

Creation of the multimedia document "I'm passing through your street"

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ABSTRACT: This paper presents the process of creating the multimedia document "I'm passing through your street", undertaken as part of the course Multimedia Document by final-year undergraduate students of Library and Information Science at the Faculty of Philology, University of Belgrade, during the 2016/7 academic year. It provides a brief historical overview of the development of Belgrade streets and how they got their names. The method of collecting, processing and publishing content on a website is described, and a detailed display of the website itself is also provided.

KEYWORDS: multimedia document, informatics, library science, street names, famous women, Belgrade

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1 Introduction

Belgrade is situated at 116.75 metres above sea level, at longitude 44°49'14" N and latitude 20°27'44" W. There are 17 municipalities and more than 4,000 streets. Today the longest street in Belgrade is Bulevar kralja Aleksandra (8.23 km), and the shortest one is Uskočko sokače, near Kalemegdan (36 m). The first official information about Belgrade street names ("alleys") dates from 19 February 1847 (Павловић, 1998, 9), and it refers to 30 alleys of the inner city, the so-called moated town. The streets were named in reference to their location, to nearby institutions or to famous people, but these names would take time to become established.

It was not until 1864 that all the streets in the town were named for the first time, by order of Prince Mihailo (Стојановић и др., 2004, 5). From 1872, when Belgrade's streets were officially named, to this day, its street names have often been changed. Each change of authority and historical and social circumstances was followed by a change of street names. In 1850 Belgrade's population was 15,485 and in 2002 1,576,124 while the number of streets rose from 30 to more than 4,000 during the same period (Стојановић и др., 2004, 6). In Dušan Pavlović's "Znamenite ličnosti na ulicama Beograda" (Famous Persons on Belgrade Streets) (Павловић, 1998), the author points out that a street name should contain full forename and surname, as well as nickname, pseudonym or pet name, title or rank. Although it has been twenty years since the publication of the book, some of the women who have had streets named after them in Belgrade are yet to be identified, as is the case for "Coca".¹ However, in the course of working on this project, we obtained new data that might aid future scholars.

2 Are women, overshadowed by men, neglected?

Given that our document is concerned with those streets in Belgrade that have been named after famous women, we will present in this chapter an overview of the relation between streets named after famous women and those named after famous men, and we will also provide an overview of their changes. For centuries women have occupied a socially subordinate position. They have been neglected and ignored, not just in our country but in the whole of Europe. The legal position of women in independent Serbia was not regulated by the civil code. Articles referring to women remained unchanged for a hundred years, from the adoption of the civil code in 1844 to 1945, when the socialist regime altered them. The law of 1884 placed women in the same group as minors, which meant that women could not witness wills and could not receive presents without the approval of their husband. Education and employment also depended on the assent of husbands. All other rights were in keeping with their subordinate legal position.

Nevertheless, higher education was available to them. As early as 1871 the Belgrade Higher School was open to female students, and after 1882 there were state scholarships for women to study at European universities. Unfortunately, women were later faced with the impossibility of finding jobs

¹ Coca's street is in the municipality Zvezdara.

commensurate with their qualifications. The labour law of the time stipulated that clerical and ministerial positions could be occupied only by those who had served in the army. Women were therefore automatically prevented from joining the civil service and becoming doctors, professors, teachers in higher grades, engineers or architects. As a result, few famous women held influential positions.

It is worth noting that in 1900 there were more men than women in Serbia (752 women per 1,000 men) (Стојановић, 2013, 269). Today it is the other way around throughout the world – according to the Statistical Office of the Republic of Serbia women account for 51.3% of the total population (Žene i muškarci u Republici Srbiji, 2017, 10). This brings us to the question: Why are women still in the shadow of men?

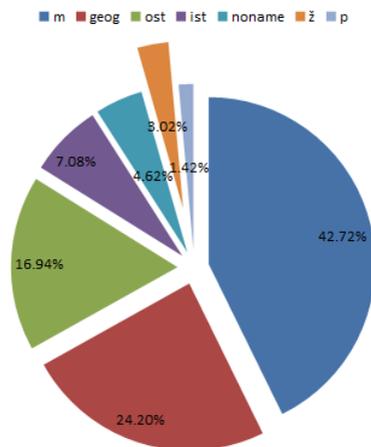


Figure 1. Distribution of streets by name types: m - men, ž - women, p - families, geog - geographic names, ist - historical events, ost - other, noname - without official names.

