

# Working on the Multimedia Document “Al’ se nekad dobro jelo”<sup>1</sup>

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**ABSTRACT:** Multimedia documents is a subject at the Department of Library and Information Science at the University of Belgrade, Faculty of Philology. Its aim is to senior students create a joint project that will be one kind of the final work. In this way, students have the opportunity to take advantage of the knowledge they gained during basic studies. The multimedia document for the academic year 2015/2016 was entitled “Al’ se nekad dobro jelo”. The idea was to gather and show diverse content related to traditional cuisine in Serbia and the neighboring countries.

**KEYWORDS:** multimedia document, Department of Library and Information Science, traditional cook, food.

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## 1 Prologue - Tasteful Memories

*Food is a missionary completing our lives, giving us the necessary energy and encouraging our creativity. It is like the Sun, Air, or Water, it is the Source of Life. Our senses are meant to be used in the purest possible way, so why should we refrain from the most diverse scents and tastes. All living beings are eating, growing and developing. Food carries the Breath of Life. It can also be a very powerful medicine, provided it is eaten fresh and raw so*

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<sup>1</sup> The title of this project is inspired by Đorđe Balašević’s song “Back Then Eating Was Good”.

*that it does not lose its precious ingredients. Food connects us and helps to get closer and become kinder towards each other.*

*I believe that food prepared in the old days was rich and tasty, because with each movement we create a lot. Our grandmothers prepared corn bread or wheat bread on a daily basis. They repeated this process so many times, that they have led that to perfection. They baked pies and made buns and fritters. We dipped the fritters into sugar and we thought that was original. A friend told me, with a lot of excitement, how her grandmother used to prepare a fantastic meal with dumplings, called "trganjci", which she would be able to smell as soon as she approached her grandmother's house. I am certain that every one of us can recall a certain food that causes similar feelings to resurface.*

*The food used to be varied. For the tongues and palate there is nothing more pleasing than the rich taste of honey and jam. Grease spread on the bread is still on the menu today. Despite everything we have at our disposal, many still prefer these simple, old recipes.*

*Cows were a real fortune. They gave us invaluable milk, which was used not only for drinking but also as an addition to various meals. From milk we produced cheese and "kajmak". "Proja" with yoghurt and "cicvara" are an all-time favorite. The mixture of corn flour and boiling water becomes a really tasty meal when a lot of cheese and "kajmak" are added. I remember that we would not throw old bread; instead, we would let it dry and then pour hot water over it in order to make "popara". We would eat this type of food with "kajmak" and garlic.*

*Soups were made with various vegetables, magical combinations of which resulted in wonderful meals. Potatoes were prepared in countless ways. If you ask me, the potatoes wrapped in corn flour and baked with a little spice are perfect. However, beans cooked in earthen pot are the preferred dish for most people, and a season salad gives it a special flavour. Salads were a key part of every good meal. Previously, people did not buy oil. Vegetables were cooked on pork fat. A tree of sour apples in the courtyard was enough to produce the most natural and the healthiest vinegar of the highest quality. We used it for salads and various stupes. The king of all spices was parsley. The benefits of the herbs are numerous, but the aroma that spice herbs give to food is a perpetual bliss.*

*When I got the idea to put my memories in writing, I talked to my family and close acquaintances to see what they remember. Mostly they told me that, while in the past people did not have much, they were still happy and had more friends. It did not matter to them whether they were eating*

*a soup, rice or some meal with meat, they were healthy and full of energy. Maybe they were dancing in the rain. People always worried about one thing or the other. Some say that all this is natural and perhaps necessary for a person to see what is really important. However, life is more beautiful when we care less.*

*My mother told me that she often went fishing with her grandfather. Man has been hunting for survival since the dawn of time. The habit of using flesh as food was kept even when some animals had been tamed. Animals give us a lot, and their ultimate sacrifice is their flesh. That should cause gratitude and respect in us. And at some point, as we grow and evolve, maybe we will find that meat is not necessary for us to be strong and healthy and maybe we will establish a more honest and more intimate relationship with animals. Until then, we should provide them the most humane treatment possible. Some things are naturally transferred from the older generations to the younger ones, and it is up to us to accept what we love and want. It is as simple as that: we like different things.*

*The story of the sweets is an especially sweet one. Plums, apples, pears and strawberries, grown far from contamination, were a special treat. Fruits were dried, honey produced. Old women used to cook semolina with that basic sweet ingredient – sugar. Over time, they made a variety of cakes: gingerbread cookies, strudels, donuts, “urmašice”, “tulumbe”. “salnjake”, and so on. They almost always had the necessary ingredients for them: flour, fat, eggs and sugar. The variety of ingredients in the kitchen increased over time: cinnamon, chocolate, cocoa, carob, coconut, vanilla, may be common today, but in the past they were rare and thus more appreciated. Cakes were made with many chopped walnuts because the walnut trees were full of them. Every family cares for their loved ones in a unique way, but as far as my great-grandmother is concerned, she often made cakes for us and we considered her a sorceress because of that.*

