

A COMPARATIVE STUDY OF SELECTED AMERICAN AND ARABIC
WOMEN'S MAGAZINES AND HOW THEY REFLECT THE ROLE
OF WOMEN IN EACH COUNTRY

by

AIDA ALI NAJJAR

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Ralph R. Ashbrook
Major Professor

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TABLE OF CONTENTS

INTRODUCTION 1

BACKGROUND INFORMATION ABOUT WOMEN 3

 The American Woman 3

 The Arabic Woman 6

A REVIEW AND CRITICISM OF SELECTED AMERICAN AND ARABIC
WOMEN'S MAGAZINES 10

 Reviewing and Criticizing 10

Ladies Home Journal 11

Woman's Day 20

Hawa (Eve) 24

Al-Hasna (The Pretty) 32

SUMMARY 36

RECOMMENDATIONS 40

ACKNOWLEDGMENTS 45

BIBLIOGRAPHY 46

INTRODUCTION

Women's magazines, as a part of the journalistic family, have a function in societies.

Women's magazines in the United States and in the Arab countries exert a vital and influential force in shaping opinions, fashioning clothing, and in the design of houses. This force has been effectively at work ever since the first women's periodicals were established.

As a part of the press, women's magazines should have four purposes: namely, to inform, to interpret, to guide, and to entertain.¹ But, in fact, their effect is somewhat less intensive because they take less seriously the role of their readers in society than do other types of magazines.²

The image of women that women's magazines give in our changing world is the traditional one. This traditional image is given by Betty Freidan in her book Feminine Mystique as follows:

Woman is young and frivolous, almost child-like;
fluffy feminine; gaily content in a world of bedroom
and kitchen, sex, babies, and home.³

The woman is mirrored in the women's magazines as a doll in her own world, without thoughts and ideas or responsibilities toward society. In the magazines, women do not work except for house

¹ F. Fraser Bond, An Introduction to Journalism (New York: The Macmillan Co., 1954), p. 5.

² Roland E. Wolseley, The Magazine World (New York: Prentice-Hall, 1951), p. 11.

³ Betty Friedan, The Feminine Mystique (New York: Dell Co., 1963), p. 30.

work--work to keep their bodies beautiful and to get and keep a man.

In projecting serious issues, women's magazines assume that women are not interested in ideas, issues, or politics. They translate serious issues into terms women can understand as women and not as human beings with personalities. Instead of guiding women to be "self-actualizing" persons, women's magazines speak to their readers as though they were children. They tell them what to do, and offer them services more than help them to grow with a new role in the changing world.¹

Meanwhile, the American and the Arabic magazines have differences in style, goals, and problems. These facts will be pointed out in this study. Suggestions aimed at improving women's magazines also will be presented.

Four magazines will be considered in this study, two American and two Arabic. The review will include six months' issues of each magazine. Selection of these magazines has been made on the grounds that they either carry the word "woman," or its equivalent in the title; or because they are among the earliest and widest circulated women's periodicals. These periodicals are Ladies Home Journal and Woman's Day for the American, and Hawa (Eve) and Al-Hasna (the pretty) for the Arabic.

The purpose of this study is to show that women's magazines can be more effective and helpful to women today. It is hoped that women's magazines and every person involved in writing for or reading women's periodicals will understand that women are

¹ Ibid., pp. 44-45.

playing a new role today and thus any medium should mirror them.

BACKGROUND INFORMATION ABOUT WOMEN

The American Woman

The goal of American women today like that of men, is to develop a life style so that they may function efficiently and productively in their various roles. They try to have sufficient integration among these roles in order to give them some personal satisfaction in each.

American women have been fighting for this goal for more than a century. Aggressive women marched enthusiastically on the main streets in towns and cities in 1838 to win the right to vote and they won it in 1920;¹ they militantly discussed careers and equal rights outside their homes. They revolted against their role of being only wives, mothers, and homemakers. Women fought for a new direction in their lives, "Woman: the fourth dimension," as Betty Friedan called it.²

The American woman's importance as a "man power" resource has begun since World War I. The increase in the employment of women continued during the 1920's, and even during the depression of the 1930's.

In World War II, the importance of women for the war effort was underscored by President Roosevelt's comment: "Don't talk

¹ Adrienne Koch, "Two Cheers For Equality," The Potential of Women (New York: McGraw-Hill Book Company, 1963), p. 203.

