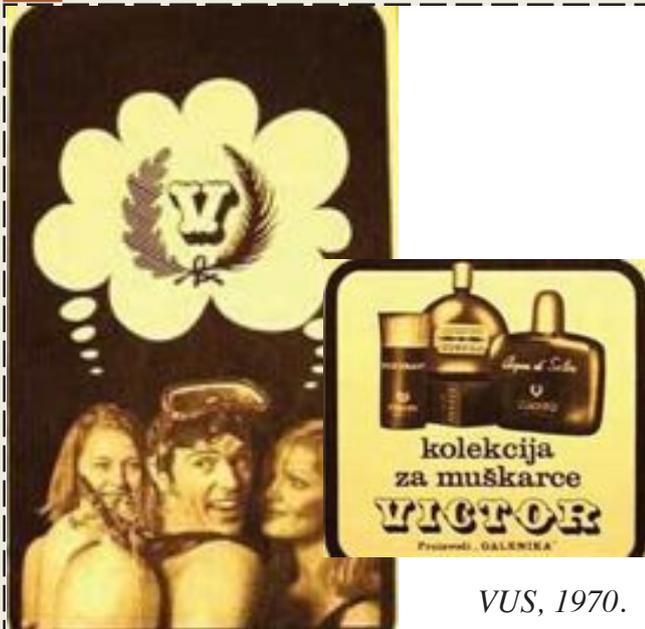


1. With the data on number of citizens in certain countries, try to conclude in which of the three republics there were more TVs (or TV tax payers)!
2. Make a graphic-chart of the data from source 2 and order the states by the values of the resulting data! What can you conclude in relation to a stereotype about 'developed capitalist West and underdeveloped socialist East'?



In what ways the commercials influenced the development of consumer society in socialist Yugoslavia?

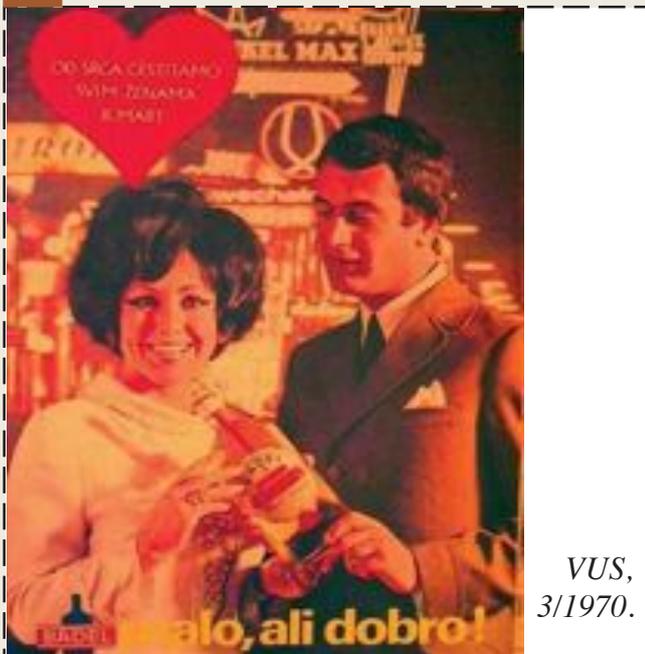
1 COMMERCIAL FOR MALE COSMETICS



2 COMMERCIAL FOR CANDY „505 SA CRTOM” 1960s



3 COMMERCIAL FOR ALCOHOL DRINK



4 COMMERCIAL FOR PHOTO-FILM, 1960s



- ?
1. What are the ways of advertising the products and propagating the consumption?
 2. Explain the relation: advertising - consumer society!
 3. What do you think about advertising alcohol beverages?
 4. In your opinion, what is more important for sale - what is advertised in a commercial, or who does the advertising?



Explain whether shopping in neighbouring countries is a sign of open, consumer society?

1 WHAT PEOPLE USED TO BUY IN AUSTRIA



(...)” Most mature men and women come here for medicaments (considering ebb and tide in local pharmacies, this story is founded) (...) What can I do, said Ratko, whose car condition forced him to travel by bus, for a month I cannot pass the technical exam of the car since my headlights are not good, and here you just can’t find them. (...) But, what about a woman who took a 180 km trip to buy a tap sealing rubber!? ‘In whole Zagreb there are no rubbers for that type of tap’ and she spent the whole shilling on it. (...) once a month in average I come here to buy a can of paint and a dilluter, in Zagreb you can’t find it no matter what. (...) for my son I buy canned jounces, just for that pfff sound (...) shopping baskets are full in self-service stores, tea, candies, margarine, shampoo, body and face cremes, soaps, tooth paste, cheeses, salamies, but above all detergents, coffee and rice. (...) a few only ‘surrender’ in nicely arranged shops with clothing, with servile traders and high prices. Just occassional blause, shirt or a pullover ‘lose Austrian citizenship’ (...) But who can resist disco-rollers, photo equipment with lenses, equipment for sports and recreation, as in our shops, as claimed by those who buy such products, there are none or cost much more (...) an information that in Liebnic (a village with 6500 inhabitants, with two streets up and two streets down) the annual change of Dinars is in the value of 400 million ATS (Shillings).”

Svijet, no. 7, pgs. 29-39

2 ITALIANS ADVERTISE SHOPPING



POSJETITE
najjeftiniju robnu kuću

GIOVANNI

TRST — VIA GHEGA 6 — TEL. 31863

BLIZU ZELJEZNICKE I AUTOBUSNE STANICE
GDJE IMATE NAJVECI IZBOR KOMPLET-SETOVA,
HLACA, SUPER RIFFLE, MANTILA KAO
I OSTALIH MODERNIH ARTIKALA U VELIKOM
IZBORU

Weekly VUS,
1970s

3 ITALIAN SHOES



The oficial information is that last year we imported 4.500.000 pairs of shoes from Italy! Pardon! The citizens imported, therefore it is a private import, and the registered one... And what about our shoe industry? Perhaps they will think whether the quality of their products corespond to basic criteria and demands of consumers, if the ladder is moist, full of salt, not well processed, not of good quality, badly assembled, that bottoms peel-off, that shoes are incomfortable, ugly and expensive, simply, that what they produce today is not needed by anyone. Perhaps they will think about the fact that we have so many young and talented designers and modellers, but for them to go through a shoe factory gate is like taking a camel through an eye of a needle.

Duga, new series, no. 95, 15 Oct. 1977, pg. 13



1. Identify what people used to go for and buy in Austria, and why?
2. Divide consummables from, what was then considered a luxury stuff!
3. What is the authors' attitude about the offer and demand in the supplied articles?
4. What conclusion comes to your mind from source number 2?
5. What is the problem that author of the article in source 3 really talked about?

Group 7

TRAVELS AS EXPRESSION OF CONSUMER SOCIETY



In what way development of consumer society influence the need for travels, and vice versa?

1 THE STORY OF A VILLAGE GIRL ABOUT SUMMER HOLIDAY



“As a small girl I did not have a chance to go to the sea with my parents very often. We went for several years, but only because my sister got a bronchitis, so parents did everything to go to the sea. As far as I know, none of my friends from Slobodnica used to go with their parents to a hotel, camp, or anywhere where you had to pay. If they did go, it was to someone’s house there. My parents did not feel the need to travel - they even considered it undesirable. Besides, it was very difficult for them to leave the village in the summer, due to increased amount of work there. They were tied to farming, breeding pigs and chickens... so travels and summer vacations were out of question - who would take care of the whole household in that case?”

Gabrijele Bekavac, Slobodnica village near Slavonski Brod

2 FANTASY TRAVELS



“The nicest vacation for me are travels. I saw the most beautiful places, lakes and our wonderful coast. I visited Italy and Switzerland. Those will be nice memories some day.“

Ruza Helbert, Zagreb

“I collected all touristic leaflets from my cousins, and in my free time I ‘travel’ all around Europe and our country. I hope that some day I will also go for real travels.”

Mea Pajc, Vukovar

*From the poll on spending the free time, magazine ‘Vikend’, 1969
(taken from: I. Duda, U potrazi za blagostanjem, Zagreb, 2004.)*

3 ADVERTISING TRAVELS



HIDROGLISERI NA JADRANU

SPLIT-GIULIANOVA-SAN BENEDETTO DEL TRONTO

DUTY FREE SHOP:
cigarettes-tobacco-
whisky-gin-cognac-
perfumes
prodaja bez carine

3,30 sati – povratna karta samo: 210 d
Koper – Portorož – Poreč – Venezia
Izleti iz Opatije – Rijeka – Pula

super brzina – komfor –
atraktivnost – tri salona – buffet
– duty free shop!
svaki izlet je novi doživljaj

every excursion is a new experience
jeder ausflug ist ein neues Erlebnis



ATLAS

JUGOSLAVENSKA
PUTNIČKA AGENCIJA

priljeđuje redovne izlete modernim mlaznim avionom u

LONDON



5.-dnevni aranžman.
Polazak svakog
četvrtka i petka.

Cijena kompletnog aranžmana sa polaskom iz Dubrovnika
Din 1360.-

Travel advertisements, 1970, Slobodna Dalmacija and 1971, Dubrovački vjesnik

Additional info: Average monthly salary in Dinars, in 1971 was:

Bosna i Hercegovina - 1368, Croatia - 1563, Serbia - 1347



1. What do these sources tell us about social circumstances of that time?
2. Why people from village cannot travel and often have no interest to?
3. What the interest in tourist travels depend on?
4. What do you think about prices of arrangements on posters in relation to average salaries?



Define «expectations» and «disappointments» in the consumer society of the socialist Yugoslavia

1 HOW TO 'SURVIVE' NEW YEAR CELEBRATION?



...it's all New Year, Suit, shoes, artificial eye-lashes, artificial smile... all in all 800 - 1000 Dinars.

Everyone will be able to celebrate this night that catering workers prepare for their colleagues from other industries.

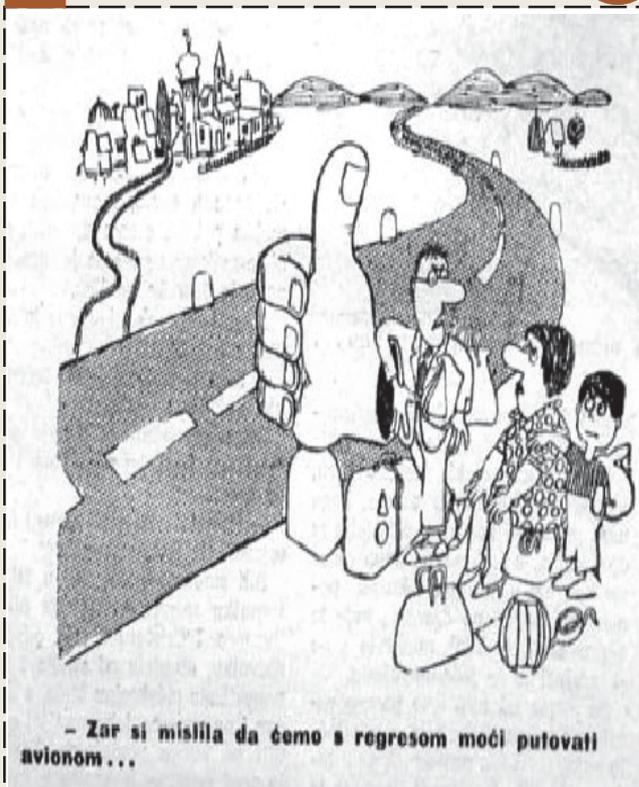
We are certain that (at these prices) Milisav, employee of 'Juhor' with a minimum wage of 1000 new Dinars, and Mileva, employee of Jagodina brewery with salary of 107.000 old, but still valid Dinars, will be able to live through 1 January, but for 1 February we are not so sure.

We fly to London. And you?



Novi put, Svetozarevo, 1 January 1974

2 A JOKE OR SAD REALITY



Svijet, Sarajevo, 1966

You did not really think we were going to fly with my holiday supplement!

3 LOAN FOR FOOD FOR WINTER AND FIRE WOOD



Beginning of fall is a time when fire wood is prepared for winter, and the housewives hurriedly prepare the food for winter. Those with 'deep pockets' buy for cash, while those with smaller salaries take consumer loans for fire wood and food for winter. What are the conditions for getting consumer loans for purchase of fire wood and food for winter? We talked about it with J.Z., Director of Directorate of crediting business of the Komunalna banka, Osijek: "We approve 'food for winter' loan up to 2000 Dinars, with repayment period of 10 months and 12% interest. There are no obstacles for getting this loan, and every citizen with credit worthiness can get it..."

Glas Slavonije, 3 September 1976



1. Why and to whom the characters from source 1 state they fly to London?
2. What is the attitude of the author regarding unaffordable spending for New Year celebrations? What is he, primarily, criticising, in your opinion?
3. What gives the conclusion that a family from source 2 is trying to live above its abilities?
4. Can we talk about development of consumer society if a family needs a loan in order to survive the winter?



What contributes to the development of consumer society in a village?

1 LEAVING THE VILLAGE



Everyone that could have left, left already. A total of 420 persons. Most of them are in their prime years, aged 20 to 40. That means that in the village everything stopped, frozen, production and the social life. Work in the field is done just for the sake of doing something... - told us the school director, Jovan Janosevic. This is, in many accounts, an interesting village. Its life changed when leaving for foreign countries started. For those who stayed the most important thing is-how to leave, as conditions became more strict. However, people manage and keep leaving. Labour is sold for sour money, French, German, Swiss... and they buy bricks, cement, electric devices...

Novi put, Svetozarevo, 22 December 1971

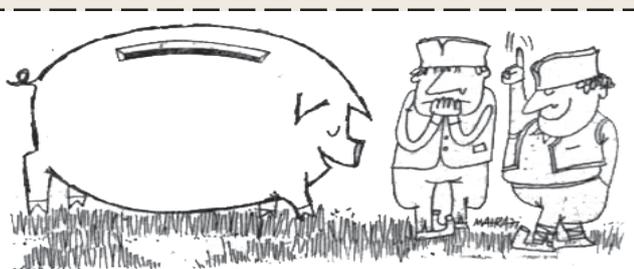
2 SHARE OF FARMERS IN THE TOTAL NUMBER OF POPULATION



	1948.	1953	1961	1971
B and H	73,8	62,2	50,2	40,0
Croatia	63,2	56,4	43,9	32,3
Serbia	71,0	66,7	56,1	44,0

Statistical calendar of Yugoslavia, 1975

3 BANKS IN VILLAGES



- How did you manage?
- I fill, 'Jugobanka' fills...