The chart in Figure 1 shows the distribution of street-name types. Streets named after famous men (42.72%), such as *Pablo Pikaso street*, are marked in blue. The names of almost a quarter of Belgrade's streets (24.2%) include geographical names, for example *Zrenjaninski put* and *Niška street*,

and 7.08% of the streets are named after historical events, including *Beogradskog bataljona street* (“Belgrade’s Battalion”). Only 3.02% are named after famous women (e.g. *Desanka Maksimović* and *Kraljica Marija* streets), and 4.62% have no official names, such as the streets *Kvantaška pijaca* and *Tržni centar pijaca* in Block 44 in New Belgrade named after nearby markets. The category “Other” makes up 16.94% of street names and includes such names as *Sajdžijska street* (“Watchmakers”), *Bunarska street* (“Well’s”) and *Hrastova street* (“Oak’s”). The category “Family” makes up only 1.42%, e.g. *Porodica Gajić street* (“Gajić Family”) in Sremčica.

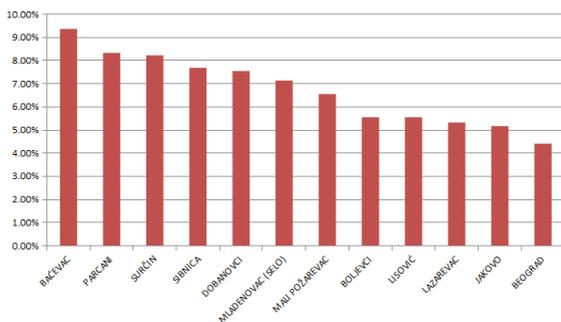


Figure 2. Distribution of streets by municipality.

When the percentage of streets named after famous women is taken into consideration, we see that even in this women are in the shadow of men. Most of the streets named after women are in Bačevac (3 out of a total of 32, or 9.38%). As shown in Figure 2, the inner city is ranked twelfth among the municipalities of Belgrade in the number of streets named after women (merely 154 of 3,489 streets, or 4.41%).

Figure 3 shows the number and the type of street name changes for streets previously named after women. Of those streets, 17 are now with no official name (“noname”), 12 fall under category “other”, 11 are now named after famous men, 7 are again named after women, the new names of 2 of them had been derived from geographical names, while the new names of the remaining 2 had been derived from historical events. We were struck by the fact that most of the streets that had been named after famous women actually lost their names and are now without an official name.

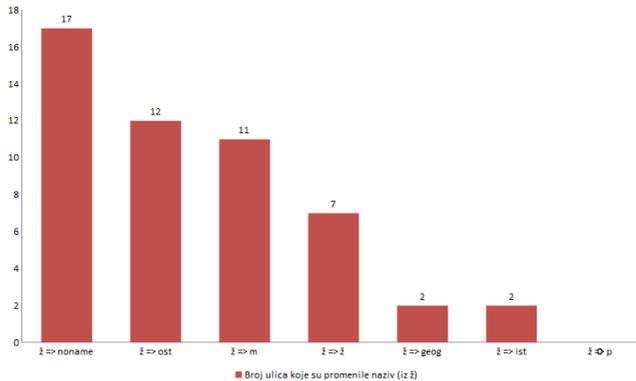


Figure 3. Distribution by name categories of streets that were previously named after women.

We have further analyzed the process by which the streets came to be renamed, and Figure 4 displays the number of streets renamed with the names of famous women. Of those streets, 9 had previously been named after famous men, 7 had already been named after women, the former names of 4 of them had been derived from geographical names, and the former names of the remaining 2 fall under our category “Other”.

3 Data collection, analysis and content formation

When we began creating this multimedia document we received a list of the streets of Belgrade. Using the website Open Street Map,² we were able to connect the street names to their respective municipalities. Our first task was to classify the streets according to what they are named after into those named after men, women, geographical places, historical events and families. Additional categories were reserved for streets without names and those falling outside all the other categories. Each student was assigned 300 streets. Once this task was completed it was easier to identify the streets named after famous women. In answer to the questionnaire formulated by our lecturers we stated how familiar these names were to us, and we then classified the names according to the merit of the women.

² [OpenStreetMap \(on-line\)](#)

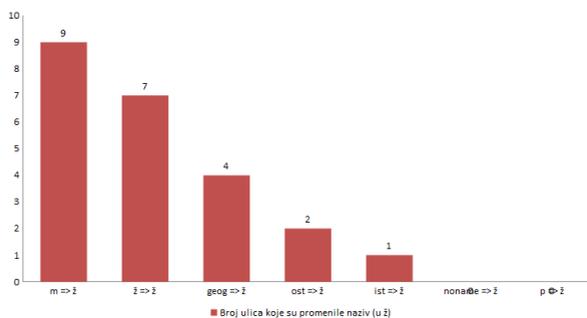


Figure 4. Streets named after women that were previously named after men or something else.