*My friend recounted an event from her father’s childhood to me: her father took some dry meat from the attic, and her good grandma scolded him for that because the food had to be used economically. A wise man once said that when you grow up modestly, you realize what you really need. We all have memories and only when they are not our burden, we can truly enjoy them and laugh wholeheartedly.*

*Today, a lot of different fruits and vegetables are used in the kitchen, but they are not produced as naturally. Cold pressed oils and seeds of different plants are used for preparing meals. Fruits that grow thousands of miles away, such as mango or coconut, are now within our reach. We eat while*

*we are working at a computer, walking and so on. My grandmother told me that in her time everyone used to have lunch together. Many grandmothers, like mine, did not go to school, and yet they are so mild and wise, that I can talk with them about everything. The truth is that everything is constantly changing, but the best things always remain unchanged, so it is interesting to see which of these things that inspired us once lives on today.*

## 2 Preamble

The course “Multimedia documents” was introduced at the Department of Library and Information Science in the school year 2009/2010 and has been taught during the fourth year of undergraduate studies. The following themes that have been elaborated so far: Aleksandar Aca Popović (Трговац, 2010), Kultne radio emisije (Cult Radio Programs) (Лазих и Поклопић, 2011), “Pop Ćira i Pop Spira” – Stevan Sremac (Priest Ćira and priest Spira) (Коврлија и др., 2012), Kako su nas zasmajavali - Radivoje Lola Đukić and Novak Novak (How Radivoje Lola Đukić and Novak Novak(ović) Made us Laugh) (Петровић и др., 2013), Žil Vern – Put oko sveta za osamdeset dana (Jules Verne – Around the World in 80 Days) (Перић и др., 2014), Igra rokenrol cela Jugoslavija (The whole Yugoslavia is Dancing rock’n’roll) (Обрадовић и др., 2016).

Professor Cvetana Krstev believed the most appropriate way for students to show what they had learned during their studies is for them to practically produce a multimedia document. This implies the application of knowledge related to the collection, publication and storage of materials in libraries, museums and archives, the ways of their processing, cataloguing and classification, and finally computer technologies, the Internet, information structures, programming and databases (Трговац, 2010).

In the school year 2015/2016 Prof. Cvetana Krstev chose the topic “Al’ se nekad dobro jelo” for the multimedia document for the entering class of 2012. The idea was to collect as much relevant material as possible for traditional cuisine in Serbia and the neighbouring countries. This project required the cooperation of students and people and institutions in their surroundings.

### 3 Cookbooks publishing in Serbia and the regional countries

Cookbooks publishing in Serbia and the regional countries To learn about publishing of cookbooks in Serbia and other countries in the region in different time periods, we searched the union bibliographic/catalogue database of our host system COBIB.SR and the regional databases COBISS.net

#### 3.1 Searching the database COBIB.SR

The search was originally done by the keyword *kuvar\** because through the short search by the keyword *kuvar\** the results were obtained for both *kuvari* and *kuvarski recepti*. In this way, we retrieved 3,846 records.

Note: The subject heading *kuvar\** does not enable retrieval of information in all relevant records because some of them do not contain data in block 6XX. However, searching in this way did not give us adequate results, because when we looked closely, we saw that many records did not refer to cooking recipes that we were looking for. For instance, among retrieved records were: "SQL kuvar" (SQL cook), "PHP kuvar" (PHP cook), "JQUERY kuvar" (JQUERY cook), "Kuvar: šta mladi umetnik može da nauči od advertajzera, mašine, budale?" (A Cook: what a young artist can learn from advertisers, machines, fools?) and so on.

For that reason, we used expert search through the freely chosen subject heading *kuvarski recepti* (cooking recipes).

The number of publications in a certain period of time is presented in Table 1, a total number of matches was 3,167.

Year	17*	18*	1900-1918	1919-1938	1939-1945	1946-1965	1966-1985	1986-2005	2006-2016
Number of records	2	14	10	19	10	66	537	1362	1147

**Table 1.** Number of records in different time periods

It should be mentioned that the database also contains 53 records with the subject heading *kuharski recepti*. Those records were taken over from other databases without the adjustment of subject heading (*kuharski* to *kuvarski*).

We present some examples that we found interesting when searching the database COBIB.SR. These cookbooks were published during the First and the Second World War.

- РАТНИ кувар у којем су упуства за приређивање јела већим делом готовљена без меса а за ове ратне прилике : ручна књига за наше домаћице. - Ујвидек : С. Ф. Огњановић, 1915 (Ујвидек : Задружна штампарија). - 48 стр. ; 16 цм. - (Народне књиге ; 1)
- ЗИМНИЦА. - Београд : ИПРОЗ, 1942. - 47 стр. ; 19 см. - (Мали кувар ; 3)
- Пекмез, мармелада, џем : написао Властимир Црнчевић. - Београд : ИПРОЗ, 1942 ([б. м. : б. и.]). - 39 стр. : илустр. ; 22 см. - (Пољопривредна библиотека ; 22)

In the 1950s a large number of cooking handbooks and textbooks containing recipes appeared, because various cooking schools were opened. Vegetarian cookbooks also appeared. The most interesting example is "Veliki narodni kuvar" (The Great National Cookbook) by *Spasenija Pata Marković* released in 1956. This cookbook, best known as "Patin kuvar" (Pata's cookbook) had as many as 29 editions, all published by *Narodna knjiga*. In the sixties, Pata's cookbook was also issued in the Braille.

