

ABSTRACT

Traditional music of central Croatia in the production of early domestic record companies – a nucleus of the local repertoire standardization?

The establishment of domestic record industry in Croatia in the first half of the 20th century brought about a new era of distinct focus on local artists and repertoire, as well as on local market. One of the leading business strategies behind it encompassed implementation of localization strategies at multiple levels including, amongst others, recordings of local traditional music. Taking into account that the gramophone was alongside the radio the first mass media that, amongst others, brought significant changes in the music performance and reception, it is evident that it significantly influenced presentation of traditional music in the media, and through its popularization and commercialization, the further trajectory in the formation of representative local repertoires. I examine what was regarded as a distinct marker of local character and identity in the traditional music of central, northwestern part of Croatia, how was it approached and represented, particularly since this area includes capital of Zagreb in which were situated the three record companies active in the observed period. By following some of the most representative examples of traditional music of the region, I will question the role of the recorded material in the standardization and perhaps uniformity of this part of the repertoire, especially considering the interpretation and performance styles. Additionally, comparison with the field recordings of traditional music recorded at the time by the researchers of the Institute of Ethnology and Folklore research in Zagreb will shed light on lines of adaptation to discographic patterns, at the same time revealing the potential influence on the creative work of traditional musicians.

