gender relations, the history of towns or cities or the history of transnational relations. Possible results of this latter approach are summarized predominantly for developments since the late 19th century in the German environment, for which there are much more studies than there are for Eastern Europe.

JOURNALISM AND MEDIA SCIENCES IN THE CZECH REPUBLIC
Some Deliberations on their Historical Development
Barbara Köpplová / Jan Jirák

Taking developments since 1989 as a starting point, this contribution deals with the history of the Czech Press on one hand, starting with the beginning of the 19th century, and with the treatment of journalism and the media in science on the other. The authors demonstrate that the Czech press scene was mirror and at the same time, motor for the cultural development and for the politicization of the Czech nation. They follow developments from the First Republic, where the media experienced a heyday, through repression during the German occupation, up to the socialist era. They elaborate on individual phases of socialist press politics and describe the exploitation of the media for political goals, but also their modernization. Scientific treatment of media developments is also traced back to the start, as is the professionalization of the journalistic trade. According to the authors, this rich tradition has been taken into consideration far too rarely after 1989: much too frequently the press, but also the newly established media sciences followed models from the West. The main goal of the authors thus is to draw attention to the inspiration that can be gleaned from the own past, in media science and other disciplines dealing with the media.

THE IMPORTANCE OF PERIODICALS FOR THE SWITCH FROM POLITICAL PARTIES UNITING NOTABLES TO MASS PARTIES:
The case of Moravia

Jiří Maliř

The press contributed in considerable measure to the national and political mobilization of Czech Society between the revolution of 1848 and World War I. Using Moravia as an example, the present article examines the role of the press in the transformation from parties representing notables into parties representing the masses, and also how the press, in turn, was affected in this process. Soon there were more Czech periodicals in Moravia than German ones. The spectrum of periodicals grew broader, and the Czech press, attracting an ever larger part of the population, grew