Novi put, Svetozarevo, 15 December 1971

4 ACHILLES caught-up the TURTLE



Posavina and Turopolje changed their look and way of living in the '80s, thanks to technological development. (...) Merely 10 to 20 years ago they used to go in horse driven cars and eat with wooden spoons from wooden plates. (...) Few years ago, when the first TV set arrived to the village, we would all go to see that 'thing', now, every house has one. (...) People sell horses to buy tractors. Some buy tractors, some buy cars, some buy both, some buy two cars. Pair and odd*. (...) White deep freezer is called 'a chest'. Every house has that white chest. (...) All the villages are full of white houses. Half of them made of bricks, half made of wood, but practically all of them white inside. (...) Only six months ago those villages were hundreds of years behind towns. And so close to Zagreb and Karlovac. Only half a day 'truckin' in horse cars, now half an hour drive to Karlovac, even less to Zagreb. While Yugoslavia was electrifying and asphaltting, they were using gas-lamps and walking in muddy paths. When others were 'televised' they electrified and asphalted, and then became white of home appliances. Now the white world is being computerised, and Pokuplje is not far from that. *Svijet, no. 7, 1980, pg. 32*

4 CENTRE OF A VILLAGE



A store, post office and a social-cultural house in the village of Drnje, Podravina, 1960s

- ?
1. According to sources 1 and 2, what can you conclude about the relation of socialist authorities towards village and villagers?
 2. In what way banks advertise themselves in villages?
 3. What can you conclude about the tempo of development of consumer society in the Village of Pokuplje?



Which attitudes about women were highlighted by consumer society?

1 HOME APPLIANCES



“On 100 households in Croatia in 1968, there were 75 radios, 41 electric or gas stove, 32 TVs, 31 refridgerators, 20 record-players, 18 vaccum-cleaners and 14 laundry machines.“

I. Duda, *U potrazi za blagostanjem*, Zagreb, 2004

3 WOMAN’S ADVISOR



“One should be strong to pass by the window and not enter the store. We admit, temptation is great. Sparkling windows and a loud commercial today present temptation more than ever.”

A quote from a translation of a German woman’s advisor who visited Zagreb in 1966.

I. Duda: “*U potrazi za blagostanjem*”, Zagreb, 2004.

2 COMMERCIALS OF 1960s



1. In what way the use of house appliances changed the life of women in consumer society?
2. Study the source 1 and compare the number of TVs to number of vacuum cleaners and laundry machines! Can you conclude what were the priorities of consumer society in Croatia in 1960s?
3. What do the posters of source 2 and source 3 tell you about women as consumers?



After going through the sources, pupils present main conclusions for each group, following the accompanying questions, and give the answer to the main question teacher writes down on the board.

After group presentations, issues most often mentioned are jointly identified, and they can be said to be the symbols of consumer society of the selected space and time. The teacher writes them down in a column next to the issues pupils identified at the begining as associations to contemporary consumer society.

WE JOINTLY COME TO THE ANSWER TO THE KEY QUESTION:

What are the similarities and differences between consumer society in Croatia, Bosnia & Herzegovina and Serbia, in the period 1950s to 1980s, and consumer society in those countries today?

POSITION OF WOMEN



To what extent was a woman in socialist society affirmed or discriminated?



TEACHER'S PART

EXPLANATION OF WORKSHOP



Position of women in socialist Yugoslavia is a very complex and demanding theme. If we would like to work on position and problems of women in all spheres of life, in all the periods and from all the aspects, we would need a whole collection of sources and workshops. In this workshop, through a small number of sources (eight), we should encourage the pupils to think of the specifics of female history (primarily as part of history of everyday life, not history of heroines), changes in life of women in time of socialism, that is, second half of the 20th century, when in most European countries we had certain emancipation and improvement of a position of women, regardless the political system of the country. Due to the fact that these topics are not in school curricula and in textbooks, the teacher should be additionally prepared from extended readings in order not to fall into the trap of own views, experiences and emotions, if actively participated in a part of this period 1945 - 1990. The best way would be to work on this workshop after going through the socialist Yugoslavia as a whole, so pupils, knowing the social-political character, could easily place the position of women in it. The workshop is envisaged for one class (school hour), though I believe that the final discussion of affirmative and negating group could go on for another class, if pupils show an interest for discussion.

RESULTS

- Acquiring knowledge about problems of women in socialist Yugoslavia, with elements of discrimination, but also affirmation and emancipation.
- Developing pupils' abilities to study and appreciate pictorial and textual sources, and to differentiate the author's view from the view of the society at a certain point in time.
- Developing pupils' abilities for argumentative discussion and presentation of own views.
- Raising awareness with pupils about problems of position of women and forming the appropriate attitude towards the issue of emancipation of women and their equalization in all segments of life.

GOAL

Analysing the sources pupils should notice the problems and changes in position of women in socialist Yugoslavia, and identifying the elements of discrimination and affirmation of women, pupils should be encouraged to discuss certain views and values and develop their own sensitiveness for position and problems of women in the society.

ORGANIZATION OF A LESSON

Question to be posed in the introduction: When did the women of Yugoslavia get the right to vote? How important was it for their emancipation? Discuss and pose a key question as an introduction to the topic

step 1: Divide the pupils into 8 groups, and each group is given one copy of the table and one source. Four groups should get only tables where last column is about affirmation of women, and four groups table looking for discriminating factors in the last column. Teacher should warn the pupils of these differences in their tasks and instruct them to prepare for the debate and key question during analysing the source. Each group should study the source and fill out the table, pass the source to another group and so on, until all the groups analyse all the sources and fulfill the table. (20 min)

During that time, the teacher draws a table with two columns: affirmation and discrimination.

step 2 - Organize a debate between affirmation and negation group to the key question. Debate should be organized according to debating rules, where the teacher should pay attention to time limit of individual presentations, correct use of arguments from the sources, and in the end, to estimate which group was successful in arguing its thesis.

PUPILS' PART

CONTEXT

In socialist Yugoslavia, women realized their legal equality, right to education, work, equal salary as men for the same job, and right to participate in political and public life. Women who were in the war realized their legal equality already in 1942 (they could have been elected to partisan boards), while all women realized political equality on the first post-war elections in 1945. The Constitution of 1946 legalized equality of men and women in all segments of state, social, political and economic life.

Right to education will be used by more and more women, so the number of highly educated women (University) kept rising, and particularly increasing was the number of women who graduated from various vocational secondary schools. A female employee in socialism had free health care, paid maternity leave, and a pension.

Nevertheless, the number of employed women throughout the period 1945-1990 never exceeded 50%, and the number of unemployed women is always higher than number of unemployed men.

In political life women participate in relatively small number (mainly 5-15%).

The 8th of March was celebrated as International woman's day, which in the 1960s became also the Mother's Day, as the Christian Mother's Day (2nd Sunday in May) was not celebrated any more. It was marked by formal academies, school shows, receptions (even drinking parties), flowers and presents.

No. of source	Type of source	To what purpose was the source made?	Author of the source presents his view or view of the society?	The source does not tell us... (intentionally or accidentally)	Elements of affirmation / discrimination of women
1.					
2.					
3.					
4.					
5.					
6.					

1 A WOMAN IN COMMERCIAL PURPOSES



Commercial for Podravka instant soups, 1970s

2 'TRACTOR-ESS'



“In the field they are very good - said te manager, comrade Ivo Medaric. I can say we are pretty satisfied with the work of women as tractor drivers. These women were very active in field works. They very conscientiously preserve engins and integral parts, fuel and tyres. If everyone would be like these women, we would easily realize our task.

- We like machines. We never believed that peasant girls drive tractors. Today we are happy this wish came true, and each one of us wants to get to know the functioning of tractor and any other machine. We try to be fully equal to our male comrades, in obligations as well as in realizations.

... All the Slavonia women we met in factories, in agricultural works, primarily women driving tractors and those working in hemp-spining mills, promised at the occasion of the 2nd Congress of AFZ (Anti-fascist Front of Women) they will double the work for the benefit of the country.”

Glas Slavonije, 25 January 1948

3 HER FREE TIME



VUS, 1971

4 WOMAN'S AUTO-RALLY



“(...) The 2nd woman’s auto rally gathered 70 drivers and just as many crew members. (...) On a road of 200 km, the participants had to respect the traffic regulations, show skills behind the wheel and speed at start and braking. Although the stage was relatively easy, one contester had a severe accident just before Bjelovar. She hit the BUS. (...) Those who know auto sports say women do not fall behind men in courage. They ven claim it is much more interesting to watch female competition, (...) Competitors did not only compete in diving, but also with their hair-styles and mini skirts, equipment...”

VUS, no. 933, 1970, pgs. 48-49



5 PROBLEMS IN EMPLOYING WOMEN



“(…) Chemistry engineer Elizabeta Veceric, went to Canada, after waiting for a job in Zagreb for three years. Her colleague in trade, Marta Fajfer, is still unemployed. Most of the unemployed young girls and women with high qualification are professors and teachers, medical staff, lawyers and economists. If we add the information that in 1971, 6119 women went abroad through Employment Bureau for temporary employment and that 55000 women from Croatia found job outside homeland (...) One Zagreb lady, a long time employee of tram service, wanted to requalify from a conductor to a driver of a tram. She was persistent and she was trying to prove to everyone she will be good at it. She passed all the exams and wanted to ‘take the wheel’, but the people of Zagreb, as it is popularly said ‘still have not seen that day coming’. (...) In the factory ‘Hromos-Katran-Kutrilin’ you can still read an internal vacancy notice, looking for one chemistry engineer, but only men are considered.”

VUS, no. 1028, 1972, pgs. 17-19

6 8TH OF MARCH CELEBRATIONS



All the companies in Jajce, on the occasion of the Woman’s Day, prepared carnations and modest gifts for women, and small banquets were prepared, while 20 women of Jajce celebrated in Vienna, at the expense of their companies.

“Oslobojenje”, 1971

7 GIRLLESS CITY



Dear Editor, I heard that in Bosnia there is a city with more men than women. I am a girl, not so young anymore, and I would like to get married and start my own family. But, in a place I live there are no boys looking for brides. Many left to work and live in the cities. That is why I would like to go to that Bosnian town and get a job. I learned my trade well, I make a decent income, but it is not easy to live alone, and if I stay where I am, I will never get married. Can you help me and tell me which town in Bosnia is it?

The place you heard of is, probably, Banovici, near Tuzla. In this industrial city in Bosnia there are more men than women and they say it is difficult to find a girl to marry there. At many posts in this town it is difficult to keep female labour, as girls soon get married and leave the job.

Ilustrovana Politika, no. 134, 30 May 1961

8 WOMEN IN VILLAGES



“Over 80% of fertile land in our country is private, and there, according to statistics, women are bearers of production just as much as men. This information alone obliges that a farming woman deserves more attention.

-Considering that women make majority producers in a village, various inconsistencies in implementation of set policies hurt them more than other producers - said at the conference Vjera Kovacevic, Chairman of the Conference for all issues of social position of women in Yugoslavia. Speaking of huge advance of the village in the past 35 years, she said that cca 60% of households erected new, healthy and cosy houses, in most cases equipped with house appliances, radio and TV, many households have modern mechanization.

-A woman, as agricultural producer, however, is obstructed in food production by many open issues that affect her productivity, and they take years to solve. The story also repeats for years that a woman has unequal treatment in associations of farmers, as a husband, a father or a cousin, come in front of her, though she is the bearer of production. Along with that, care for a household, children, old, falls on her...”

Nada, no. 126, 19 December 1980

ONCE UPON A TIME IN YUGOSLAVIA**How was technological development changing life?****EXPLANATION
OF WORKSHOP****90 minutes****TEACHER'S PART**

Quite often in teaching, and in talking to colleagues and friends, we touch upon an issue of standard and quality of living in Yugoslavia after the WWII. Pupils come with informations that it used to be better in Croatia, that people were getting flats, that standard was higher, as well as salaries, that a worker was appreciated... Others come with contrary informations; that it was difficult time, permanent crisis, lack of coffee, waiting in cues... In order to support either of the two claims, we have to know well the economic situation of the studied period. Through sources from the area of civil engineering, industry and traffic, pupils should conclude by themselves what was the situation in former Yugoslavia from 1960 to its collapse. Studying the technological development of the country, along with knowledge of political history, will make it easier to conclude how and why Yugoslavia collapsed.

RESULTS

- pupils are informed with economic development and problems that were occurring in Yugoslavia in the area of civil engineering, industry and traffic in the period 1960-1985
- through analysing written and pictorial sources, pupils answer the questions and bring conclusions
- independently determine the degree of technological development in Yugoslavia, and how was it reflecting to the standard and crisis of the 1970s and early 1980s
- appropriate and argued expression of conclusions
- development of interest in history and appreciation of other (different) opinions

GOAL

Analyzing the sources that speak about technological development of Bosnia and Herzegovina, Croatia and Serbia in the period 1960 to 1989 should show how the crisis in '70s and '80s reflected to the society.

**ORGANIZATION
OF A LESSON****Introduction (20 min)**

- Teacher will remind the pupils of the basic division of economic activities on sectors: primary, secondary, tertiary, and quaternary. Teacher will give one photo to each of four groups of pupils with a task to answer the questions in tables. Envisaged time for this is 5 minutes.
- One pupil from each group reads the answers from the table. Envisaged time is 3 minutes for each group, then the teacher disclose that today's topic is technological development of Yugoslavia from 1960 to 1985.
- Pupils will continue work in already formed groups, receiving one thematic set of sources.
 - o each group has 30 minutes to study sources and answer questions accompanying the source, and a key question for the topic.
 - o groups also have the task to mark each source from 1-5. (mark 5 for a particular source means pupils agree the source speaks positively, mark 1 that the source speaks very negatively about the studied theme)
 - o indicate with every source to which economic sector it belongs

QUESTIONS	ANSWERS
What is shown on the photo?	
Which economic sector does it represent?	
Try to 'date' the photo.	
Give a name to a photo.	



Main part of the lesson (55 minutes)

- Distribution of material and work on sources (30 minutes)
- While pupils are studying the sources, the teacher draws a graph on a board. On axis Y teacher will mark numbers 1-5. On axis X the years 1960, 1965, 1970, 1975, 1980, 1985.
- Presentation of group work (25 minutes) As necessary, teacher will expand the knowledge of pupils after presentation of each group.
- After each group study the sources and answer the key question, one of the pupils from the group draws a line on the graph for the group topic. Each group will use different colour, to make the graph more clear.
- Mutually answer the key question and comment the title of the workshop.

Closing part of a lesson: (15 minutes)

- Teacher, together with pupils, comments the graph that stresses the elements of the crisis in the 1970s and 1980s.
- Discuss the topics pupils were working on.

PUPILS' PART

Context

After the WWII, Yugoslavia started a vigorous industrial development. Positive consequences of industrialization were: increase of living standard, development of cities, traffic, ship building, coal production, steel production, machines and oil refinery. Along with positive effects mostly felt in the '60s, there were also some negative effects: in the '50s, there were large migrations of rural population towards towns and abandoning the farming, while in the late '70s, despite all the efforts, imports exceeded exports, which caused massive indebtedness of Yugoslavia with foreign countries of over 11 billion US\$. Economic crisis was accompanied by a political crisis of the '80s, although the two were not directly inter-connected. In the end, there was an industrial stagnation and collapse of Yugoslavia.