In the period from 1966 to 1985, a large number of cookbooks presenting foreign cuisines (English, Hungarian, German, Japanese and Chinese) appeared. These are the years when many young people moved to the cities in search of work, usually living as bachelors; that is why a cookbook by Aleksandar Bubanović published in Zagreb 1985 was called: "Prva kuvarica za samice i samce : početnicima i naprednima" (The first cookbook for bachelors: beginners and advanced).

Cookbooks have also been following technological innovations. In 1984 in Ljubljana the following cookbook was published: "Kuhajmo v mikrovalni pečici" (Let's cook in a microwave oven).

The change in food preparation is also reflected in specific cookbooks that were published in the 1990s and in the beginning of the 2000s – cookbooks for macrobiotic cuisine, healthy food, meatless meals. Two interesting examples are "Frojdov kuvar" (Freud's cookbook) from 2005, translated from English, and "Kafa : 101 recept za ljubitelje kafe" (Coffee: 101 recipes for coffee lovers) by Ljiljana Andrejević, 1999.

The tendency to lead a healthier lifestyle can be observed in recent years and is reflected in cookbooks that promote use of raw and gluten-free groceries. One of the examples is a publication intitled "Presna hrana

za početak : vodič za vitalnost i zdravlje putem prirodne presne veganske hrane” (Raw food for beginners: a guide for vitality and health through natural fresh vegan food) by Margareta Vesna, published in Belgrade in 2016.

### 3.2 Searching the database COBISS.net

We searched the database catalogues of the neighbouring countries Bosnia and Herzegovina, Macedonia, Slovenia and Montenegro and the query was a freely chosen subject heading *kuvarski recepti* (with equivalents in different languages of the regional countries) from 17<sup>th</sup> century to 2016.

Country		Macedonia	Bosnia and Hercegovina	Slovenia	Montenegro
Time period	17th and 18th century	0	0	28	0
	1900-1918	0	1	18	0
	1919-1938	1	0	26	1
	1939-1945	0	0	13	0
	1946-1965	2	8	105	6
	1966-1985	5	90	504	22
	1986-2005	14	322	4908	348
	2006-2016	20	110	2954	283
Total		42	531	8556	660

**Table 2.** The number of records in the database COBISS.net obtained by expert search with the subject heading *kuvarski recepti* (and equivalents in languages of different countries) from 17<sup>th</sup> century to 2016.

#### Montenegro

By searching the catalogues of libraries in Montenegro we obtained 660 records and we can see the results in Table 2. Some of the interesting examples are:

- *Ukusi regiona : izabrana jela Jugoistočne Evrope i Balkana / Stevo Karapandža, Janez Bogataj ; [fotografije Janez Pukšič]. - Podgorica : Studio Moderna, 2011 (Novi Sad : Foto-OKO). - 115 str. : ilustr. ; 24 cm*
- *TRADICIONALNA jela iz Crne Gore / [priredile Anka Žugić, Vukica Knežević]. - Podgorica : Organizacija žena Crne Gore, 2007 (Cetinje : Obod). - 108 str. : ilustr. ; 20 cm*

- *Novi praznični kuvar / [pripremila Blanka Radošević-Marović]. - Podgorica : Pobjeda, [2006] ([s. l. : s. n.]). - 80 str. : ilustr. u bojama ; 17 x 24 cm*

#### Bosnia and Herzegovina

We used the Boolean expression *kuvarski* or *kuharski recepti* because records used one or the other or both subject headings and we obtained 531 records. Some of the examples are:

- *Bosanski kuhar : tradicionalno kulinarstvo u Bosni i Hercegovini / Alija Lakišić ; [ilustracije Pavle Bugarin]. - Sarajevo : Svjetlost, 1979. - 462 str., pril. : ilustr. ; 25 cm*
- *HRANA za mozak : jelovnici za zdrav mozak i dugo pamćenje / Vida Demarin i suradnice ; [ilustracije Ivan Šarić]. - Sarajevo ; Zagreb ; Beograd : V.B.Z., 2010 (Ivančna Gorica : Impress). - 148 str. : ilustr. u bojama ; 20 cm. - (Biblioteka Stručno popularna)*
- *PRAVILNOM ishranom do zdravlja / priređivači Melida Hasanagić, Izet Mašić. - Sarajevo : "Avicena", 2011 (Fojnica : "Fojnica"). - 144 str. : fotogr. u bojama ; 24 cm. - (Biomedicinske publikacije ; knj. 36)*

#### Macedonia

The Macedonian database yielded 42 records through the search request *gotvarski recepti*. It has already been mentioned that the base also contained 19 records with the subject heading *kuvarski recepti* and five records with the subject heading *kuharski recepti*. These include:

- *СЛАТКИ за деца / [превод од српски Ирена Добреска]. - Скопје : Просветно дело, 2011 (Тетово : Напредок ; Крагујевац : Графостил). - 62 стр. : илустр. ; 24 см. - (Рецепти злато вредни)*
- *ТОРТИ, куглофи и тартови. - Скопје : Просветно дело, 2011 (Тетово : Напредок ; Крагујевац : Графостил). - 62 стр. : илустр. ; 24 см. - (Рецепти злато вредни)*
- *ПИТИ и солени торти. - Скопје : Просветно дело, 2011 (Тетово : Напредок ; Крагујевац : Графостил). - 62 стр. : илустр. ; 24 см. - (Рецепти злато вредни)*

#### Slovenia

In order to search the catalogue we used the Boolean expressions *kuvarski* or *kuharski recepti* because records used one or the other or both subject headings (su=kuvarski recepti yielded 245 hits, while su=kuharski recepti yielded 8,277 hits)

We highlight some interesting examples:

- *50 idej. Juhe in enolončnice iz morja / [prevedla Marjana Samide ; fotografije Andrea Fantauzzo, Dario Grimoldi]. Ljubljana : Delo revije : Pisanica, 2003 (Firenze : Bonechi). - 63 str. : ilustr ; 20 cm*
- *RECEPTI za zdravo srce. - Izd. za Crnu Goru. - Beograd : Mediasat East Europe ; Podgorica : Daily press - Nezavisni dnevnik Vijesti, 2006 ([Ljubljana : Mkt Print]). - 63 str. : barvne ilustr. ; 22 cm. - (Chef express ; 13)*
- *Čokolada / Andrej Goljat ; [fotografije Cveto Sonc]. - Ljubljana : Kmečki glas, 2006 (Ljubljana : Schwarz). - 117 str. : ilustr. ; 27 cm*

By looking at results presented in tables 1 and 2 it can be seen that the publishing production with culinary themes has significantly increased after the Second World War, while the richest period is from 1986 to 2005. The exception is the Macedonia where most of the publications come from the last ten years.

Apart from books, a lot can be learned about food preparation from the media – television and the Internet. Therefore, in the next section we deal with culinary shows, blogs and web sites.

## 4 Cooking on TV and the Internet

Food is one aspect of culture. Everyone seems to have something to say about it. Today in a short period of time, we can talk about food, read about food, eat food, and watch how food is being prepared. Information about dishes, specialties and restaurants are interwoven on the Internet and in many printed publications, such as books, magazines, or newspapers. Cooking is no longer considered hard work, but rather a form of entertainment and a way of connecting. Food connects people and, at the most basic level, it can prompt a simple and friendly conversation. Whether it is a discussion of your current menu or about where you want to eat next week, food is a common ground. In addition, with a wide choice of food programs on television, Internet and in printed publications, it is easier than ever to find a recipe for a delicious meal.

Television shows about cooking are becoming complex, as recipes are not their only content. They are interwoven with educational and creative ideas and interesting workshops, and their audiences are, in turn, becoming more and more diverse, and everyone seems to be interested in food. Not a day goes by without at least one cooking show running on the TV. If you take Wednesdays for example, major domestic TV channels broadcast at least five

culinary shows. These include: recipes from Tito's kitchen (beyond the reach of many) on B92, reality show "Dođi na večeru" (Come to dinner) on the TV channel Prva, "Gastronomad" (Gastro-nomad) on RTS1. If we add to that shows on foreign channels that are broadcasted either in a language closely related to Serbian or subtitled, on Wednesdays the local audiences can watch at least twenty culinary chows. For instance, HRT and OBN broadcast shows "Slatko ludilo" (Sweet Folly) and "Stol za 4" (Table for 4), while channel TLC has at least five different shows per day (Dukić, 2013).

One of the first shows of this type was produced by the company "Advance" 15 years ago in cooperation with Vojislav Voki Kostić, a composer, a writer and a cook. Today, their "Gastronomad" is one of the most popular short television formats in the country. This does not come as a surprise because this trend is present all around the Globe, and TV cooks are gaining in popularity. TV culinary shows can be a way to expand cultural and social knowledge through, most obviously, culinary knowledge. The viewers are informed about different tastes, and learn how to recognize social differences through their taste of food. However, even with a most interesting scenario and great recipes culinary shows would not be as successful without a charismatic television presenter. Production houses in the West sometimes search for the right presenter for years. Sometimes they get lucky, as in the case of Jamie Oliver, who was accidentally spotted in the documentary "Christmas at River Café", where he worked as a cook. As soon as the BBC noticed his talent for public appearance, the famous show "The Naked Chef" was launched, and the book with the same title became the bestseller in the UK in the same year. In our country, one TV personality that is favorite among lovers of good food is Nenad Gladić, Alias Lepi Brka, who, besides hosting the aforementioned famous show "Gastronomad"<sup>2</sup>, is also the editor-in-chief of the Kitchen TV. In addition to the traditional culinary shows Lepi Brka is also engaged in the "Best from Serbia" program on a cable channel for the food related events.<sup>3</sup> The economic, touristic and cultural contents of these manifestations represents an extraordinary sample of the environment and promotes national creativity, as well as events in agriculture of a local and regional character. It is the complex cultural and socio-economic events that, among other things, cause greatest media coverage and public. There are numerous manifestations such as The Bacon Festival in Kačarevo, The

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<sup>2</sup> Gastronomad, <http://www.gastronomad.rs/>, accessed March 30, 2017.

