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## **Paremiological materials of the Herzegovinian Croatian periodicals at the turn of the 19<sup>th</sup> and 20<sup>th</sup> century**

### **Summary**

The article will show that proverbs were often applied as inevitable means of expression in the older journalist-publicist functional style and its different classes (news, review, comment, feuilleton, etc.) used at the turn of the 19<sup>th</sup> and 20<sup>th</sup> century. A part of not only oral folklore of one time slot, but also particularities of the contemporaneous journalist-publicist functional style which preserves cultural, language and communication heritage of one nation, were documented through their abundance in the publications of that time. Herzegovinian Croatian periodicals at the turn of the 19<sup>th</sup> and 20<sup>th</sup> century are abundant with paremiological materials of domestic and foreign origin. Appearance of proverbs in the journalist-publicist functional style of that time is also reflected in the importance of its usage for both the authors of the texts and their readers because it represents the expression of belief, value and norm connected to culture and relevant social values. Croatian proverb in the first Herzegovinian periodical in Croatian language follows the well-established tradition of collecting and continuous publishing of the older Croatian paremiological heritage with the purpose of improvement and care of Croatian language, literature and culture. Structurally, proverb of the Croatian publicly written word at the turn of the 19<sup>th</sup> and 20<sup>th</sup> century satisfies all paremiological features, and paremiological forms of the foreign origin are shown by the languages in that time most often used in the public Herzegovinian and wider space.

*Keywords:* proverb; journalist-publicist functional style; older Herzegovinian Croatian periodical; structural and semantic analysis.