How much construction took place, and how was it made?

SOME PROBLEMS OF APPARTMENT BUILDING



"Apartment building in Koprivnica region was really intensive lately, but despite that, there are still many objections. Building is still slow, while the quality does not satisfy. Almost none of the buildings is ready by envisaged time. Construction companies work without necessary mechanisation. In the period 1955 to 1960, in the area of Koprivnica municipality, 139 state apartments were built. In the same period private persons built 574."

Ve-ernji list, 1 December 1960



1. What were the problems about civil engineering?
2. This source is positive or negative about construction of flats?

BUILDING FLATS AND HOUSES



New flats

In the communal administration they say there are all conditions for construction workers to bravely go further this year. According to the plan, 6400 new flats will be finished and populated in Zagreb during the year.

Ve-ernji list, 18 March 1970

Novi Beograd (New Belgrade), 1967



A village in Kosovo, '60s



1. What the photos show?
2. Think what caused construction of sky-scrapers, and what of village houses?
3. What is the incentive for construction?

A HOTEL FOR EVERYONE'S PRIDE



Dubrovnik (...) Mika Špiljak congratulated everyone who contributed to the construction of 'Belvedere', stressing he is particularly happy that this beautiful building is a product of domestic brains and that the hotel is equipped by domestic products. (...) At the press conference the representatives of investors said, among other, that a double room / bed only, will be charged 90 \$ to foreigners, and 9600 Dinars to domestic guests. (...)

Ve-ernji list, 27 May 1985

IS THE OIL PIPELINE BEING BUILT?



"The greatest investment endeavour in Yugoslavia (...) after Djerdap. The financial construction is in its final stage. Founders of 'Yugoslav oil pipeline' INA Zagreb, Energoinvest Sarajevo and Naftagas Novi Sad, with their refineries in Sisak, Lendava, Bosanski Brod, Novi Sad, Pancevo, that will be supplied from this pipeline, have secured the necessary share for initial works. (...) It will have 735 km. (...) it is more important, said the Director, that after many previous ideas with partial pipelines, now a joint Yugoslav pipeline is being built (...) as a successful example of joining interests and assets from several republics."

VUS weekly, 4 April 1975, pg. 3



1. Why is there a need to construct the pipeline?
2. What does it tell you that prior to 1975 there was no oil pipeline?
3. What are the expected benefits from building of the hotel, and what from pipeline?

NEW FLATS, OLD PROBLEMS



"The burning problem of everyone today is how to get your own home. (...) It takes a long time to build an apartment and they cost a lot, so years may pass before a wish for own apartment come true. (...) A tenant gets a Decision about the particular flat in a particular block, and of course, the key. We say get, but in fact it means purchase, for a lot of money collected God knows how, and paid a year or two, or more, in advance, before getting the key. Often flats are paid 'on blind', meaning before the blue prints were over. (...) Let's go back a typical family and their double room apartment. At first, that flat seems to be satisfying the measured needs. Children get one room, parents get the living room, kitchen/dining room remain untouched. Just as planned by the architect. But, what if it is not a typical family? What if parents need a study room, or if children are of different gender and in those years when they cannot be in the same room? Then our tenant takes another loan, breaks down the walls, puts new ones, redecorates... One would jump to the ceiling (of joy) when moves into the new flat, but the ceiling is low. The building received a use permit, but radiators do not function, water leaks from the sink; beautiful new tapison is put 'wall to wall', but our tenant knows from the experience of his friends who got a similar flat a while ago, that the tapison is on bare concrete, that it will 'sweat' and rotten. What else, but to throw it away and put the parquete (...)"

Svijet, no. 1, 1981, pgs. 24 and 25

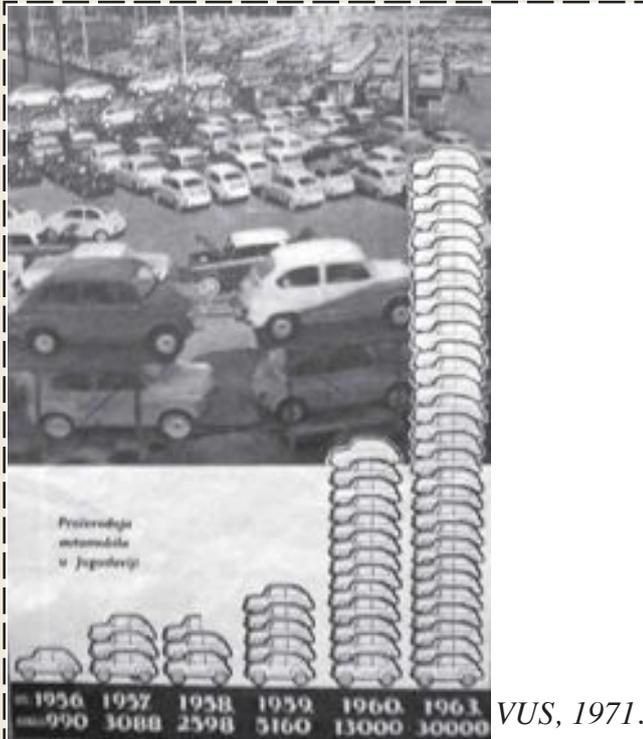


1. What problems are discussed in the text?
2. What is a 'typical family' according to the author of the article?
3. Is there a similar situation in your town today?



What changes can you notice in the period 1960s - 1980s?

PRODUCTION OF AUTOMOBILES



1. What is shown on the chart?
2. What are the reasons for production of such a high number of cars?

REGULATIONS - LAWS



"(...) The internal affairs council, in cooperation with Council for civil engineering and communal affairs of the city of Zagreb, on its session of 29 Oct. 1960 brought an Order, which reads: Velocity of motor vehicles on certain roads in Zagreb is now limited: to 40 km/h on Maksimirska st., ... to 30 km/h on Illica st. in a part from Republika square (present square of ban Josip Jelacic) to Kaciceva st. (...) Traffic of horse driven cars on public roads, where they are allowed, must not be done in gallop..."

Ve-ernji list, 31 October 1960



1. Why limiting the speed in the city?
2. What is odd in the source, and why?

DEVELOPMENT OF AIR TRAFFIC



"The first regular international air line with Dubrovnik was opened on 8 June. A two-engine 'Conveyer' of the Holland KLM landed on the new airport of Cilipi. New direct international line connects Amsterdam and Dubrovnik via Dusseldorf... The first flight was used by representatives of the KLM and tourist agencies from England, Holland and W. Germany, who were interested in this line, as it provides a quick transport of their tourists to Dubrovnik."

Dubrova}ki vjesnik, 19 June 1962

"The Dubrovnik airport in Cilipi achieves better results each following year in transport of travellers and it reflected in the amount of total income for 1970 of 3 billion and 300 million Dinars. It is interesting to mention that during the full season the airport employed 301 core and seasonal staff, and now in the winter there are 185 employees. (...) a turnover of 584007 passengers, which is 28 percent more than in 1969. (...) Dubrovnik airport was receiving aircrafts from cca 30 foreign companies, whereas most landings were of 'Concorde' from Frankfurt, 'Seterling' and 'Scaner' from Kobenhavn, 'Interflug' from East Berlin, BEA from London, and others..."

Dubrova}ki vjesnik, 27 January 1971



1. With which countries and cities Dubrovnik connected with new, air traffic?
2. What trend can you notice in Cilipi airport traffic in the period 1962 to 1971?
3. Think about consequences of construction of airport for population of Konavli and rural surroundings of Dubrovnik!



DEVELOPMENT OF TRAFFIC (WELCOME BY FIRST ELECTRIC TRAIN)



1. Try to order the photos chronologically.
2. Determine which photos belong to rural and urban area.
3. Which photo was taken spontaneously.

ROAD CONSTRUCTION



“At the end of 1960s, first decisions were made about construction of highways in our country. In December 1972 first stages were opened: motorway Zagreb-Karlovac (38,4 km) and Vrhnika-Postojna (32 km). Fee is collected on both these roads. Meanwhile, a plan for road construction for the period 1975-1980 was made. It is intensively working on turning the road ‘Brotherhood and Unity’ (Belgrade-Zagreb) into a motorway. (...) For a driver who is not interested in wider social and economic effects of motorways, the most important advantages of motorways are safety and consumption of fuel. Traffic innovations are not only solving traffic problems but also an increase of general standard. A way to motorways is at the same time one of the biggest economic endeavours requiring huge investments. However, those investments return multiplied, and are one of pillars of general progress of the country.”

Start, no. 301, 1980, year 1



1. What are the advantages of building motorways?
2. What was the influence of traffic to the development of towns?
3. Why are investments to road construction one of pillars of general progress?



What problems you notice in the period from 1960s to 1980s?



FUEL CONSUMPTION AND CROWDS DECREASED



Jugoslavija i svet, 1971



1. What is the season on the photo?
2. Try to guess what the people in cue are waiting for.

FUEL CONSUMPTION AND CROWDS DECREASED



On 3 May, as we all know, the Law on limitation of use and movement of personal and other motor vehicles, came into force. In the aim of saving the fuel in road transport, this law temporarily bans the use of personal cars and motorcycles in certain days, opening of new BUS lines on long distances and limits the distances for certain cargo motor vehicles and BUSes.

Dubrova}ki vjesnik, 11 May 1979



1. What do you think about traffic limitations and what could justify it nowadays?
2. Imagine what kind of troubles such limiting might have caused!
3. Why were the 'fuel coupons' printed?

CHARGE OF THE IRON CALVARY



We don't know what is a bigger mystery, the fact that one village in Backa has 200 tractors and 100 cars, or the fact there is no gas station nor a mechanic's shop. Now, 200 tractors-10 models and even more types-are manned by two blacksmiths, and the owners, according to their abilities... To make things worse, almost half of present owners has not passed the driving exam. Some are getting prepared to face the strict commission in Odzaci, other, who were there without success, look for a way out with commissions far as Negotinska krajina. The story is, they find it... Progress, and this is it beyond any doubt, cannot be stopped, even if someone would like to do it.

Ilustrovana politika, no. 962, 12 Apr. 1977, pg 18



1. Which problem is stressed in the text?
2. Clarify the meaning of the word 'progress'.

READER'S LETTERS



"I live in Vlaska st. (Zagreb). Several tenants own cars in that building. However, cars are not of much use to us, when it comes to quick need - parking is forbidden in front of the building, then in Draskoviceva all the way to Jurisiceva st., and in Vlaska st. on both sides, including Sostariceva st. up to the corner with Ribnjak. Is there a hope that some solution about parking near our flat will be found?"

Ve]ernji list, 19 December 1960



1. What problems occurred for population of certain cities in 1960, and why?

DETECTORS ON ZAGREB CROSSROADS



"In a few days, if someone take a careful look the traffic on Kvaternik square, he will soon notice that the traffic goes faster, simpler and more secure. Invisible detectors put in the asphalt layer will discover vehicles using electro-magnetic waves. They will then transfer the information to traffic managing devices. This revolution on crossings started 10 years ago in the world. (...) At the crossing of Subiceva and Socijalisticke revolucije, where this ultra-modern device is now, it is noted that between 6 and 7 a.m. 775 vehicles pass that way. Between 12 and 13 the number rises to 941, and then falls to 856. The biggest frequency is between 14 and 15 hrs. In that hour some 1420 vehicles pass (...) Company 'Nikola Tesla' can produce the detectors for any crossroad they are required. And they are being required and our other cities are going to need more and more of them. After Zagreb, Karlovac is the first one."

Globus, no. 196, 31 March 1963, pg. 9



1. What are the detectors for?
2. When is the traffic most frequent and why?

TRAFFIC



Veèernji list, March 1970



1. What does the caricature show?
2. What is stressed by the author?

ELEMENTS OF CRISIS



(...) In Croatia, which was most severely affected by electricity problems last winter, the so-called 'first degree' of savings is implemented from 12 February, limiting public lightning, light commercials, additional heating, and starting on 20 February, all other electricity spending is cut in total by 10%. The situation is far from being pleasant, but these limitations are much safer than those introduced on 4 December 1973. (...)

VUS, 19 Feb. 1975



1. What could be the effect of lack of electricity to production?
2. Did all the regions of Yugoslavia have the same problems? Why?

COMPUTERIZATION



"It seems that 1984 will be written as a year of breakthrough of computer technology into Yugoslavia: many magazines, starting from specialized ones to general review, radio and TVs, dedicate more and more attention to 'intelligent toys for adults', as computers are popularly called. Adresses of those who propagate computers regrettably fail to break through a common prejudice: a compter is a complex and expensive device only highly qualified engineers can operate. (...) Reading these lines, you probably started to think how to persuade the parents to get you a computer for your next birthday. Before you talk to them, let us tell you one good and one bad news. To start with the bad one: import of computers, except in cases of repatriation of people who used to be guest-workers abroad, is not allowed, even if customs is paid. The good news: there is an option to get a domestic computer of acceptable characteristics that will cost you some 16.000 Dinars, provided you get the courage to assemble it yourself..."

Mladi fizi}ar (A young physicist), no. 31-32, Beograd, 1983/84, pg. 52.



1. What are the visible problems at the start of computerization in the 1980s?
2. Are there similar obstacles today?
3. Ask your parents about their first encounter with a computer, and how did it look?



What was the relation of industrial development of Yugoslavia, compared with West?

ELECTRIFICATION



“Beside erecting schools, people of Listica did a lot on electrification of their settlement, and they are probably the leaders in BiH in that. As an example, 11 years ago only Listica had electricity, while today all the villages are electrified. The municipal Assembly and the inhabitants alone collected over a billion old Dinars for electrification. It changed the way of life in a village and there isn't a house that does not have some electric device. Modern furniture, radio and TV have become the usual equipment in most houses.”

BiH iseljeni-ki kalendar, Sarajevo, 1969, pg.319



1. How fast was the electrification in a village and who took part in it?

AMERICANS WANT YUGO



“You know Yugoslavia from 1984 Olympics in Sarajevo. But you probably don't know that cars are being produced there. You don't believe?! Well, the car is right here... This is how a smiling american rapporteur was addressing from screens put in 'Zastava' part of Belgrade's car saloon. It was the last evidence that Yugo arrived to America. (...) In the first 12 months 20000 Yugos will be exported to American market. (...) For each Yugo exported to USA 'Crvena Zastava' will get about 1800 US\$. The retail price of cheaper of the two models is 3990 \$. More modest version for American market originally is very much like domestic Yugo L, but the interior and equipment is of far better quality and colours are in better harmony. The biggest difference is in catalysator, as Americans like unleaded petrol.”

Ve-ernji list, 5. V 1985., str. 11.



1. In what way the TV host presented Yugo to the buyers?

2. Why is there a difference between the US and Yugoslav model of Yugo?

FROM A 5-YEAR PLAN



”In the next 5 years, attention will be paid to equipping the factories with domestic equipment. Especially increased will be production of machines for industry, civil engineering and farming, as well as various electric apparatus. Annual production of tractors, which is now 7500 will reach 20.000 in 1965. Machinery factories will increase production of machines and construction devices from 7000 to 15000 tons a year. At the same time, production of cement and glass will double. Production of machines for mining and industry will increase from 35100 tons to 66500 tons a year.”