<sup>3</sup> Najbolje iz Srbije, <http://kitchentv.rs/najbolje-iz-srbije/>, accessed March 30, 2017.

Cabbage Festival in Mrčajevci, The Sausage Festival in Turija, accompanied with the events dedicated to grape harvest in wine-growing regions and many other events.

Following the success of popular television channels like 24Kitchen, the Advance Media production house launched Kitchen TV, the first local and regional culinary channel to broadcast a large number of humorous culinary shows. One of these shows is called “Lonci i poklopci” (Pots and Lids)<sup>4</sup>, presented by Vjekoslav Kramer, the most famous chef from Bosnia and Herzegovina. This amusing culinary show is authentic and interesting just like the food prepared. Vjekoslav Kramer prepares simple meals in a completely new and specific manner, and devotes special attention to the names of the meals he cooks.

Another show broadcasted on Kitchen TV is called “Sa slatkim na ti” (With sweets on ‘thou’), where we are led through a fairy-tale world by Petar Žuljević, one of the leaders of the Crowne Plaza hotel team.<sup>5</sup>

In addition to classic cookbooks in printed form where the desired recipes can be found, webpages with recipes are also becoming numerous. Some of the popular websites, providing a wide range of sweet and salty dishes, are Coolinarka (<https://www.coolinarka.com/>), “Oklagija” (Rolling pin) (<http://www.oklagija.rs/>) and “Recepti za torte” (Recipes for cakes) (<http://receptizatorte.rs/>).

In recent years more and more web sites have been dedicated to the culinary domain, but culinary blogs have become even more popular. The best culinary blogs bring interesting recipes, explore cooking and analyze both foreign and domestic cuisine. Food blogs are very different from websites. They are made by individuals who are interested not only in cooking or trying out new dishes, but also in visiting the places that have different cuisine. Blogs are appealing to users who are eager to learn something about a recipe, food or a kitchen, as they can get detailed information on the blog. Blogs provide a variety of information about particular types of food, but the most attractive part of the blog are pictures. Feedback is also important because readers like to convey their experiences in the form of comments after they tried and tested a certain food recipe, and they also enjoy reading the experiences of others.

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<sup>4</sup> Lonci i poklopci, <http://kitchentv.rs/lonci-i-poklopci/>, accessed March 30, 2017.

<sup>5</sup> Sa slatkim na ti, <http://kitchentv.rs/sa-slatkim-na-ti/>, accessed March 30, 2017.

"Zakuvavanje" (Boiling)<sup>6</sup> is a gastro-blog where culinary fans can learn more about food, sometimes from a slightly different angle, because although women are traditionally viewed as housewives, men are here in general shown to be better chefs because they use everything they find and almost never follow recipes. Here, cuisine lovers can learn something more about well-known and lesser known recipes and cooking techniques. Yet another blog with an interesting topic is the "Brza hrana" blog (Fast Food)<sup>7</sup>. Different than all other blogs is the "Vitki gurman" blog (Slim Gourmand)<sup>8</sup>, hosted by Maja Petrović, where information about healthy nutrition can be found, as well as advices on how to introduce healthy nutrition in our ever faster and more stressful way of living.

On August the 1st, 2008, the woman blogger Monsoon started the first game for bloggers, which could be played by all interested people who would photograph and then upload their work on the Internet. After the second round, the game brought together 12 women bloggers, who named it "Ajme, koliko nas je" (Wow, how many of us are there). The game is played so that a game host for a certain month, through her blog choses a key ingredient, that is, the grocery that participants need to use. Some time during the month, the game participants have to make a dish with a given grocery and to publish it on their blog, with links to the founder of the game and to the host's post. A host publishes all works on her blog, selects the winners, and chooses a new host for the next month. She can also, if she wishes, send winners a gift of her choice.

The enthusiasm of this game led to the creation of a special culinary blog called "Kuvar igrice" (Cooking games)<sup>9</sup>, where bloggers set up different games for those who are ready to cook meals, take photos of what they have done, and post a recipe of a produced and photographed meal.

It is obvious that food has always been a popular topic in everyday conversations, so it is not surprising that it was chosen to be the subject of our multimedia document. People enjoy talking about cooking and food, and this leads us to the idea that food, more than anything else, can be an incentive to conversation. Everyone needs to eat and should not be a special gourmand or expert to engage in a conversation about which restaurant has the best food or which cooking technique produces better results regarding

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<sup>6</sup> Zakuvavanje, <http://zakuvavanje.rs/>, accessed March 30, 2017

<sup>7</sup> Brza hrana, <http://brzahrana.rs/>, accessed March 30, 2017.

<sup>8</sup> Vitki gurman, <https://vitkigurman.com/blog-vitki-gurman/>, accessed March 30, 2017.

