

SUMMARY

*What Kind of Newspaper was read in
Reval at the End of the Swedish Era?*

At the end of Swedish rule, the so-called *Revalische Post-Zeitung*, a four-page quarto publication, was issued twice a week in Reval. Currently available copies date from the period of 1689–1710, but only the years 1690 and 1691 are covered to a considerable extent. The article tries to demonstrate where the news published in the Reval newspaper actually originated.

A comparison with the Riga paper *Rigische Novellen* proves that single issues of the Reval newspaper are extremely similar to the corresponding single issues of the Riga publication. These similarities are demonstrated in the paper; they range from the number and particular order of news to the use of language. As a rule, for a long period of time, material from *Rigische Novellen* was exclusively used to compile the *Revalische Post-Zeitung*. In essence, *Rigische Novellen* was rewritten or even copied, although most often, the number of lines devoted for each single correspondence was reduced considerably. News from other sources was rarely used. In order to make this process work, the publication times of *Revalische Post-Zeitung* and *Rigische Novellen* were also harmonised. As was the rule in early modern media, local news was of almost no importance and was published only if there was still some space to fill. In the case of the Baltic provinces, this changed considerably only in the years of the Great Northern War.

With the example of the Reval newspaper, it can be proven that a twice-a-week periodical could be published on a regular basis taking information exclusively from one single „donor newspaper“. Information was taken from other newspapers only from time to time, obviously in case of problems in mail service between Riga and Reval. Thus, at the end Swedish Era, Reval's inhabitants read a re-printed version of the Riga newspaper.