Ve-ernji list, 7 Dec. 1960



1. For which branches the 5-year plan shows most interest?

2. Where have you heard of 5-year plans and what do you know of its results?

FIRST TIME POSITIVELY:



Our biggest producer of electrical devices, 'Rade Koncar', from Zagreb, will increase their exports this year for 75%, compared to last year, mainly to convertible market. (...) From the serial products, the W European market will get 50000 refrigerators (also as much to E Europe) and certain quantity will reach the Great Britain market for the first time. Some 320000 parts for home and other devices will also be exported to convertible market. (...) Provided there are no major difficulties in procurement of raw material, spare parts and reproduction materials (...), Koncar should, at the end of the year, realize a sufficient of 3 million US\$ from exports to convertible market.

Ve-ernji list, 21 March 1980



1. What is mentioned as aggravating circumstance for realization of plan?

2. What is achieved by exports?

'THE THIRD OF MAY'



"Making a summary of the 10 years of work of the company since it is run by its employees, the workers of the shipyard 'Treci maj' from Rijeka published a lot of interesting information. Their company, meanwhile, became one of the biggest exporters in Yugoslavia and the first one to go beyond the state boundaries with its ships. (...) The advance of our ship building and modernisation of our trade navy is mostly connected to 'Treci maj'. 12 years ago construction of first trans-oceanic ships - type 'Zagreb' commenced here. In the last 15 years, when a renaissance of this 54 year old shipyard started, 'Treci maj' made an imposing fleet of nearly 320000 gross-registering tons. Half of it was made for domestic customers, half for foreign ship companies."

Ve-ernji list, 4 October 1965



1. What is the significance of shipyard "3. maj"?
2. Who is the customer of the ship on the photo?
3. What are the political ties of these countries?

Jugoslavija i svet 1969.

STATISTICS



Table of telephones

Town	telephones per 100 inhabitants
Zagreb	2,7
Rijeka	4,2
Belgrade	4,9
Stockholm	59,1
Basel	44
Vienna	18,5
Milano	39,8

Table of home devices

Average per 100 households in 1968	Croatia total	Croatia, non-farming worker's households	England and Wales	United States of America
Refrigerator	30,8	62,2	50,7	99,8
Laundry mach.	14,4	34,3	62,0	90,8
Vaccum clean.	18,4	44,3	83,0	89,1
Radio	74,5	94,0	93,2.	99,7
Televizor black & white	31,5	65,7	92,4	98,5
Colour TV	-	-	0,6	38,2

Table of cars

	No. of cars per 1 km of road, 1970
Great Britain	40
W Germany	32
The Netherlands	32
Belgium	23
Austria	13
France	17
Swiss	22
Yugoslavia	9

Veðernji list, March 1970

Igor Duda: " U potrazi za blagostanjem" Zagreb, 2005.



1. Do the figures in tables indicate standard?
2. Compare the table data and see which products were lacking.
3. Which goods more or less followed the consumer society of the west?
4. In your opinion, why is there a difference between the 1st and 2nd column in Table 2?

A tenant, or what could flats tell about people



In what way living conditions influenced everyday life in Yugoslavia?



TEACHER'S PART

EXPLANATION OF WORKSHOP



The workshop is designed to present the life of common people in the period 1945-1990 to pupils, in a simple and attractive way. The pupils are offered different sources that speak of different aspects of accommodation. Through these sources pupils can notice what was the living standard of people, hygienic habits, fashion (how were flats equipped, what were noticeable status symbols on photographs, how people were dressed), and compare the offered with their experience from everyday life.

Presumed knowledge - it is assumed that pupils know what were the basic characteristics of Yugoslav society in this period and ideologic frames of described events or supplied photographs.

RESULTS

The workshop should enable pupils to recognize and analyse different historical sources relating to ordinary life. To be able to use and explain terms: urbanisation, standard, sanitary-communal, rural. The workshop should teach the pupils to differentiate and clarify different aspects of a single event, to encourage joint work, develop creativity and sense for understanding different social changes.

GOAL

Pupils should get an insight and understand how and in what conditions people in Yugoslavia lived in the period 1945 - 1990, what was their standard and possibilities, what depended on an individual, what on society and state bodies, notice different phases of development of standard and identify good and bad sides of Yugoslav socialism in this period.

ORGANISATION OF A LESSON

1. *Introduction* - 15 minutes. Intro comment of the teacher on importance of conditions in which a person lives for its everyday life.

Question for pupils:

- What is important to you in everyday life and how is it related to the conditions you live in?
- What are the good and bad sides of urbanisation?
- Explain in what way accommodation conditions and standard of living are connected.
- Give examples when there is no such connection.

2. *Work in groups* - analysis of sources (30 minutes): Instructions for each group. Distribution of sources for each group.

The first group deals with housing conditions, second group with ways of getting appartments, and third group with relations between urban and rural.

3. *Presentation of group representatives and joint discussion* (45 minutes)

PUPILS' PART

We all have some corner that represents home. For some, it is a house, for some it is a room, but sometimes it is a little thing that fits onto a palm. It is our intime, our comfort and security we callupon when we are tired or disturbed. These are stories of people about flats and stories of flats about people. In the sources on the following pages we will try to take you to another time, when people close to you and older than you were still young. Perhaps some detail you will see here is also somewhere in your house, waiting to tell you its story. Through analysis of different historical sources, through discussions with your colleagues and with instructions from your teacher, you will be able to develop certain skills and knowledge that will help you better understand the time you currently study (period after the WWII) and the world in which you live.



What can influence the housing conditions?

REPORT ON WORK OF STATE ACTION ON SYSTEMATIC FIGHTING TYPHUS IN NR BIH IN THE PERIOD 23.9 – 7.12.1946.

“Organisation of work on systematic dusting was made according to instructions of the Committee for health protection of FNRJ... Lice stubbornly maintained (but not massive). It can be explained with the fact that affected people have no other clothes, but the one they have on, and very little or no bed linen, so the planned quantity of DDT could not be used. The clothes themselves are impregnated with sweat and dirt, so DDT cannot stay on it, and even if it stays, soon is shaken off or layered with sweat and dirt, so it becomes ineffective... Therefore, lice infection did not decrease... It is a common fact that in some areas of Bosnia having lice was always considered as completely natural thing and that a man cannot be without lice. People realized for the first time that it is possible to be without lice and that one feels much more comfortable. Many said they slept peacefully 7 to 10 days after dusting. Many still ask for DDT, so DDT could enter the domestic use“.

Arhiv Srbije, fond 31 (Komitet za zastitu narodnog zdravlja FNRJ), fascikla 24, jedinica opisa 43.

REPORT ON WORK OF A HEALTH TEAM IN BRESTOVAC (VOJVODINA) IN THE PERIOD FROM 29/10 TO 10/11/1951

On 30 October 1951 three groups went to the villages, each to a certain part. The task of the team is primarily to enter the houses of those children on which body louse was found during the exam, to see why it was so. Infants and small children were found in the same houses. Those were mainly the houses of colonized people from Vranje area. It was asserted that those houses were despicably dirty, miserable, children dirty and half-naked, bed with no linen, often without the straw-stuffing. A bed consists of a bit of straw covered with a blanket. The houses are not painted, black from smoke, with traces of paints underneath, probably from 10 years ago. The floor, if wooden, is so dirty that one cannot see it is wooden, and if it is of earth, then it is uneven as it is not maintained... Women from around Vranje, Sandzak, Zajecar, as well as Valjevo, give birth in stables or adjacent storage facility, usually without midwife, standing or bend-over, on the ground or straw.

Arhiv Srbije i Crne Gore, fond 141 (Antifašisti-ki front `ena), fascikla 33, jedinica opisa 183.

HOUSEHOLDS THAT HAD ELECTRICITY, WATER INSTALLATIONS AND BATHROOMS (IN PERCENTAGES):

	Electricity	Water supply	Bathroom
1951	86,6	26,4	14,1
1961	93,7	45,0	24,3
1971	98,5	62,8	49,5
1973	98,6	65,2	52,8

Grupa autora, 30 godina socijalisticke Jugoslavije, Monos, Beograd 1975



1. Based on above texts, describe in what conditions people lived in the '40s and '50s in Yugoslavia?
2. What were the reasons for and consequences of such living?
3. Which parts of texts relate to the environment people lived in, and which to conditions in houses and flats?



Which problems related to allocation of apartments occurred in this period?

COMMON FLATS - Example of Bojana Jovanoviæ



"Prior to the WWII, my mother in law, Bojana Jovanovic, lived in an apartment in Pristinska St. with her husband Borivoje and my future husband, Tihomir. After liberation of Belgrade in October 1944, Borivoje was arrested and every trace of him since is lost. There were no charges, conviction or any explanation what happened to him. Bojana and Tihomir then moved to live at 4 Kanticeva St., it was a forced moving from previous flat in Pristinska St. I don't know who was making decisions on allocation of people to certain addresses in Belgrade at that time, I guess those were certain commissions in parts of city (administrative division of Belgrade at that time). I remember they had no choice where to live, so they moved in on the ground floor of a 2 floor house from 1920s. The flat was divided into two housing units by a simple 'walling' of double door that connected two rooms. Bojana and Tihomir got two small rooms, but in that part of the flat there were no kitchen nor bathroom. There was only a toilette in the basement, and they got the right to use it."

Olivera Jovanovi}, retired economist from Belgrade, born in 1935

HOW TO GET THE OWN APARTMENT



"My husband and me, after getting married, lived as lessees for 10 years... There were no chances to get the flat. We were not members of the Party, had no connections, my company was not in position to buy flats, while in my husband's company there was a ranking list based on points (allocated according to years of experience, number of children, membership in the Party...) so we decided to purchase an apartment on loan. The most favourable way to get a loan was to make a deposit in foreign currency, and then you get a loan three times the deposit in value. But that was also difficult, as we did not have such a deposit that would give us a loan sufficient to buy a flat. Besides, it still required 'fat' connections to get such a loan approved. Loans in the '80s were favourable, but difficult to get. During the flat purchase procedure, prices were rising, so we were always running behind. We took one loan after another. Annuities were large, life was hard. In 1981 we started the 'loan hunt' and flat purchase, and in 1984 we finally got the keys of our own apartment. In late '80s, thanks to inflation, we paid-out our apartment with annuity in value of one monthly ticket for public Bus."

Vlasta Detling, preschool teacher in kindergarten "Nevièica" in Osijek, born in 1953

ABOUT GETTING APARTMENTS FROM HOUSING FUND



"We lived as lessees in Belgrade from 1972 to 1979. Flats were allocated through companies. All employed people were paying a certain sum to housing fund (self-contribution) that existed in each municipality. Each company had a Rule-book for ranking the interested workers (experience, number of family members, conditions of living, etc.) Children of fallen soldiers or survived soldiers from WWII received additional points. In 1979, municipality Novi Beograd got some 40 flats for educational workers, and, as we had over 20 years of experience, we got the flat. If a couple worked in the same trade (education), the experience would add-up (meaning we had 40 years experience). Sometimes people would get divorced in order to get two flats, especially if they had several children and little chance to get an apartment of appropriate size (the one on the top of the ranking list usually accepted the first flat allocated to the company, which could be significantly smaller from what they would be entitled to by number of household members). It was unfair and such actions were publicly despised, but nobody could assert who divorced due to marital problems, and who for flats..."

Julijana @ivanov, retired teacher from Belgrade, born in 1937 in Zrenjanin



- 1 What were the mentioned problems in getting apartments?
- 2 How was it possible to get the flat in that period, and how is it today?
- 3 Identify good and bad sides of housing politics in this period.



What are the basic differences in housing conditions between town and village?

MARSHALL TITO STREET, IMMEDIATELY AFTER THE WWII, AND EARLY 1960s



Priština nekad i sad (Pristina now and then), Jugoslavija danas 1941-1961, Beograd b.g., pg. 62

URBAN AGRICULTURE



(Farming the land between urban city blocks was a relaxation for those who came from a village, but also for those who took it as a form of recreation.)

“An urban farmer comes down from 10th or 20th floor, straight into the corn field. (...) at the base of glass and armed concrete buildings of Novi Zagreb, between three settlements, two Sopot and not very green Travno. (...) nothing will be built there for at least five or six more years. A football field is planned, but there is no money. So people agreed to make a temporary agricultural unit, (...) Zvonko Cucek from Travno, textile worker in a textile combinat ‘Zagrebtextil’, goes to evening school and still finds the time for farming. Just to ‘play’ with the ground, in order to lift his mood and find a refreshment. He is originally from ‘zagorje’ (a region in northern Croatia), but his daughter was born in Zagreb (...) Mile Rosanovic, originally from Banija (central-west region of Croatia), who lives in Prvi (first) Sopot, which we rigidly pronounce Sopot One, said he rather farms than reads. (...) They can just go out at any time and talk to people, or stare at blue skies. Like before.”