<sup>9</sup> Kuvar igrice <http://kuvarigrice.blogspot.rs/>, accessed March 30, 2017.

to taste. Food plays special role in many celebrations and is important for marking special occasions for family and friends. Family recipes, favourite food shows and adventures in the kitchen - all this provides important facts about us and people around us.

## **5 A multimedia project - recording and photographing recipes, handwritten cookbooks, old kitchen items**

Twenty eight students of the final year of the Library and Information Sciences graduate studies at the University of Belgrade were involved in the multimedia project "Al' se nekad dobro jelo". Their names can be found on the project's website: [http://www.fil.bg.ac.rs/mmd\\_27/mmd\\_2016/studenti.html](http://www.fil.bg.ac.rs/mmd_27/mmd_2016/studenti.html). In addition to the subject professor Prof. Cvetana Krstev, the project was coordinated by the assistant professor Miloš Utvić and the teaching associate Biljana Lazić.

The initial task was to find and photograph old kitchen items, appliances, cookbooks, etc. All students were asked to look up for them in their own households and consult their relatives, friends or neighbors.

For the same reason it was necessary to visit and explore the collections of the Museum of Science and Technology<sup>10</sup> and the Ethnographic Museum<sup>11</sup> in Belgrade. The additional idea to find old restaurant menus in libraries had to be dropped since the libraries in Belgrade whose catalogues have been consulted do not keep menus in their collections.

Biljana Lazić distributed the tasks in agreement with the students: some were in charge of the cooperation with culture institutions, while the others processed video materials. One group of students dealt with the site design, the other was in charge of database creation. Some students searched for original music from regions where certain recipes originated.

### **5.1 Cooperation with individuals**

All students cooperated with their family and neighbors who were assigned a task to prepare a traditional meal of their choice, and they made a great effort to record every detail of the preparation. Depending on the possibilities (technical equipment, readiness of the interlocutor to be recorded, etc.), some students made films, while others made photographs, from which

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<sup>10</sup> <http://www.muzejnt.rs/site/home/>

<sup>11</sup> <http://etnografskimuzej.rs/>

presentations were later compiled in the form of short video clips. In this way, students had to collect at least two dishes and one more that they would prepare on their own.

Apart from the students' household members, even relatives contributed to the project, along with neighbors and all those who were enthusiastic about the old ways. In conversation with them, nostalgia was in the air. As they say, they did not have much, but they shared a lot. The children looked forward to a simple sugar cube, and each treat was a real rarity. Many of the interviewees pointed out that once upon a time, one appreciated a lot what little one had, while today, when we have more things, we fail to see the value of small things. People also used to care what was eaten and how it was being prepared. Old recipes represent the knowledge gathered over the past decades, sometimes even centuries. The notes we gathered meet two human needs in a wonderful combination – a need for knowledge, and a need for food.

The following people cooked for our project: Aida Bazdar, Anđelka and Marijana Vasić, Božica Čairović, Branko Lukić, Vasil Vasilev, Verica Dragić, Diana Kesić, Dragana Milošević, Dušanka and Željko Ivanišević, Zagorka Cvetanović, Zoran and Ljiljana Skorupan, Zorica Dragosav, Zorica and Milica Prvulović, Radica Simonović, Ružica Đurašević, Simona Čirović, Slavica Purić, Slavica Stošić, Slađana Spasić, Slobodanka Stanić, Snežana Milošević, Snežana Stevanović. Their names and short biographies are listed beside their recipes on the Multimedia Document website.

In addition to two printed cookbooks (*The old and the new kitchen* from 1877, *The Great National Cookbook* from 1956), our multimedia document contains old handwritten cookbooks with recipes collected in the mid-20th century. These handwritten cookbooks resembled scratch pads. Some pages being worn, students avoided touching them so they would not fall apart, and it was difficult to interpret old handwriting. All notes given to us by the housewives were scanned and translated into the digital form, and can be found and browsed on the web pages of the project. The authors of these notes are Tatjana Kostić, Stamenka Gašić, Žanja Petković, Metka Đorđević, Nada Milosavljević, Ankica Dukić and Jelena Zebić. Thanks to them and their desire to help, we did not only obtain recipes, but also learned about many customs and habits from the past that were part of the secret skills of our cooks.

Since the collection and preservation of objects from the past is a fundamental necessity, the students came across people who, in their private collections, held various artifacts, objects from the old times, the rarities

that housewives once used in their kitchen. Housewives were eager to show items they inherited from their grandmothers, mothers or mothers-in-law. Tamara Dukić, Tatjana Kostić, Nevena Prvulović, Marina Milošević, Irena Ajruloska, Maja Tadić, Milica Radić and Aleksandra Trtovac photographed and presented old dishcloths, mortars and pestles, schnapps jugs, coffee and pepper mills, fruit and vegetable presses, machines used to crush cherries, old plates and bowls, and many other items unknown or not in use today. These objects are predecessors of items in use today. This project allowed us to remember them. Interviewees who shared their recipes and experiences with us, gave us the permission to display various old objects from their attics, cellars, sacks and other places that shelter the spirit of the past days.