² Betty Friedan, "Woman: The Fourth Dimension," Ladies Home Journal, June 1964, p. 48.

to me about manpower any more, because the manpower question has been solved by womanpower."¹ Even if this was an exaggeration, the fact remains that millions of women who entered employment during the war greatly helped the country to overcome many of its manpower shortages. Census Bureau estimates indicate that if the rate at which women participate in paid employment continues to increase as rapidly as it did during the years 1950-1955, the female labor force could total 33.6 million by 1975.²

The revolution of the "Fourth Dimension" has been extended. It involves many millions of women who are getting an education working at different jobs and using the vote which was given to them by the earlier women crusaders. American women of the twentieth century are accurately described by Betty Friedan as follows:

Now in mid-twentieth-century America, millions of women have broken through to a fourth dimension in women's existence. Woman as a person herself, employing her intelligence and abilities in a changing world.³

American women meanwhile face psychological problems. Women are influenced by the studies of several students of contemporary society who speculated as to how the employment of married women may effect relations between husbands and wives. There are many who believe that the employment of married women means that men, as a result of assuming more responsibilities

¹ National Manpower Council, Woman Power (New York: Columbia University Press, 1957), p. 45.

² Ibid., p. 26.

³ Friedan, op. cit., p. 48.

around the home, tend to become more "feminine," and that women become more "masculine," as a result of working under the competitive pressures prevailing outside the home.¹

American women today are not like their grandmothers, who were wives, mothers, and housekeepers. They are not like women in many countries today who are still struggling for their their rights. Women are fighting by means inside and outside the home to change the traditional role. Nothing can stop them, but many things can confuse them.

Even though women have won many battles, they are still working to identify themselves as human beings with full "self-actualizing" personalities.

Maslow defined a self-actualizing person as

. . . [person] . . . has within him a pressure toward unity of personality, toward spontaneous experiences, toward full individuality and identity, toward seeing the truth rather than being blind, toward being creative, toward being good.²

In order to help solve the problems of American women; to help them win the new battle, American women need support and guidance from the different channels of communication. Advertisements, television, movies, novels, and in particular, women's magazines could be a great help.

¹ Farnham and Lundberg's, Modern Woman: The Lost Sex (New York: The University Library, 1942), p. 130.

² Abraham Maslow, Toward a Psychology of Being (New York: D. Van Nostrand Co., Inc., 1962), p. 147.

The Arabic Woman

Women must be regarded as equal to man and must therefore, shed the remaining shackles that impede her free movement so that she might take a constructive and profound part in shaping life.

-- The UAR Charter

In order to know the situation of the Arab woman, it is necessary to know her cultural background. This will make the comparison between the Arabic and the American women of today easier.

The countries of the Arab world are located in both Africa and Asia. Egypt, Libya, Tunis, Algeria, and Morocco are in Africa. Saudi Arabia, Yemen, Lebanon, Syria, Jordan, Iraq, and Kuwait are in Asia. There are small Arab protectorates south of Saudi Arabia such as Aden.

Bernard Lewis defined Arabs as follows:

The Arabs may be a nation; they are not as yet a nationality in the legal sense. A man who calls himself an Arab may be described on his passport as of Syrian or Lebanese, Jordanian or Egyptian, Iraqi or Arabian nationality. There are Arab States and, indeed, a league of Arab states, but as yet no single Arab state of which all Arabs are nationals.

But if Arabism has no legal content, it is none the less real. The pride of the Arab in his Arabdom and his consciousness of the bonds that bind him to other Arabs, past and present are no less intense.¹

Arabs share and cherish the same traditions and history. More important, they still communicate through one medium of thought - the Arabic language.

¹ Bernard Lewis, The Arabs in History (London: Hutchinson and Co., 1950), p. 9.

In the Arabic countries, there have been both internal and external revolts. These revolts were against the autocratic authority of the governments and imperialism. Such rebellions have led to social revolutions against the older generations and unhealthy traditions. Many important changes aiming at effecting social justice have been taking place. Farm laborers are being emancipated from old feudalism. Landlords are no longer highly venerated; women are gaining equality with men.¹

George V. Allen, former U. S. Assistant Secretary of State for Near Eastern and African affairs, described the Arab world in the following terms:

The Arab world is an extraordinarily complicated one, inspired by new leaders, enriched by modern technology, anxious to push forward the younger generation into the 20th century. It is so living its problems in ways often baffling to western onlookers.²

The role of Arab women is changing today. It is influenced by the new social revolutions which are taking place in the Arab world. The change that women have undergone is more intensive in some parts of the Arab countries than others. Women in Saudi Arabia and Yemen, for instance, do not accept changes as easily as do their sisters in Egypt, Jordan, and Lebanon.