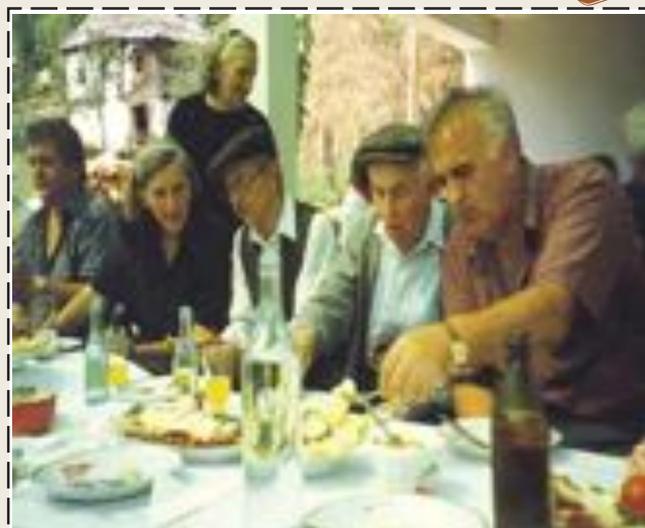
Svijet, no. 13, 1981, pg. 27

OLD AND NEW, BELGRADE IN '60S



Darko Āiri}, Lidija Petrovi} Āiri}, Beograd 60-tih godina XX veka, Muzej grada Beograda, Beograd 2003 foto Branibor Debeljkovi}

A FAMILY LUNCH



village of Trep-a, 1979, family album

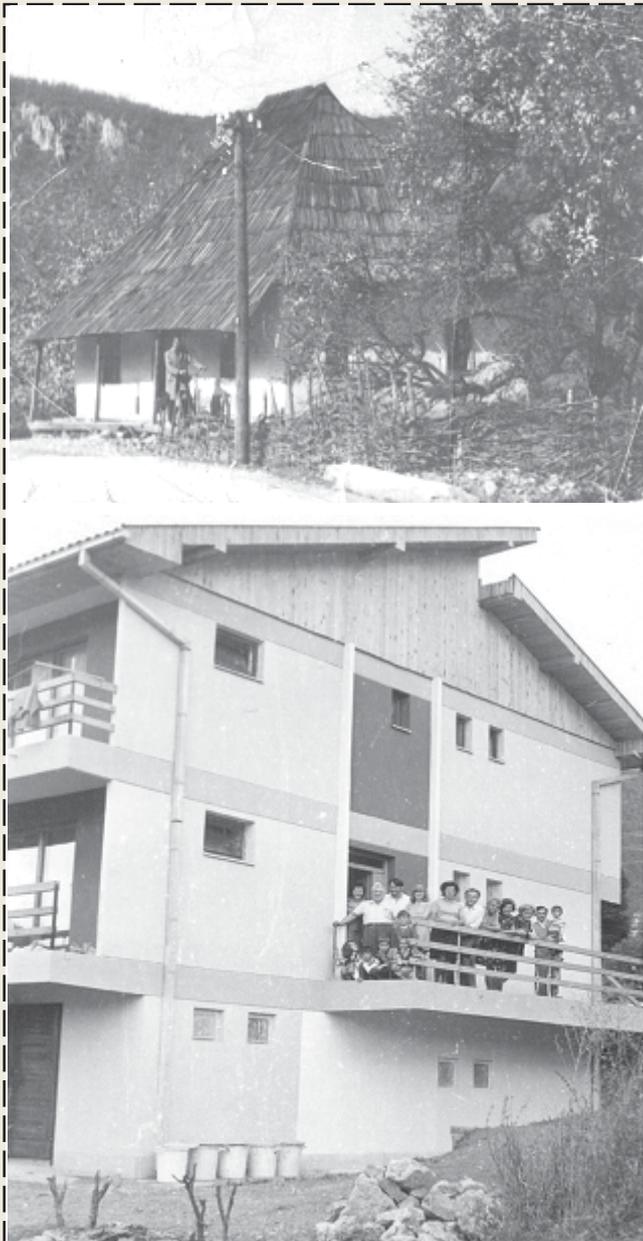
HOW TO GET MARRIED?



In a village, there seem to be new winds blowing, when it comes to parting with traditional strivings, if one gets a better job in stead. And living better does not only mean own more material goods, acquired through work. Farmers also know that free time is an integral part of living standard. The young therefore, vastly opt for living in town, for any job out of agriculture where work has no beginning and no end. parents try to keep a heir to an estate, they buy their sons automobiles, various 'gadgets' and devices for house, in order to keep them at home, but sometimes, nothing helps. Daughters, too, started to look for opportunities to marry in town, rather than to be a daughter in law in the richest family in village. Bachelors in a village say it is getting more and more difficult to find a bride and start a family.

Duga, Nova serija, no. 98, 26 November 1977

EAST SERBIA IN 1970S



A house in a village made for a couple with two children (lower photo);
The look of a house on the same spot in 1950, for a couple with eight children (upper photo), Negotin area

LIVING ROOM IN THE 1970S, BELGRADE, 1971



- ?
1. Compare the look of a main street in Pristina in 1945 and 1960.
 2. Try to find old photos of your street and compare them with the present.
 3. Explain why was the appearance of towns changing.
 4. Explain the mutual influence of village and town.
 5. What was the biggest difference between towns and villages?

FROM COURSES FOR ILLITERATE TO COMPUTERS



What changes and difficulties were faced by the education system?



TEACHER'S PART

SYSTEM OF EDUCATION

In the post-war Yugoslavia particular attention was paid to eradicating illiteracy and organising a system of education that would raise generations in the spirit of socialist ideology. A lot of primary and secondary schools were opened, and attention was paid to additional education of mature people, particularly for some specific needs, through various courses and evening schools. In 1958, a Federal law was adopted about mandatory primary education (8 years). Up until 1978, a classic form of education system was kept, comprising of mandatory primary school of 8 years and secondary schools of different profiles that mainly lasted 4 years.

Yugoslav school system entered a new phase in 1978, following the reform of Stipe Suvar, who cancelled the classical division of secondary schools. In such a school, called 'Suvarija', the first two years were difficult for less able children due to the huge volume of program, while the second two years, of so-called 'directed education', were full of various 'advanced' subjects to fill out the program. Technical education was mandatory, and a practical work throughout all 4 years. Such system was kept until beginning of the '90s.



RESULTS Basic idea of the workshop is for pupils to understand how system of education developed in the period 1945-1990, with encouraging the interest for multi-perspectivity and developing abilities for making own views and opinions.

GOAL Getting new knowledge about fighting illiteracy after the war, Suvar's reform, computerization, and then to answer the key question: what changes and difficulties were faced by the education system?

ORGANISATION OF A LESSON **step 1:** Work in groups, pupils to be divided into two groups.
Identifying three key words from each source, and writing them into the table.

Type of source (text, photo, table)	Specify the time the source relates to	Key words (terms)

Work on table: 15 minutes

step 2: Dividing pupils into two groups by ime period of respective sources.

step 3: Taking key words from sources and, within the group, order the following according to the time period:

	What was the state attitude towards education?	Position of pupils in the education system	Mark the advance of education system from 1 to 5 with clarification.
Group 1			

	What was the state attitude towards education?	Position of pupils in the education system	Mark the advance of education system from 1 to 5 with clarification.
Group 2			

Work on table: 15 min.

step 4: For presentation 10 minutes. (Each group has 5 minutes)

5 minutes for conclusion

PUPILS' PART

After the WWII, a lot was invested in areas of Bosnia & Herzegovina, Croatia and Serbia for educating the people. The system of mandatory 8 year education was copied from Russian system. Federal law on mandatory primary education was brought in 1958. Until 1978, a classical form of education system was maintained, comprising of mandatory primary school (8 years) and secondary schools of different profiles (usually 4 years). Yugoslav education entered a new phase in 1978; secondary schools were reformed and named 'Suvarica', after its creator, Stipe Suvar, who cancelled the classical division of secondary schools. The so-called 'profiled schools' were introduced, which had practice mandatory in all 4 years. Social and economic crisis of the '70s influenced the failure of Suvar's reform, due to the lack of financial means. In the socialism, vast majority of population got the primary education. Secondary school diploma enabled employment and decent salary. Appearance of computers in teaching in the '80s was more a miracle than an aid in the teaching process. However, in most schools, computers for needs of teaching were an unrealized dream.

- SOURCES FOR GROUP 1 -



PERIOD AFTER THE WWII

...In the first two post-war years, 769 new schools were constructed, and a number was refurbished and reconstructed (...) Least illiterates after the war (1953) were in Slovenia (2,7%), Croatia (16,3%) and Vojvodina (12,9%), close to the average were central Serbia (29,5%) and Montenegro (30,1%), while the most illiterates were in Macedonia (35,7%), Bosnia & Herzegovina (40,2%) and Kosovo (54,8%). Civil schools were closed immediately after the war. The 1946 Constitution guaranteed all citizens of FNRJ the right to free education and it also separated church from schools.

Enciklopedija Jugoslavije, Tom VI, Jugoslavenski leksikografski zavod -Miroslav Krleža, Zagreb, 1990, pg.497



PERIOD 1949 TO 1958

The second phase of post-war development of school system started with the Resolution of the 3rd Plenary session of the CK KPJ in 1949, representing a significant turn towards more modern education; there was a demand for mandatory 8 year education. Self-management is introduced in schools as well. Based on general instruction on education in general schools, issued by the FNRJ Government in 1952, all children in the age of 7 to 15 are obliged to 8 year education. However, this was not immediately feasible, so besides 8 year schools, this task was implemented junior high schools (and there were still 4 year, 6 year and 7 year primary schools existing). In 1957-58, primary schools already covered 82% of children in the age 7 - 15. After completing Gymnasium, children were able to enroll any higher education (University), while children who graduated from vocational schools could only enroll certain (corresponding) higher schools and faculties.

Enciklopedija Jugoslavije, Tom VI, Jugoslavenski leksikografski zavod -Miroslav Krleža, Zagreb, 1990, pg.497



MEMORIES OF VILLAGE SCHOOL TEACHER

“My first service year was school year 1955-56, and it was the nicest year for me. I was in East Bosnia, Srebrenica municipality, village of Luka. The policy at the time was that Serb teachers go to muslim areas, and teachers Muslims to Serb areas. I learned a lot there, a teacher was respected person then. Primary was the work in school, but a teacher took care of Red Cross, boys and girls, political organisations, communist party, National Front... Few men were educated as teachers were, so a teacher would go in front of a mosque on Fridays, where he would discuss with people about whatever they wanted. The trip from Luka to Srebrenica was eight hours of walking. The village was without electricity, it only had a school and a mosque. That school was also for children from nearby villages, 20 minutes walk to some hamlets. The school was opened only three years before I came and was excellently equipped for that time. That year there were children for second and third grade. There was also a colleague from Majevisa region, from Bijeljina.”

“Children were good, mountain kids are intelligent, their parents eager that their children finish the school. After 4th grade, children were staying at home to farm the land. There were no trades or something else as the closest town was eight hours walk from there. Everything was transported on a horse, so everybody stayed at home without further education, to farm the land. It was my first job, and everything was new, unknown and nice. “Teacher used to have fire wood and accommodation (a bed stuffed with straw, a blanket, a stove and dishes). People were very tidy and unusually religious. In the village itself there was a religious school, a ‘Mestef’ where elderly were teaching the young generations. Teacher’s starting salary in Bosnia was good, as we were entitled to a republic supplement and hard working conditions supplement. In the month we had two days off, to go to Srebrenica for salary. There it would be spent on necessities and a mandatory nylon shirt. There was no time to go to the theatre, but there was an active sports life, such as throwing stones off the shoulder or free jumping.”

Predrag Marković, Gym teacher from Jagodina, interviewed in June 2006

PERIOD FROM 1958 TO 1974



“First large school reform started with enacting of the General Law on Education, on 1 September 1958. For the first time uniform basic ideas and goals are formulated for the whole Yugoslav school system: raising and education should permanently contribute to the development of production forces and secure a scientific view of the world, inform the children about the past of Yugoslav nations and the mankind, create comprehensively developed young personalities, in the spirit of brotherhood and unity and international solidarity (...) Active teaching methods were introduced, relations between pupils and teachers, school and community, changed.”

Enciklopedija Jugoslavije, Tom VI, Jugoslavenski leksikografski zavod -Miroslav Krleža, Zagreb, 1990, pg.498

AN OVERVIEW OF LEVEL OF EDUCATION IN SFRJ IN 1953 AND 1971



Education level	Vocation in %	
	1953.	1971.
No education	42,1	24,2
Incomplete education	46,0	42,3
Primary school	4,1	15,1
Secondary school	6,6	15,2
College and Faculty	0,6	2,8
Unknown	0,6	0,4
Total	100,0	100,0

Group of authors, 30 godina socijalisticke Jugoslavije, Monos, Beograd 1975



Specify which education level was in constant increase and state why, in your opinion?

SCHOOLTIME MEMORIES



Primary school children in the '50s (private archive) – somewhere around Belgrade



Pupils of primary school 'Ivo Lola Ribar' in Lištica (today Široki Brijeg) in the '70s (private archive)



Analyse the photographs and specify what changes happened over the 20 years period?



A PUPIL'S MEMORIES

"I enrolled the 1st grade of primary school 'Ahmet Fetahagiæ' in the fall of 1970. My first teacher was Jelka Zoko. I remember we were all jelaous for she used to charish and keep in her lap Aida Hadzic, while she was ambivalent towards us. During the school boys and girls were wearing dark blue coats that protected our clothes and made us look tidy. Girls used to wear nice wool or knitted collars over the coats. In junior classes we were writing poems to Tito and draw cards for holidays, we liked the 8th of March best, when we would make cards for our mothers. One week we used cyrillic, other week latinic characters. After finishing the primary school in 1978, I enrolled 2nd Gymnasium in Sarajevo, which was then called 'Ognjen Prica'. Besides general subjects, we had to learn Marxism and national defence. On the occasion of marking dates from WWII, we would have a march to partisan graveyard on Vrace, followed by a history class, and we often went to the vell of Bosna river, but also Jajce, Travnik, Mrkonjic Grad, Tjentiste, etc. We celebrated our prom in hotel 'Bristol', but it was a lot more modest compared to how it's done today, I mean the preparations and clothing. After passing the final exam, all secondary school graduants of Sarajevo would gather at the Army Club for the ceremony of diploma distribution. This ceremony was called the Red carnation, as all the graduants would receive a red carnation with their diploma."

An interview with Tamara Sarajli}-Slavni} from Sarajevo, November 2006

PERIOD FROM 1974 TO 1985



The 1974 Constitution that introduced a thorough reorganization of economy and political system demanded corresponding changes in school system. In critic of existing system, the following deficiencies were particularly stressed: education is separated from social life, school curricula is static and closed to living changes, the system is not connected horizontally and vertically and is thus inefficient, system is dualistic, as a remainder of a class relation in education (elite and workers' schools). Focus of the reform was on secondary education, which was titled 'directed education'. Gymnasiums were cancelled as they were not producing a concrete vocation, as well as all other types of secondary schools... In cooperation with experts from economic life, programs were designed for cca 200 vocations of I and II degree, cca 370 vocations of III and IV degree of education and around 2000 different curricula. Such an organisation of secondary education initiated its expansion, so secondary schools were being opened in almost all municipalities (at the end of '80s they existed in 90% of Yugoslav municipalities)(...) The reform first started in Croatia and Vojvodina, and others followed. In that period, the education completely passed to the competence of republics.

Enciklopedija Jugoslavije, Tom VI, Jugoslavenski leksikografski zavod - Miroslav Krle`a, Zagreb, 1990, pgs. 501-503

VARIOUS VOCATIONS AFTER THE SCHOOL REFORM



School year 1979/80		
I and II grade		<i>Common basics</i>
III and IV grade		<i>Vocations / profiles</i>
I		Culture and information
Vocation:		Associate in Public Information Service
	-	Organiser of cultural events
	-	Librarian
II		Language - translation and Museum - Archiving
Vocation:		As.in foreign correspondence
	-	Associate - translator
III		Natural - technical
Vocation:		
	-	Laboratory technician for physics
IV		Catering - touristic
Vocation:	-	Coock
	-	Waiter
V		Food processing
Vocation:	-	Butcher - sausage maker

Almanach of Gymnasium "Svetozar Markovi" in Jagodina 1969 / 1999

COMPUTERS - WATCH, BUT DON'T TOUCH



“In September 1979 I enrolled the first grade of primary school ‘Veselin Becevic’ in capljina. The school was named after a local national hero of the WWII. Already in first grade we were received in Pioneer’s organisation, and we were the first generation to wear blue hats and red scarfs. We all looked the same, small, in dark blue coats, mandatory uniform for school. In the first grade we learned the latin alfabet, and next year the cyrillic. When we learned both alfabets we were using them in turn every second week during the 8 years of primary school. The school was rather big, so it had 8 classes of each generation, while the lessons were organised in two shifts. The school had numeruos sections, and I took part in reciting, rhythmic, athletics, folklore, volleyball and other. Each year the school organised a competition ‘Tito’s paths of revolution’, where we used to compete in knowledge about the WWII, revolution, writers, poets and artists who created in that period and who recorded those events. We often went to excursions to Capljina surrounding, cow farm in Hutovo Blato, but also to Sarajevo, Mostar, Tjentiste etc. In 1987 I enrolled the secondary electrotechnical school in Capljina. Our class mentor, Zdenko Turk - Braco, was teaching mathematics and was very much fighting for us. The school had two computers. They were just an example in teaching, and to us they were a miracle. We were not allowed to use them, they were just for watching. In 1990 we went to the final excursion (prom voyage) to Spain. My generation was the first one to travel outside the country for the occassion. I remember whoever we told we were coming from Yugoslavia, they all looked at us with respect and welcomed us very warmly.”