## **5.2 Cooperation with museums**

In order to present the objects from both museums in the best way, students were grouped in two groups. Students Sandra Spasić and Dajana Lazarević went to the Ethnographic Museum, while Anđela Stošić, Slađana Ivanišević and Ana Đorđević visited the Museum of Science and Technology. Students were guided through the permanent exhibition of the Museum of Science and Technology. This experience enabled them to discover old stoves, refrigerators, ice boxes, mortars and pestles, copper molds, milk bottles from Serbia from the sixties, express pots from the first half of the twentieth century, napkin holders, dough molds, measuring cylinders, glasses, mugs, mixers, mills, teapots and many other items that were once used in everyday life. In the Ethnographic Museum students found folk costumes, travel baskets, accessories for curd processing, accessories for fishing and fish processing, earthenware, old schnapps pots, a wine cellar, kettles and many other items pertinent to the preparation of food and beverages. Our project also reveals the interior of the 19th century town, country house and kitchen, as well as how the festive table of a Serbian family looked like.

Miloš Jurišić, the photographer of the Museum of Science and Technology, a collector of old photographs and postcards, was of great help. Some of his photographs are included in our project. Old Serbian cafés and restaurants were different from the contemporary ones in their interior, prices and types of meals. Although we did not find old menus in libraries, Mr. Jurišić allowed us to include in our document some old menus he managed to collect in recent years:

- Menu for the wedding of Mrs. and Mrs. Laposava and Nikola N. Krstić from the Kolarac brewery;

- Menu for the celebration marking the opening of the University, on October 2, 1905;
- A menu from 1921;
- A lunch menu in honor of graduate cadets in the Palace of the King Alexander I, 1940
- Menu for the dinner of friends gathered after 25 years, on December 3, 1939, at the Hotel Srpski kralj, Belgrade.

## 6 Designing and creating a website as a final part of the project

In order to create a database and a web site containing photographs, audio and video materials, texts, scanned cookery books (whether handwritten or printed) that were gathered in the scope of the project, students had to apply the knowledge of the information sciences acquired during their undergraduate academic studies at the Department of Library and Information Science, University of Belgrade.

This multimedia project is important because it combines the old and the new, the Industrial and the Information age as well as the Digital age. Old Serbian dishes, customs and habits, accompanied by the traditional music, received their digital form and were presented on the site designed and maintained by the students. Visitors have the opportunity to access the digital content about the traditional Serbian cuisine at [http://www.fil.bg.ac.rs/mmd\\_27/mmd\\_2016/pocetna.php](http://www.fil.bg.ac.rs/mmd_27/mmd_2016/pocetna.php). Included are various multimedia documents such as photos, video and audio recordings, scans of old cookery books etc.

Students were organized in two groups based of their interests, knowledge and skills. One team was responsible for the creation, structuring and design of the web pages, while the other team was in charge of the database and PHP<sup>12</sup> programming that would offer better recipe search. The teams worked together and exchanged ideas that led to planning and implementation step by step. The development of the site architecture and of the database was a very complex task where every team member had his/her responsibility. The students worked on the project independently, but the project mentors were there to help, to offer suggestions and advice, support them and make their work easier.

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<sup>12</sup> PHP (Hypertext Preprocessor) ) is a server-side scripting language designed primarily for web development.

## 6.1 Video processing

The most extensive part of the Multimedia Document are culinary recipes, 98 in total, recorded in mp4 format.

As already mentioned in the previous section, some students recorded the entire cooking process, while others just took photos. Students who could not record their cooking associates had to produce video clips from their photographs. The VideoPad Video Editor<sup>13</sup> – a free program for producing videos for beginner, turned out to be the most suitable one. In addition to this program, students used the SuperDVD Video Editor<sup>14</sup>, another video-making program. Some students also used the Windows Live Movie Maker<sup>15</sup> program to produce video recordings and create media presentations in a simple way. As it was universally agreed that the project should be as visually attractive as possible, the students gave their best and all photographs were converted to videos. In the team dealing with the creation of the database and PHP programming were Anđela Stošić, Dragica Dragosav, Marina Milošević and Ana Đorđević. They were in constant cooperation with the Assistant professor Miloš Utvić and the web design team. Students decided to include all video recipes in the database and classified them according to three criteria:

- Origin – Vojvodina, Belgrade, Šumadija and West Serbia, South and Eastern Serbia and Kosovo and Metohija, Bosnia and Herzegovina, Croatia, and Slovenia<sup>16</sup>;
- Ingredients – weather a particular meal is suitable for fasting
- Types of dishes – dishes were grouped along the sections of Pata's cookbook (Марковић, 1956) – appetizers, salted pies and dough, soups and broths, cheeses, roasts, salads, cakes, desserts.

