

THE IMPORTANCE OF PERIODICALS FOR THE SWITCH
FROM POLITICAL PARTIES UNITING NOTABLES
TO MASS PARTIES:

The case of moravia

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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

into a network penetrating not only the strictly political aspects of life, but the whole range of them. The importance of party periodicals, however, remained especially high. The most important mass media of their time, daily newspapers affiliated with or owned by political parties not only championed goals of their respective parties, they formed an organisational node. An appendix presents a table which lists the most important newspapers and journals in Moravia by political orientation.