An interview with Lejla Kavara from ^apljina, November 2006

PROBLEMS IN EDUCATION in the ‘80s



Report on work of secondary schools in the area of Osijek region in 1982/83 school year (Osijek, November 1983)

“Material basis of educational work weakens each year (...) endangering the poor material standard of schools and their employees. Such a situation has reflection on realization of contents of educational work, its quality and quantity (...) situation is reflected through disinterest in work, deterioration of personal relations (...) lack of appropriate space for work, lack of appropriate teachers for certain subjects, lack of pedagogues and other staff in pedagogic services - phychologists, defectologists ...”

(HR-DAOS- 1526. 4. 4.)-Hrvatski drzavni arhiv Osijek (Croatian state archive, Osijek)

COMPUTER IN TEACHING



The cabinet of informatics in DoboJ Gymnasium was formed for the needs of Mathematics-Physics-Computers profile. Around 30 companies from DoboJ financed the equipping of cabinet and purchase of computers ‘Commodore 64’ during 1987.

“60 godina dobojske gimnazije” priredile: Olivera Mitrovi} i Velinka Peri}, DoboJ, 2006

HEALTHY SPIRIT IN A HEALTHY BODY!?



How much did the people care about their health, and how much did the state care about the health of its citizens?



THE GOAL OF THE WORKSHOP AND EXPECTED RESULTS



90 minutes

NECESSARY MATERIAL

REMARK

ACTIVITIES

A PART FOR TEACHERS

The goal of the workshop is to approach, by offering versatile sources, the health issue from several perspectives - a perspective of an individual and a perspective of the state (multiperspectivity). The students are offered nine different sources, official archive documents, newspaper clips, ethnographic notes and propaganda material from the period 1945 - 1990. Written and visual sources are equally represented, as well as their chronological diversity. Along with the sources, students are offered questions, which could be divided to descriptive, comparative and analytical. They relate to sources and besides acquiring knowledge about health issues, they aim at teaching the students to use the sources, to interpret them properly, to analyze them and seek the requested information. Therefore, the students are asked to back their answers by referring to the source. Comparative analysis of two and more sources aim to develop the skills of comparing and to manage the analysis and interpretation of sources (developing the critical analysis of historical sources and seeking the relevant information in them)

- Sources and questions (individual copies)
- Table 1 (5 copies)
- Paper for making notes during the group work (may be supplied by the teacher, or by the students)
- Large format paper for Table 2 (if not, the wall table will do)

With this form of sources and related questions, the topic is suitable for processing in written form, so it may be used for an essay that will be marked. Also, sources and questions in this concept may be processed through a group work, but in writing. Students, organized in groups, work on material, and together within the group write answers. In the end the whole group will be assigned a single mark, assuming that each individual will put effort for own benefit, but also for the group as a whole. Each individual bears the responsibility both for good and bad results. This should motivate the students to actively participate in work.

1. An introduction of the teacher (asking the class for the opinion on the importance of health care, and describing the goal and the tasks of the Workshop) (5 minutes)
2. Dividing students into 5 groups; each group gets 2 sources, a table and a question accompanying a particular source. The exception is only group 1, which gets only source 1 and accompanying question and table (5 minutes)
3. Work with sources; table 1 does not have to be strictly filled, but should guide the students on what is important in analyzing sources. It should be stressed to students to pay attention on questions made for their particular source. (10 minutes)
4. A group representative presents the analyzed sources and fills the table 2, bearing in mind the key question. Particular attention is paid to the answer to a group question. The teacher asks the whole class to participate in discussions seeking answer to this question. (5 x 12 minutes), out of that, 5 mins to group representatives for presenting the sources and filling the table, and 7 mins to include the whole class in discussions on answers to the question(s). The teacher's task is to guide this part of discussion to a desired direction, to get satisfying and full answers to given questions.

15. Discussion and conclusion: the discussion is based on an analysis of results from table 2, that is, answers to key questions. With the satisfactory answer to the key question, the topic is considered concluded and the workshop is considered successful. (10 minutes)

Table 1 (for group work)

Source type	Date	What is the source about	Key words*	Other**
(e.g. newspaper article, official document, etc)		(e.g. education, hygienic habits, etc)		

* it is sufficient to underline them in the source

** other data that may seem interesting or important

Table 2 (for the group representatives, should be on a big enough paper)

Key question	CITIZEN (INDIVIDUAL)	THE STATE
1940.	(lack of education)	(opening of medical schools, propaganda, etc)
1950.	education	
1960.		
1970.		
1980.		

A PART FOR PUPILS

The care about health is a personal matter of each individual and depends on one's habits, economic situation, level of awareness, surroundings and many other factors. On the other hand, health care is a matter of state concern. Citizens of Yugoslavia, in the period 1945 - 1990 enjoyed a free health care, and the state was undertaking many other measures in the aim of improving the health of its population.

REPORT OF THE HYGIENE



1 - HEALTH TEAM FOR BACKO NOVO SELO (VOJVODINA)

The village has over 2580 inhabitants, most of them Muslims. From this number, some 60% of households are clean and tidy, room walls are painted with lime, premises are kept in order. The rest 40% of households live in such a manner that we cannot speak about any hygiene, they do not do even the most necessary things in this regard - they do not wash their face, do not comb their hair, the feet are so dirty it cannot be estimated when they were last washed. The houses are mainly solid, with sufficient number of rooms to house the families that live in them, there is a small number of houses that are inappropriate for living. Almost every house has flooring in all rooms, and if not in all, at least in one. In most households people usually sleep in one room, regardless how many they are. In every house, in living room there is a stove used for heating and cooking, and the fire is so strong the heat makes it virtually impossible to stay in the room, bearing in mind the rooms are never ventilated. Beds usually house two, three, even four children and adults, others sleep on the floor. Every house has one furnished guest room. I will stick a bit to the 40% dirtiest households. In these houses rooms are never ventilated, except so much as opening the door to enter or leave the room. The room walls not only have not been painted in years, but they are not dusted at all, while the windows are never washed. There are only the most necessary dishes, but it is usually all dirty and the housewife washes it only when she has to use it, or cooks in a dirty dish. Bed linen, where exists, is not changed at all. Louses were in people's hair, in the laundry in all these houses, and somewhere there were bedbugs. There are no designated days for laundering; usually the laundry is taken to the draw well, and slightly treated in cold water... Everyone is dirty, women and children even more, they do not wash their face, not to mention bathing. The food is prepared with dirty and unwashed hands, on tables that look as if they were never washed. In every house we found a comb, sometimes two or three, but nobody's hair was combed...

Archive of Serbia and Montenegro, fund 141, file 33, item 183, dated 24 November 1951



1. Analyze source number 1!
2. What were the health and hygienic habits of population from the said source?
3. Try to imagine life in similar conditions, comment!

2 "VUKOJEDINA" (WOLF'S BITE)



Take as example a man who claims to be suffering from "wolf's bite". It is a name used by village old women for any wound that won't heal, or better said, that resist their way of treating them. The name came from the appearance, as usually several small wounds are formed next to each other, so they resemble a wolf's bite. The explanation of the origin of those wounds was usually the following: "Your mom, while carrying you in her womb, must have eaten the meat of some animal bitten or killed by a wolf". However, usually syphilis or skin cancer are hidden under the wolf's bite.

I have seen the following case of wolf's bite. One day a young, strong lad, aged 27, came in, having on his right leg, just below the knee, several small wounds, round or egg-shaped with smooth and straight edges. The wounds were half a centimeter deep at the most, while the bottom was covered with a yellowish-green dung. Appalling odor was spreading from it... Since when have you had it? Well, it has been a year, or so. I find it strange you were not treating it! Of course I did. I have tried everything. They told me it is a wolf's bite and that I should go to Prnjavor to see a woman about it. You know, she has a wolf's jaws, and I should go three times under it, and I will get well...

"THAT IS ALSO A CURE"

An old and worn-out man with a white beard came to our regional hospital. His breathing was shallow and short, his lips and nails blue. His face, stomach and legs were swollen. He was coughing. In a glance I realize he has a chronic heart condition. After the nurse washed him, changed his clothes and put him in bed, I ordered that he is given a glass to give me a urine sample when he can, to check it.

Two hours later, as I finished a work in the ambulant, with bandages, injections and other, I made a tour through the rooms to see the patients and decide on further treatments. In a separate room I found a new patient - the old bearded man. The glass is on a stand next to his bed, empty.

- Have you not yet urinated?

- I have.

- Why didn't you do it in the glass?

- I did.

- I don't see anything in it. I need a full glass. Did you spill it?

- No, it was full.

- So, where is it?

- Well, I drank it.

- What did you drink?

- Urine, sir.

- How could you, poor fellow?

- Why? It is not my first time. I did it before.

- But we did not mean you to drink it, but to give us for checking.

- Oh, well, I so the glass, said the old man laughing, should I dirty it with urine. So, I thought, if I urinate in a glass, I should drink it. Well, it is a cure, doctor. I thought you knew it.

- Urine a cure? We here do not cure anyone with it.

- In our village they say it is good. Particularly good is children's urine, you know, it is not so strong.

And so I learned from an old man that urine is a highly appreciated cure in a village. They use it to treat various rash on the skin. They often wash their eyes with it in case of inflammation of eye-caps. And it is also good for drinking. Later on I heard several times from patients they drank urine from small glasses. Sometimes, people with tuberculosis did it, as they did not know what else to try to get well.

Is urine a cure?

Dr. Teodor Ilic, Neznanje se sveti. Pouke iz nauke o zdravlju, Sarajevo, no publisher and year of publishing



3

Clean laundry - it is an advantage!

The laundry gets dirty quickly. It should be often washed.

The laundry is washed and clean only if boiled in a detergent water after washing.

There is no clean laundry without boiling!

Put the laundry in a cold water and detergent and wash it. Then boil it for a few minutes, starting from the moment of boiling.

Housewives, remember well:

It is not sufficient to pour hot water over the laundry - it should be boiled in a detergent water!

Clean laundry. It is an advantage!

*Taken from the Ministry of public health and social care, Institute of Puericulture, Sarajevo
Archive of the BiH Historical museum, Sarajevo, RP files*



5

“...This is a story about nine nurses, nine pioneers in a new job. Creating hygienic conditions of life is more a matter of knowledge and management than financial investing. People should first be helped to learn how to organize their life, how to work, feed, dress. Medical Centre, Municipal authorities and Institute for health education in Belgrade made such a move. They opened nine health stations covering all villages in Levac. Nine standing nurses work there, spending most of their time in paying visits to houses. They were, of course, put there to give medical help to ill ones, but also to help the healthy ones to preserve their health... They are a beginning of health enlightenment in Levac.
 Novi put, Svetozarevo, 6. mart 1974.god.
 (Title on the photo: A story of nine nurses)

1 Analyze sources 3, 4 and 5 and explain in which ways the authorities tried to solve the problems of health and health system. (Use the information from the source to back your answer.)



4

Is your child vaccinated against diphtheria?
 A child can easily catch diphtheria if in contact with a child affected by it. The ill one is coughing, sneezing and in that way disperse small drops from throat and nose, full of diphtheria bacilli. They come to a healthy child and infect it. Also by touching things: toys, books played and used by a sick person may infect a healthy child. Some children carry diphtheria bacilli for a long time after the sickness in their throat, nose and on their tonsils. Those children mix with other and spread the infection. There are also adults who spread diphtheria bacilli by coughing, sneezing and speaking. Children are exposed to this infection and are very receptive of it.
 So, take your child to a doctor and vaccinate it against diphtheria. The vaccination will make your child a lot more resistant to this infection, and even if it get sick the sickness will be milder and easier to fight.
 Remember!
 The vaccination will have effects if a child gets two or better, three injections with a certain time period between them. Vaccination is fully harmless. Feel free to vaccinate healthy children!
 Sick and exhausted children should be vaccinated when they get well and recover.
 Taken from the Ministry of public health and social care, Institute of Puericulture, Sarajevo, Archive of the BiH Historical museum, Sarajevo, RP files

1. Based on analysis of sources 1, 2 and 3, answer what kind of problems the authorities of Yugoslavia encountered - use the information from the source to back your answer.



6 COMMERCIALS



muškarci su nemogući!

Sto puta ih molis - uzalud!
U blatnjavim cipelama seću
se po sagu, jajca i slaninu
prže u posudi za mlijeko,
dijete hrane bananama
pola sata prije ručka...
Ili jučer! Opet mi je iz
dućana umjesto NILE donio
tko zna kakav deterdžent!
Kao da ja svoje fine stvari
perem bilo u čemu!
Ili njegove! (Lijepo bi me
pogledao da mu dam njegov
džemper opran - i za tri
broja manji!)
To bi bila tragedija! Ah
da već jednom zapamti ime
NILA - to nikako!
(Muškarci su nemogući!)

Vuna, nailon, perlon, svila -
Nila
SAPONIA OSIJEK

Svijet, 1966

*Title of the commercial: Men are impossible!
I asked them hundred times - no use. They walk around in muddy shoes, they fry bacon and eggs in a milk-dish, they feed a child with bananas half an hour before lunch. Or yesterday - he again brought God knows what detergent instead NILA. As if I wash my fine things in just any detergent, or his! (He would give me "a look" if I gave him his sweater washed and two sizes srinked). That would be a tragedy. But to remember the name NILA for once - no way. Men are impossible!*

- 1 How do you explain source 6 (a and b) in relation with hygienic habits and living standard of the population?
- 2 Compare it with previous sources and comment it.

7 IN A VILLAGE, ILLNESS IS FAST AND DOCTOR IS SLOW



It is easy to conclude that today, as always, mostly village people get ill, yet at the same time least attention is paid to their protection. Epidemics, of course, as unwritten and common rule, hit those who cannot and know not how to fight them, while the society, for less and less comprehensible reasons does not offer the help it would be obliged to give. Some data are paradoxal and defeating, that show, e.g. that last year some 55 billion Dinars were spent for half a million insured workers, while for health protection of 1,5 million villagers some 5 billion Dinars were spent.