The main table in the database is recepti (recipes) (Figure 1) and it contains the following columns: nazivJela (name of a dish), jeloID (dish ID), tjvlID, regionID, tjlpD. The primary table key is jeloID values of which are three-digit numbers unique for each recipe and used for naming recipes in a folder. The tjvlID is a foreign key to the table tipovijelaverski (types of dishes),

<sup>13</sup> <http://www.nchsoftware.com/videopad/index.html>

<sup>14</sup> <https://superdvd-video-editor.en.softonic.com/>

<sup>15</sup> [http://download.cnet.com/Windows-Live-Movie-Maker/3000-13631\\_4-10965753.html](http://download.cnet.com/Windows-Live-Movie-Maker/3000-13631_4-10965753.html)

<sup>16</sup> Most recipes were collected in the territory of Serbia, but there are also few recipes from neighboring countries.

indicating whether a dish is suitable for fasting. The `tjpID` is a foreign key to the table `tipovijelapata` (types of dishes). The `regionID` is a foreign key to the table `regioni` (regions).

jeloID	1	nazivJela	tjpID	tjvID	regionID
100		Pasulj	23	3	13
101		Slane pogačice	21	3	13
102		Štrudla	27	3	13
103		Koh	27	3	11
104		Domaća baklava	27	3	12
105		Domaća pita	21	3	12
106		Štrudla	27	3	12
107		Pile na podvarku	24	3	12
108		Prokule i sarma	23	3	12
109		Šerbo kocke	27	3	12
110		Domaća testenina	22	3	12
111		Domaći burek sa mesom	21	3	12

**Figure 1.** Part of table `recepti`

All three divisions are used on the website as search parameters. When a site visitor chooses a type of food and/or a recipe origin, PHP script consults the database and formulates the SQL query that yields the desired result, a web page is generated showing the names of the dishes featuring required characteristics, the video clips showing the preparation, as well as information about the cook. The homepage offers the possibility to search recipes by name. It is necessary to enter at least three letters of a name of a particular dish and if there are matches with recipes from the database, the web page is generated (Figure 2).

The team working on web-design was led by Ines Stanić. Students had to express their ideas by using the markup language HTML, the CSS language for describing visual style of HTML documents, the JavaScript programming language. All of this was done in cooperation with the PHP team. In this project, the web-design involved the design of all pages and layout of their content, as well as encoding. The code was written in Notepad++<sup>17</sup> and

<sup>17</sup> <https://notepad-plus-plus.org/download/v7.4.2.html>.



**Figure 2.** An example of the search result

photographs were edited in SketchBook<sup>18</sup>. The website is simple and easy to use, with clearly separated content, links and search fields. Students found very helpful to investigate free access codes and websites that are intended for studying web design and programming.<sup>19</sup>

The visual style of webpages and text was based on color psychology. Green and red were chosen to be the most dominant. Green color symbolizes the nature and health, and red, as diametrically opposed, stands for activity, joy of life and appetite (Trstenjak, 1987). Also, it is important to stress that the photographs used for the website were originally produced by students during the project, while the music used for the audio effects belong to various authors and are used in accordance with the copyright laws (see the Note at the end of the article).

## 7 The project for all generations

Traditional cooking, as a topic, gathered all generations in the students' environment, the older people were happy to recall their childhood days,

<sup>18</sup> <https://www.sketchbook.com/?locale=en>.

<sup>19</sup> The most useful were: <https://www.w3schools.com/> and <https://stackoverflow.com/>.

while the younger people were grateful for listening about unforgotten experiences from the past. Almost forgotten tastes, scents and customs were awakened and all have enjoyed it.

Although this is an unusual exam, it still demands a lot of effort and time, and extraordinary organization skills from everyone involved in the project. The multimedia document is a final project that includes students' knowledge acquired during the four-year studies. Courses such as Library Public Relations and Library Management have made communication with the institutions easier, while the course Organization of knowledge in Libraries was useful for classification of collected materials. The width of knowledge in IT subjects helped us to accept and master new software solutions. Motivation, initiative, as well as success in team work is something that this project has enriched us with.

## 8 Acknowledgements

At the very end, we would like to emphasize that this project would not be successful without our mentors, above all, and then numerous individuals and institutions that participated in the project. In this way, we would like to thank professor Cvetana Krstev, professor Miloš Utvić and their associate Biljana Lazić, for their effort, patience and desire that students improve their knowledge though this creative and comprehensive task.

We also thank all the associates whose names have already been mentioned in the paper, who participated in the preparation of meals or provided the items included in this multimedia document.

We owe gratitude to Ethnographic Museum and Museum of Science and Technology in Belgrade for professional guidance and interpretation of their permanent exhibitions.

### *Note*

In order for the viewer to fully understand the atmosphere of each geographical area from which the recipes were collected, the following eight songs are included in the web presentation of the project:

- “Ja sam rođen tamo na salašu” (music: Danilo Danilović, text: Miomir Petrović),
- “Crveni šal”, sang by Dubravka Nešović, 1973.

- “Noć je tiha”, sang by Predrag Živković Tozovac, author of the song Živadin Jovanović,
- “Niška banja, topla voda”, sang by Olivera Katarina,
- “Ajde Jano”, sang by Mara Đorđević,
- “Bosa Mara Bosnu pregazila”, sang by Nada Mamula,
- Instrumental of the song “Ribar plete mrižu svoju”,
- “Slovenija”, sang by Ensemble Avsenik.

Beside this compositions, the song “Al’ se nekad dobro jelo” by Đorđe Balašević is included too, because, as we said at beginning, its title inspired the name of this project.

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