Comparing Arab women with the American, we find that Arab women "never had it so good" as the American. This is because they are still struggling to gain their equal rights in the

¹ M. Kamel Nahas, "The Family in the Arab World," Marriage and Family Living, November 1954, 4:XVI, p. 293.

² Desmond Stewart and the editor of Life, The Arab World (New York: Time, 1962), p. 7.

social, economic, and political fields. They are fighting the same battle that American women won a long time ago.

Today, Arab women have gotten rid of the harem's world which separated them from man's world. They have changed the impression which was given by "sheharazade" in the classical Arabian stories Thousand and One Nights. In Arab countries today, women from the Ministry of social affairs in Egypt pry into the conditions of labor--burly garage owners qual before their question. Multitudes of women in the Arab world engage in teaching, and in every other aspect of life women play an increasing part. There are women lawyers, surgeons, engineers, and accountants. Women are doing cosmic ray research and women journalists send copy to London, Delhi, and Peking.¹

In most of the Arab countries, women have won political rights and in the countries where they have not attained that right, women are fighting to attain it. For the Arab women, suffrage has been a great victory because it was a cultural shock for Arab men to see women holding political office. The men refused to take the ladies' actions seriously.²

Arab women, however, are still fighting strongly against the traditional generation which opposes the new women's movement. Both sexes of the conservative old generations are against women practicing and identifying themselves with "the fourth dimension." It is not only the old generation with which the Arab women fight

¹ Marie Karam Khayat and Margaret Clark Keating, Lebanon Land of the Cedar (Beirut, Lebanon Khayat's, 1956), p. 30.

² Stewart, op. cit., p. 113.

today, but also some with well-educated men who stand against the outside job. The man is trying to enjoy his traditional privileges and the educated woman is trying to break them. This situation creates a conflict in husband-wife relationships as well as father-daughter relationships or man-woman relationships in general.¹

In this transition period, Arab women face other problems. Some are the result of the new change in a complicated society; others are the remains of inherited traditions and religious barriers. Such problems are polygamy, which Islam allows, and the strong patriarch traditions.² Meanwhile, Arab women who have won equal rights are facing the same psychological problems American women are facing in a changing world.

Otherwise, the mid-twentieth century Arab women are forward-looking persons. They face international problems as well as national problems and try to function in society as a part needed to build a changing world.

Arab women are enthusiastic about their new role; therefore, they look forward to the western women's movements and try to adopt their ways to reach their rights.³

Arabian women need strong ways of communication to mirror their problems to the public and attract supporters of their views and aspiration. The mass media in the Arab countries

¹ Nahas, op. cit., p. 297.

² Ibid., p. 295.

³ Karam and Keating, op. cit., p. 29.

should have the responsibility of influencing public opinion and shaping it, in order to help women gain more rights and realize themselves. In particular, women's magazines in the Arab countries should be a strong tool to reach women and men at the same time and guide them in their changing society.

A REVIEW AND CRITICISM OF SELECTED AMERICAN AND ARABIC WOMEN MAGAZINES

Millions of copies of the different women's magazines go out every month to women in every social class. Each copy carries suggestions, commands, services, fiction, advice, or news about ways of rearing children, cooking food--topics which create the image of women and mirror them to the public.

The following review-criticism of selected magazines will give us an example of the types and goals of women's circulations in the Arabic and American cultures and how they mirror women on their pages.

Reviewing and Criticizing

The words review and criticism have come to be used interchangeably. Literally, a reviewer is not a critic but a reporter who writes the material viewed. Therefore, he avoids expression of opinion.

Criticism, on the other hand, is an expression of opinion about the material. Here the writer goes beyond reporting or reviewing into the realm of the subjective. He moves from the objective to the subjective. The difference between reviewing and criticizing can be put another way. The review is the result

of objective reporting and the criticism the outcome of subjective reporting.¹

The critical writer is an interwoven fabric, with more or less emphasis on one or another, depending on what he considers his function to be in relation to the material.²

This study will be a review-criticism combination.