Simply said: for the health of three times more inhabitants of our still underdeveloped village, fifty billion Dinars less were spent. That is why we will easily understand the words of doctor Mustafa Sehovic from Tuzla, who recently said: Agriculture producers are not able to bear the expense of medical treatment themselves, which particularly apply to those suffering of malignant tumor. These days I performed a fluorographic research in Lopare municipality. I established that 1-2 percent of checked people suffer from tuberculosis...

Although a health station there exists for nine years already - said this reknown health worker - it is terrifying what forms of tuberculosis I found. That is why you need to understand, why we, doctors in the field, sometimes resort for what is not allowed: for a severely ill man, who usually is unable to pay for the medicaments, we write a prescription in our name...

Svijet, 11.3.1966., pg.6.

- 1 Find the sources referring to urban and those referring to rural population.
- 2 Compare them and using the information from the source, comment the differences.

8 WHO NEEDS DENTISTS



“The truth is, nobody is looking for dentists, but they are very much needed. In Serbia alone there are 65 settlements with over 3.000 inhabitants without a single dentist. It is true, though, they do not have a dental ambulant. So, on paper it means: we do not need dentists. In Podujevo, one dentist is planned on 40.000 people. The ambulant is arranged in that way. Therefore, Podujevo is also perceived as a place not looking for dentists. Guided by such mathematics, people in Employment bureau Savski Venac told us that there is no vacancy for dentists anywhere in Yugoslavia. There was one in Savnik, but it was recently filled. When you sum up everything: a village with no dentists, a city with several dentists, you get a Yugoslav average: 5.290 people on one dentist. And that, at first sight not so bad average, puts us to the bottom of European scale.”

Ilustrovana politika, no. 622, 6. X 1970., pg. 17.



A children's dentist, Belgrade, 1970.

9 A PROBLEM OF SMOKING



Young disabled persons speak about drug addiction and alcohol in schools

(...)”alcoholism, smoking and drug addiction are considered the most severe diseases of a modern world. (...) As drugs are taking the lives and health of very young people, it is high time to develop the preventive measures already in primary schools. It should be implemented by all teachers. (...) There are appeals towards doctors not to smoke in front of patients, while teachers and workers in public sector are asked not to smoke in front of pupils/students and clients. There should be no smoking in front of TV audience. The 20 December will be a non-smoking day. For the beginning this, later on there will be a non-smoking week. On this day, as it hapened on 20 December 1980, the smokers will be asked not to smoke in closed space, especially if there are non-smokers around. Soon in Zagreb and elsewhere counselling for smokers will be opened, probably in hospitals or (...) In schools and waiting rooms there will be posters against smoking, and there will be a request to respect the Article 45 of the Law on labor protection, forbidding smoking in closed areas (...) The WHO plans to ensure the health protection to every individual on the planet by 2000 and to abolish smoking completely.”

Svijet, no. 2, 1981., pg. 59.



- 1 What are the problems mentioned in source 9? To what extent are they present today?
- 2 If you were talking of present time, what other problems of modern world would you mention?

“WHO HAS DOLLARS SWIMS IN THE SEA, AND WHO HASN'T, HOME IN A BATHTUBE!”



What was the influence of living standard on tourism in Yugoslavia?



TEACHER'S PART

EXPLANATION OF WORKSHOP

Pupils should notice the interconnection between tourism and people's standard in Yugoslavia 1945 to 1990. What was the influence of standard on tourism and what was the tourism income influence on economic development of the country. By analyzing the supplied sources, pupils can get an insight into touristic habits at the time, what kind of tourism Yugoslav people favoured, what the state did for development of tourism and was tourism presented in the press at that time.

GOAL

The focus of the workshop is realizing the ties between tourism and standard of living. The pupils analyse, discuss, present their arguments, listen to others, and in that way they get an insight to changes in the development of the country and the society.

RESULT

The pupils understand the direct and indirect influence of standard and ideology on tourism. Going through this workshop the pupils learn to cooperate and understand sources and facts that are mutually contradicting. They also master the skill of listening and arguing, and they are ready to view the social events in a wider context.

ORGANISATION OF A LESSON:

1st step (5 min) – introduction: Explaining the pupils that a standard is something that concerns “ordinary people” and tourism is something nice and needed, but it is not mandatory. The one who wants and is able to go, travels.

2nd step (5 min) – dividing the groups and tasks: each group has a “recognition” symbol, gathering pupils around, each group gets its task and printed material for analyses.

3rd step (30 min) – group work

4th step (40 min) – group reports

5th step (10 min) – integration

Discussion-insentive questions

1. What are the memories of people born in the 50s in the past century, who was able to travel, and how much?
2. What was the reason to form tourist agencies and how did they propagate tourism?
3. Whom had priority in the socialist country, domestic or foreign guests?
4. Did tourism reflect the successfulness of creating a wellbeing country, and how?
5. Social tourism - what is it? FOR and AGAINST



PUPIL'S PART

Vacation and travels are useful and nice life experience, many photographs remind us of it. Some people, besides photographs, also keep tourist prospects as well as tickets from different museums and places they visited. This workshop contains many photographs, personal experiences, newspaper clips and other sources that help you understand what exactly meant tourism in the country of your parents and teachers in the period after WW2. By executing concrete tasks in the workshop, you will get knowledge and skills that will help you to connect the past with present and understand it better.

ORAL HISTORY



Imagine you were a journalists, and based on offered material, describe the Yugoslav tourism of that time and relate it with living standard.

WHERE WAS I SPENDING WINTER AND SUMMER HOLIDAYS



“I was born in Valjevo in 1963. My mother was from Zemun, after getting married she worked as a typist in Valjevo municipality, and then in District Attorney Office. My father was from Valjevo, an economist, he was working in the Chamber of commerce in Valjevo, and later on he was a director of a successful company. Winter holidays, in sense of skiing, we did not have, my father did not like that sport. We mainly went to a relative in a village nearby Valjevo, where me and my brother enjoyed in “winter games”. Ocassionally we would go to one-day trips to Maljen mountain, or Divcibare resort.

We went to summer vacation every year. Before I started going to school, parents went to a different place at Adriatic every year. One day we went to the city of Hvar. That year, they brought along my mother’s junior sister, who fall in love with a local and later on she married him. From then on, we went to Hvar every year – for vacation and to maintain family ties. The aunt, on the other hand, used to come to Valjevo in winter, with her children, to visit us.

Those were the unforgettable days of my childhood. Hvar was my “window into the world”, as elite destination. It was well visited, by domestic and even more by foreign tourists. I met a lot of young people from Germany, Holland, England, Sweden and Norway, and I remained a pen friend with them for many years. We used to tell each other about the way of life we had: education, free activities, kinds of fun among youth, cuisine, housing, clothing, upbringing, national customs...

Much as I liked being with them, they also liked being with me, in my country where they felt free and protected, walking along the sea to late at night. They could not believe I lived in a socialist country, as on joint dinners, prepared by my aunt, they could not see anything bad and tasteless... On the contrary!

There I had my first big romance with a boy from Holland. I kept a platonic relationship with him for ten years through letters, a romantic love, with occasional meetings on this “fairytale” island in the Adriatic”

Biljana Stojakovi}, Istorijski arhiv, Valjevo

„SOBE, ZIMMER, ROOMS...”



“I had two big, nice rooms, but only one bathroom, and I rent it to foreigners in the summer. It was not much of an income, but I had only a pension from my late husband, and I had a good use of every dime, especially when my son was still unemployed. But, don’t think I was able to rent the whole summer for money, because relatives used to invade, from my side, husband’s side, some distant relatives from the inlands. Everyone was my relative in the summer, and in winter ... barely anybody would remember me. But in the summer, they were just coming, all for free. I would even have to cook for them, as my cousin would send me her children, then husband’s half-sister her children, then some old cousin of my husband would come. He was coming every year, and I would have to cook for him. But I never gave them the best room. I kept it for my regular guests, most of them were Germans and Austrians. Well, that’s how it was with our “great renting” Today, everything is different.”



Dubrovnik, 1987

M. K., okolica Dubrovnika



THE FIRST TRIP ABROAD - EPIVATE, 1979

“After finishing first grade of secondary school in 1979, I went for the first time to Aegean sea! Together with friends, four families in total, we headed towards Thessaloniki. On coming to Epivate, we rented the whole two-floor villa for two weeks. That was the most beautiful summer holiday of my childhood. There were a total of 15 children in the villa, 9 from that of similar age. I am not sure if it was more fun in the house, on the beach, or out in the evening. Summer vacation in Greece was cheaper for family people than in the Adriatic coast, so we met also a lot of Yugoslavs. We spent most time with Ivan from Maribor, Amra from Sarajevo and Senad from Gora•de. My friend already had her friends in Epivate: Spiro i Aris from Salonika, Michael and Marijal from Epivate and Tanja from Kraljevo, who was coming to Epivate in the summer for the last five years. Besides swimming and sun-bathing, there ws, of course, the unavoidable shopping of curtains and car spare parts in Thessaloniki. We “squeezed out” some money for wardrobe from the parents. So, two weeks later, we returned rested and happy for combining nice and useful, with a dark tan, but also fashionable boots and jackets for school.”



**The first trip abroad
Epivate, 1979**

Olivera Rankovi }, housewife, Jagodina



WHO OF OUR RELATIVES SAW THE SEA?

“I was born in 1947 in a rural family, comprising my parents, senior brother and grandma and grandpa. In the part of a village where we live, there are six houses in a row, and they are all our close relatives. In the nearest cousin’s house there were two children. Sister, who is oldest among us, married in the same village and lives in a family where the summer is time for field works, not for vacation. Her brother, a tailor, went to Paris in the 70’s with wife and only son. After a few years he built a new house, but, as far as I know, he never went to the sea. They came back, but the son stayed in France with his family. Then comes a house with only one child. The famous travelling agent, who visited the whole Adriatic coast with his wife during his vacations, but he was always saying he liked Sarajevo most. His son is a journalist who still travels a lot. The following was the house of our relative we were seldomly seeing, he was retired as YNA Colonel. He is married to a woman from the same village, who worked in a bank in Belgrade. His brother was autoprevoznik in the village, and his wife was a housewife. They built a house in Igalo (Montenegro coast) so they go there with their families in the summer. The last house in a row is a house of two brothers. The older one went to town for job, but he did not get a flat. His wife was a housewife and for years they were saving to buy-off the house in which they resided. They spent summer in the village, and their daughter was sent to the coast, through her school. Junior brother stayed in the family house and worked in a village store. He and his wife never used summer for vacation. They also sent their daughter to the sea, through school organization.”

Dragan Ljubomirovi }, a pensioner, Bunar

NICE CHILDHOOD

“My father was born in 1935 nearby Visoko. He lost his parents as a child, so he lived with his senior brother and sisters. There was no summer vacation, but struggling for survival. I had a very eventful childhood, like my older brother and sister, and we were not lacking anything. I was only 4 when I learned to ski on Jahorina, so every year winter holidays were marked by good time on Jahorina. The same goes for my sister and brother. Summer holidays were more mystic, as every year we used to go to a different location. We have been around the whole Makarska riviera. We went to Greece twice, once to Thessaloniki, and next time to Tassos. When I enrolled gymnasium, summer vacations continued, but with my friends.”

Lamija Husi }, history professor, Sarajevo



AGENCIES



Produce a propaganda material for your agency (booklet-poster-advertisement) and pay attention to have offers for the thickest and the thinnest vallet!

TOURIST AGENCIES



Late after West-European practice, ATLAS will only in 1970 offer packet arrangements intended for mass domestic market. Touristic organization of Croatia was established in February 1953, and of Yugoslavia in April 1953.

PUTNIK was re-established after the war as "operational body of the Federal Government Committee for tourism and catering" and the task was, inter alia, "to develop interest among widest public for getting to know their homeland, to take care for comfortable travels around the country, to organise best conditions for stay in touristic destinations, directly and via similar agencies to improve interest for travels to FNR Yugoslavia from abroad, and to be at hand to domestic and foreign visitors", and along it should take care of "accommodation of workers on annual leave".

Jerko ^uli}, Dalmacija, Pregled turistièkih i kupališnih mesta, Povjereništvo za turizam i ugostiteljstvo Narodnog odbora oblasti Dalmacije, Split, 1950.

Dalmacijaturist
SPLIT
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VELIKO PUTOVANJE
ZA SPANIJU I PORTUGAL
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Informacije i rezervacije:
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Poslovnice.

I TRAVEL, YOU TRAVEL



"You probably did not know that in Yugoslavia, there was a Society for traffick of foreigners. Somewhere about 1955, along with general opening of Yugoslavia to the world, the Yugoslav people more often decide to travel. Their companion around the world for 15 years now is "Generalturist".

This turistic organization is currently one of the biggest "producers" of tourist travels in our country... The assortment of services of this agency varies: from hotel and catering to packet arrangements and half-board summer and winter vacations and daily trips to resorts. Some 45 offices around our country and 4 abroad, take care of every traveller wishing to travel without worries. "Generalturist" is the biggest organizer of winter holidays in our country, and, in particular, abroad. At the same time, it is a real giant in bringing foreigners to our country. Remember the useful slogan "*Spend the summer in your country - meet the world*"

PRAKTI^NA @ENA, no. 643, 7 February 1981

WHAT TO EXPECT FROM THIS YEAR'S TOURISM



In "PUTNIK" we found out they fulfilled the plan with 70% at the begining of July, which is 4% less than in the same period last year. The reason is an objective fall of living standard. Therefore, like some other agencies, they shortened number of days in their arrangements. Most programs is based on 10 days. The price is less that for 14 days, actually, more or less at the level of 14 days price last summer. In this way "PUTNIK" increased number of shifts, and thus number of those who will go to a vacation, and with increased turnover, also income increased! And while touristic agencies complain to have less guests than expected, both domestic and foreign, in the *Belgrade association for organization of labour class vacations* -gathering 136 companies from around Yugoslavia, on the other hand, do not know what to do, as there is much more demand that offer. No wonder, when their prices are twice, even three times lower, than those offered by touristic agencies.

Nada, no. 167, 16. July 1982

TRIP DISCOUNT



This summer, Belgrade agency "Jugoturs" organizes nice and pleasant trips to Đerdap, by hydrogliser. This fast and comfortable boat departs from Belgrade at 7 am, goes to Gornji Milanovac, where the passengers visit the archaeological site of Lepenski vir. After that, a lunch is organized in hotel "Lepenski vir", followed by rest or walking till 16:00, and then the boat moves on to Đerdap straits, through Veliki and Mali kazan and passing by famous Trajan's table.

Bazar, no. 638, 23 June 1989



A GIFT FOR ATTENDANTS OF A LANGUAGE SCHOOL



Agency "Jugoturs" from Belgrade organise schools of English and French language in the summer, on Kopaonik mountain resort, that attract great interest. The lecturers are from famous English and French language schools, and the prices are significantly lower, compared to if you were attending the same course abroad. After finishing the course, a diploma is obtained.

