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*The “Prosvjeta” Liberalism and Nationalism*

*Summary*

Since the times of the Austrian occupation of Bosnia and Herzegovina in 1878, there came about *an invasion of the ideology of liberalism and a strengthening of the middle-class in the new Austrian province*. The “Prosvjeta” of Bosnia-Herzegovina was, as the majority of all Serbian cultural, educational and national societies at the end of the XIX and beginning of the XX century, under the influence of the ideology of middle-class liberalism from which stemmed the revolutionary liberal nationalism in the vein of the heritage of the French revolutionary liberalism and Italian Garibaldism. Serbian national propaganda was the basic credo of its ideological and political action. “Prosvjeta” presented the central for all similar Serbian national and cultural societies and organizations in Bosnia and Herzegovina (Sokole, Gajret, Pobratimstva, society “Trezvenost”, etc.). Such Serbian cultural and national organizing met fierce opposition with the Austro-Hungarian state anti-liberal elite resulting in persecution and the banning of the work of Serbian societies at the time of the outbreak of World War I. In the Kingdom of Serbia, Croatia and Slovenia (Yugoslavia) “Prosvjeta” renewed its work and continued its national-liberal mission, but this time rejecting the Serbian national attire, influenced by the state Yugoslav national ideology.