1. Fictional characters [“fictional”] (Ana Karenjina)
2. Real women
 - a. Title (queens, empresses, princesses etc.) [“highness”] (Princess Milica, Princess Zorka etc.)
 - b. Professional merit
 - I. Artists
 - A. Visual [“visual artist”] (Milena Pavlović Barili)
 - B. Theatrical [“theatrical artist”] (Rahela Ferari)
 - C. Musical [“musical artist”] (Danica Obrenić)
 - D. Literary [“literary artist”] (Desanka Maksimović)
 - E. Other [“other artists”]
 - II. Educators [“educator”] (Zagorka Dragović)
 - III. Doctors [“doctor”] (Isabel Hutton)
 - IV. Scientists [“scientist”] (Mileva Marić Ajnštajn)
 - c. Other [“other professions”] (Snežana Hrepevnik, sportswoman)
 - d. Combat merit (national heroines) [“national heroine”] (Dragica Končar)
3. Unknown [“unknown”] (Coca)

Each student carried out further research on eight streets. Their task was to discover basic information about each of these women so that we could share this information with our colleagues in the form of presentations. During this step we were faced with a lack of certainty about the identity of some of these women and with a lack of basic information about many of them. After collecting additional information from the literature (Јеко, 2003;

Секулић, 2014) and various other sources (Web, encyclopedias, archives and museums), we prepared articles on each woman, which we later uploaded to Google Drive, our default space for making this material available to all participants of the project. We also searched for photos of these women and personally took photographs of the streets named after them.

Our initial idea was to upload all the articles to Wikipedia, but when we faced difficulties in receiving approval from Wikipedia, we gave up on that idea. Instead, all our articles were proofread and uploaded to a blog³. Given that we had the opportunity to learn at least two foreign languages during our studies, each student was able to choose a language into which to translate articles. These articles have also been uploaded to Tumblr. We decided to connect the whole project to social networks, namely Facebook, Twitter and Instagram, where we promoted the project, so that as many people as possible could see it. We used Tumblr and other social networks as a replacement for the database that most MMD projects had previously used.

Our idea was also to present visually all the information about streets named after famous women. Professor Cvetana Krstev invited Professor Ranka Stamatović of the Faculty of Mining and Geology, who is an expert in geological information systems, to instruct us in how to enrich our project by connecting the collected information to a map of Belgrade.

After processing the data, each student was given additional tasks. Marija Daković gathered information about the women and conducted further research about those who were still unknown to us. Slađana Subotić, Dragana Đorđević and Milica Banović found out more about national heroines in the Banjica camp. Anastasja Mandić, Anna Širka and Jelena Devetak completed the work of the students who had given up on the project. Jovana Radivojević and Valentina Žimbek wrote the bibliography about significant women and the streets of Belgrade. The correction of articles written in Serbian was done by Dragana Polić, Bojan Mihailović, Milica Sekulić, Dušan Filipović and Rastislav Marković. Petar Milutinović was the Wikipedia co-ordinator. Sanja Slankamenac and Konstantin Stanković connected the streets to the map of Belgrade, and Irena Radošević, Aleksandar Zdravković and Goran Rajković connected our project to social networks. Mihailo Đurašević and Milica Milović came up with the concept for the website, and Filip Stanković then designed it.

³ Our blog *“I’m passing through your street”* is also available on [the home page of Prof. C. Krstev](#).

4 Creation of the website and user accounts on social networks

The website aesthetic is based on minimalistic and retro design. An illustration of a city, populated mainly by women, forms the background, conveying the theme and concept of the project (see Figure 5). We decided on a simple design so that users could navigate easily and efficiently on every platform, and the design is adapted to all operating systems and mobile devices.



Figure 5. The home page of the project (Design and realization by Filip Stanković).

The main page is in the form of an entrance redirecting users to the Tumblr blog, where the primary database is stored. We selected Tumblr because it provides a better overview of information and is aesthetically adaptable. In addition, the blog's markup language is simple and accessible, which allows the articles to be better classified and labeled. As a result, more students took part in uploading the articles and were able to participate equally in the creation of the website.

The start page consists of the title and a short description of the project, as well as a navigation bar. There is a music player, with songs about streets, in the header. The page opens with the principal musical theme, “Whistle at Eight”, performed by Đorđe Marjanović. The tab “Persons” redirects users to two classifications, one in alphabetical order and the other in order of merit. The “Map” tab opens an interactive map with an alternative search

function. Clicking on a particular street opens an article about the person the street is named after. Statistical graphs are under the "Statistics" tab, with respective descriptions below. The graphs can be expanded by clicking on them. The tab "About the project" contains the project description, as well as a list of the participating students.

In the tab "Useful links" there are links redirecting users to a documentary on Youtube entitled *Partizanke – Žene Jugoslavije u NOB-u* (Women Partisans – Women of Yugoslavia in the National Liberation Struggle) and to accounts on Facebook, Twitter and Instagram. The use of social networks emphasizes the interactive side of this multimedia project and allows the public to learn about it and access the information it provides. There will be further texts and photos posted on these accounts in future, as well as links to more thorough articles on Tumblr. We have also made it possible for visitors and followers to publish information they have gathered themselves.

Acknowledgements

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