Bazar, no. 638, 23 June 1989



ACROSS ADRIATIC TO ROME



Arrangement for the 1st of May - eight-day trip abroad

Includes sailing from Zadar to Ancona, visits to Pescara, Napoli, Pompei, Roma, Florence, and return via Trieste, Ljubljana to Zagreb.

Vikend, 13, 1968

Until 1966, the agencies were mainly engaged in receiving foreign tourists, and only then, due to low profit and stronger commercialization of domestic tourism, they dedicated more to domestic tourists and their travels in the country and abroad.

Nevenka Ćavlek, Turoperatori i svjetski turizam, Golden marketing, Zagreb, 1998.



A group of 'Rekreaturs' tourists in Thessaloniki 1986

FOREIGN AND DOMESTIC TOURISTS



Play a receptionist (roll play) at the reception of a touristic facility, receiving a local and a foreign guest! (Distribute roles within the group, Receptionist, domestic, and foreign guest, and agree on the manner of addressing the two categories of guests)

DOMESTIC GUEST - A "GOLDEN" RESERVE



What is going on? Tourist agencies lower their prices on Adriatic for 10-15% from the original price. The reason is, obviously, smaller number of foreign guests than expected, so hotel capacities and private rooms on the coast are half empty on the peak of the season. The discounts are stimulating domestic guests, in the last moment, to fill the capacities, but not the foreign currency treasury.

The reason, perhaps, should lie in the fact that the hoteliers and agencies at the start of the year, when plans for the summer season are made, underestimated domestic and overestimated foreign guests. Foreign guests cancel or simply do not come to reserved destinations in Yugoslavia, so hotels and agencies are lowering the prices and invite domestic guests, trying in that way to get out of unpleasant surprises and - losses.

Daily papers are full of ads in which touristic agencies literary ask the domestic tourists to come to Adriatic coast and spend their vacation there, for the prices lower than those in catalogues. "ATLAS", for instance, instead of classic discount, offered 50 litres of petrol to their guests. Knowing the high demand for this, and the add appeared right in the moment when people wait all night at the gas station in a cue, and yet do not get any petrol, one can imagine the attraction of this add (...) "Kompas" agency lowered prices in August for 15%, for those wishing to stay in apartments in Hvar, Jelsa, Povelja, Brela, Makarska, Tucepi, and 10% cheaper is the stay in private rooms in Novi Vinodolski, Igrane, Dubrovnik, Sipan, Herceg Novi (...) Our oldest tourist agency, "Putnik", also lowered prices for 15%, although, just for the beginning of July.

Nada, no. 167, 16 July 1982

JET-SET - THE YUGOSLAV WAY



(Cunning manager's endeavour, binging income out of the season)

"In the Umag hotel 'Adriatic', at the end of 60's, jet-set people started to come (mainly guests from Italy), usually before the main season, thanks to beating the european standards of hotel offer (...) During one year, 25 best Italian singers performed in the hotel, for honoraria of 750.000 to 1.5 million Lire. (...) "The Stars" of a New Year's eve, Miranda Martino, Ivica Šerfezi and Vice Vukov cost the hotel 11 million old dinars. (...) For the purpose of a World Champion match in boxing, between Benvenuti and Bayard, a new stage with 10000 seats was constructed, and it will be the first event in our country that will be boarcast to the world via sattelites.(...) For the election of Miss Stewardess, featuring 30 beautiful stewardesses from the most famous world companies, the performance of fabulous Tom Jones has been agreed."

VUS, no. 934, 1970, pg. 33-34.





“Many our hotel companies on Crikvenica - Opatija riviera, and elsewhere, don't count on domestic guests anymore. Only foreigners count for them, as they bring along foreign currency.”

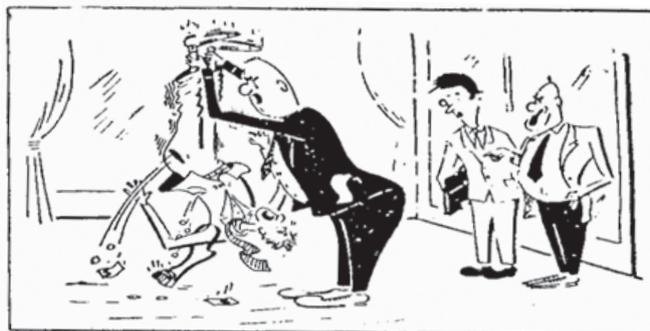
More on camping, Turistički pregled, 7-9, 1955

“And so, we were assured that a domestic tourist is at the first step discriminated, compared to a foreign counterpart.”

Reserved for foreigners only, Vijesnik, 8 June, 1963

“I think such a relation towards a guest, who comes to replace his him with a hotel room, on official, private or whatever business, should not be characteristic of a worker representing catering of a socialist city (Zagreb) known for its hospitality and kindness”(…) “They were treated differently at reception desks, while the best prospects in the 60's used to be printed in foreign languages only.”

Assessment of a guest before the hotel entry, Vijesnik, 7 December 1963



He is just practically interpreting for him one of our ways of doing business in tourism



Dear tourists, this deposit of “City Cleaners” is one of recent cultural-historical marks of Dubrovnik

WHERE FOR VACATION?



We travel from Split to Zadar. A coast of 160 km. Full of gulfs, lagoons, small harbors, hotels, tourist settlements, private houses... Where to spend summer vacation? Every place is a separate story. Every place has what other doesn't. But, this problem could be overcome, if there had not been a bigger one... Prices. Can they be overcome? Is it worth to keep fantasizing about summer at sea?

Milivoj Pavela, president of Tourist organization of Split, gives precise information: 15000 beds in private accommodation, 4500 in hotels, 3700 in company resorts, 2500 in auto-camps... We are interested in private accommodation and auto-camps. Owners of private houses paint their fences, put new wallpapers, arrange their gardens... House of Jovica Cubrilo is ready.

- I like when our people come. But, with Germans and other foreigners business is better- clarifies Cubrilo - A German is clockwise. He just informs you he is coming on a certain day, at 17:00, a few months in advance. And when that day come, you can check your watch on his timing.

... We continue towards Vodice. Pity it is already full. Lovely place, with a soul, we would say. Some 25 years ago, they say, Vodice were just a village. Donkeys, sea, Sun and flies. Nothing more.

-We started off with 32 beds - tells us Joco Juričev, a member of presidency of Tourist organization, one of creators of tourism in Vodice. - Today we house 15.000 guests. But we started well from the start. All as one...

In the end, when math is done, we are of the impression that this year, more than ever, we will be forced to a 'tomato tourism'. All calculations show that a family of 4, after paying the voyage, fees, accommodation, food, with utmost deprivation of ice-cream, refreshments, cigarettes, newspapers and other pleasant things we are accustomed to when going to the sea side, for 10 days must spend at least two (old) million dinars. Which, again, brings us to the conclusion that this year at the sea, one should 'endure', rather than rest. At least we feel that way.

Ilustrovana politika, no. 1178, 2 June 1981

IT CAN BE CHEAP



Can a full board in hotels in the Adriatic, for July and August vacation, cost 240 and 330 dinars?

- **At exactly these prices (economy) we organise summer vacation for 100.000 workers from 142 companies in the country** - said Mag. Sci. economist Momèilo Jovanoviæ, Director of Vacation Sector in *Committee for organization of workers' vacation*. - **However, for employees in certain companies, those prices are 50-70% lower, depending on the way of allocation of regres.**

This Committee joins the money coming from economy to construct "B" category hotels, which are open almost all year. In that way, a short season of 50-70 days is avoided, and the time of operation is two-three times longer. That is how the board prices become more affordable, two-three times lower than in the hotels. So far 20 hotels have been built along the coast, with more than 8.000 beds.

Ilustrovana politika, no. 1178, 2 June 1981

ABOUT TOURISTIC DESTINATIONS



"It should be stressed that tourism is a complex activity. Expansion of tourism does not only stimulate catering, but also traffick, trade, agriculture and other activities. Empiric data show that highly touristic places realize much higher turnover in retail sale per capita, than other places. Also, agricultural production in the vicinity of touristic destinations has a specific structure and high market-orientation. Connection between tourism and trafficking services is direct."

Group of authors, 30 godina socijalisti-ke Jugoslavije, Monos, Beograd, 1975

"...That year, around Holy Mary Day, as if the whole Europe moved to 'our little place' (Split). The world has broken the lovely boredom and quiet life of 'little place'. The tourists turned everything into a Nutt-house, and all the inhabitants seemed to have become waiters... Large progress was visible, one could not recognize the place, there were hotels, houses, restaurants being built, roads paved with asphalt, wallpapers put in houses, also TVs, refridgerators, laundry-machines, and all sorts of apparatus of this world, the only thing missing was electric chair. Motorbikes were roaring, and there was no space for more boats in the harbor. Fishermen put away their nets and grown Beattles-style hair."

Smoje Miljenko, Kronika o našem malom mistu, F. Tribune, Split, 1995 (describing the summer of 1968)

PIECES FROM NEWSPAPER ARTICLES



"Tourism and vacation are no longer a matter of iddle and rich individuals, but rather an expression and manifestation of living views and needs of the widest circle of laborers from town and village, from factory and farm, from primary school and faculties (...) Our people need an incentive to accept different cultural habits, be it in education, personal health, or vacation. Furthermore, it takes a permanent encouraging and education, in order to take the best benefit from our working."

Izlo`ba je zavr{ena, ali posao tek poèinje, Turizam, 6, 1960, pg. 20

"...Therefore those, entitled to an annual leave, who do not feel the need for it, should be stimulated and accustomed to it by all means, in the aim of elevating their cultural standard(...) They lack the feeling of cultural need for tourism, for change of location, they lack awareness of the benefits of travelling, leisure time and resting. Those are primarily workers recruited from peasants, who remained half-peasants in their social views and way of life. We have a lot of such people here, as the process of social transformation from peasants to workers is not yet complete. Those workers use their leave time at home, doing various field works, so the real purpose of a paid annual leave, for them, is essentially missed..."

On cancellation of benefits for annual leave, Turistièki pregled 1, 1954

"No, comrades, thank you. In my 30 years of working, I never spent annual leave at the sea. It is not for me..." (...) Most workers are from village, and many of them simply do not feel the need to go somewhere in the summer, away from home. Some of them consider vacation at sea a 'luxury' typical for 'high society' and not for workers(...) The blame is on old perceptions and habits, the syndicate should more intensely fight..."

Social column: It is not only the money, Vjesnik, 19 June 1958

TOURISM AVAILABLE TO ALL



Carefully study all the excerpts from texts.

Select two representatives with opposing roles - two solicitors:

-The first one advocates the state and the necessity of existence of cheap tourism - investing in cheap pensions, tourist camps, motels and restaurants for mass tourism (in mid 1960's);

-The second advocates rights of workers, i.e. right to equality and possibility to enjoy like everyone else (in line with promises from the beginning of 1950's).

Open the debate and relate the social peace with cheap tourism!



A DECREE AND A LAW

The FNRJ government brought a Decree in July 1947, about paid annual leave of workers and public servants of at least 14 work days, with entitlement to a regular salary in those days(...) longer leave, of not more than 30 days(...) for best employees, as well as for persons, who, "through their personal work or other personal contribution, influence the increment of productivity or improvement of quality of production, and those who distinguish themselves with hard work and consciousness."

A Decree on paid annual leave of workers and public servants, Official Gazette (OG) 56 /46

The FNRJ government in 1952 enabled benefits similar to those of 1947. (...) workers and public servants, members of the Union of Syndicates, police, army, students, pensioners and their family members, were entitled to a 30 day discount on prices - 40% in the season and 60% out of season.

OG 28 /52

(Due to temporary cancelled resorts) - except those belonging to army, police, Central Committee of Union of Syndicates, Academy of Science, Universities and those who were used for representation - per decision of Federal or Republic governments - and their handing over to catering network, in the next two years a lot smaller number of people goes somewhere for vacation...

Order on saving the widely consummable goods, OG 59 /50

The state committee of Syndicates of Yugoslavia - board for Croatia, sent 1.200 best workers to a free vacation at sea already in 1946.

Radeli}, Zdenko, Syndicate Union of Yugoslavia and Croatia: Chronology(1945-85), Institut za historiju radni-kog pokreta Hrvatske, Vijeće Saveza sindikata Hrvatske, Radni-ke novine, Zagreb, 1986, pg. 23

Number of workers using the benefits was too small, merely 7,5% of 4 million entitled in Yugoslavia at the time. Those were mostly servants who, due to the position of 'social tourists' were often perceived as second grade guests...

About annual leave, more just benefits, Vjesnik, 21 December 1953

Starting from the nacell that tourism belongs to people, that in socialist country it is a social, health and cultural phenomenon and a need for all social groups, besides having its economic significance ...

Turisti-ke organizacije u Istri, Hrvatskom primorju i Gorskom kotoru, Turizam, 10, 1956, pg. 11

It would be too narrow and unfair if only economic factors were considered, neglecting the reasons why our community initiates the domestic tourism to the benefit of our working man, his health and cultural erecting.

Consumers loans in tourism, Turisti-ki pregled, 7-9, 1955

Touristic politics of this period bears characteristic of improving the domestic tourism. Tourism is primarily understood as the most advanced form of rest and recreation of labour force, even as an exclusive right of workers in our country. For the purpose of improving the domestic tourism, different measures were taken.

Ten years of our tourism, Turisti-ki pregled, 10-12, 1955

For the purpose of going to vacation, it was possible to take a consumer loan, up to one quarter of a 10 month salary, which was to be paid off within 10 months.

Loan for vacation, Vjesnik, 12 June, 1963

The goal was to encourage the use of leave out of main season, achieve better distribution of school holidays, expand touristic culture and habits and more purposefully organise the camps and resorts (to that aim) the Federal Assembly adopted in 1958 the Law on establishment and functioning of resorts(...)

...Vacation homes, summer resorts and tourist camps, established by companies, social organizations and bodies prescribed by this law, that give pension services to persons entitled to use the resorts...

OG 26 /58

Increase of standard was becoming a frequent topic, also in the context of tourism, particularly social, whose role will weaken as standard improves.

The role of social tourism in development of touristic economy, Turizam, 10-11, 1959

Camps and resorts of Ferial Union facilitated acquaintance with “results of our socialist development” and contributed to “meeting of young people from all over our country, strengthening positive characteristic and habits, and creation of tendency for active rest among our youth.”

Problems of children and youth tourism, Turizam, 10-11, 1961

Role of Ferial Union in development of youth tourism, Turizam, 1962

We still count on intensive building of objects for rest of workers, public servants, children and youth, and an increase of capacities of tourist camps and private rooms.

Social plan of economic development of Croatia in the period 1961-65, Croatian OG 8 /61

In the 1960's, network of .

SGH-71, 171



Syndicate resort in Vuckovec, 1960



A camp in Djenovici, 1989