Ladies Home Journal

Ladies Home Journal is one of the earliest women's magazines in the United States. It has been published since 1883, and goes monthly to more than six and one-half million women in the country. This large number of readers makes Ladies Home Journal one of the widest circulated magazines.³

The Journal's public consists primarily of educated women in the upper and middle class which is the largest class in American society.

The magazine is 10 3/4 inches wide by 13 1/2 inches deep. It includes 120 to 160 pages in each issue. The paper used is "machine finished." It is smooth, clear, white paper that reproduces print easily and colored illustrations with near perfect details.⁴

¹ Ronald E. Wolseley, Critical Writing for the Journalist (New York: Chilton Co., 1959), p. 4.

² Ibid., pp. 7-10.

³ Helen Woodward, The Ladies Persuaders (New York: Ivan Oblensky, 1960), p. 101.

⁴ Roland E. Wolseley, The Magazine World (New York: Prentice-Hall, 1951), p. 194.

The magazine has a very smart appearance--lively and colorful. Its cover always carries a photo of a pretty, young woman usually not more than thirty years of age. Mostly, it attracts the attention and creates curiosity about the story related to the photo. In addition, the cover also carries colored titles corresponding to the different departments in the magazine. The arrangement of the titles depends upon what the journal aims to emphasize that month. For instance, the cover of the January-February 1964 issue carried an attractive photograph of Elaine Earle, an extra player in the Ascot scene of *My Fair Lady*. The headlines listed on the cover were titled and colored as follows:

Title	Print color
1964, The Year of <i>My Fair Lady</i>	Pink
Making the Movie Test and Photographed by Cecil Beaton	Green
Edwardian Elegance in Home Decoration	Orange
Hearty British Food	Red
What It Takes To Be a Real Woman	Blue
First Spring Clothes For Rain or Shine	Green
An Explosive New Novel by Shirley Ann Gran	Brown
Plus Rumer Coddin, Cyril Connolly, George Bernard Shaw, Peg Bracken	Pink

According to the arrangement, kind of ink, and colors used in this cover, one's eye catches the titles as follows: *My Fair Lady*, Hearty British Food, What It Takes To Be a Real Woman, and then lets it catch the others. The most influential thing on the cover is the photo of the pretty woman--her lace dress, the lavish

hat of ostrich feathers, and the flowers she carries which make her look very feminine.

Another example of the Ladies Home Journal's cover is the June 1964 special issue, "Woman the Fourth Dimension." The cover shows a photo of a quiet beauty, a woman. The headlines this cover carries are printed in two colors: red and white on a dark blue background. The headlines are arranged in a crowded, unattractive way in one kind of type. In spite of the fact that this issue mirrors women's serious problems of today, its cover seems to be less eye-catching than the January-February issue of 1964.

Illustrations in the Ladies Home Journal are of the following kinds.

1. Illustrations for text, illustrating and decorating articles and departments.
2. Picture-text combinations, as pictures arranged in continuity and related to the text.
3. Picture stories with text stories, i.e., a combination of text illustrations and picture-text combinations or text illustrations and pure picture stories. (Fashion illustrations will be considered under this item.)¹
4. The cartoon is another type which is considered more than a picture. It embodies an idea, made clearly apparent, shows good drawing and striking pictorial effect, and helps in some commendable cause of public importance.²

Reviewing a typical issue of Ladies Home Journal, March 1964, the following list shows the per cent of illustrations in the magazine:

¹ Wolseley, op. cit., p. 180.

² Bond F. Fraser, Introduction to Journalism (New York: The Macmillan Company, 1954), p. 198.

Kind of illustration	No.		No. of pages
Illustrations for text	30	on	16
Picture text combination	7	on	7
Picture stories with text stories	21	on	11
(Fashion)	--	--	--
Cartoons	2	on	2

The magazine does not use the picture-text combination as much as it uses other kinds. Mainly, the illustrations present people who are high officials or actresses, such as the illustrations of the First Lady and her daughters or extraordinary people. Illustrations of ordinary people are shown in special issues of the magazine such as June 1964, but not in typical ones.

Advertising. "Advertising is a sales tool intended to create immediate sales and a climate favorable to future sales."¹

The advertisements permeate the magazine almost from cover to cover. In the March 1964 issue of the Ladies Home Journal, the ads numbered 122 on 108 pages. There were 152 pages in that issue. This indicates the advertising volume in the magazine and how much the magazine depends upon it. The illustrated advertisements in the magazine make the other kinds of illustrations appear less important than they are because the ads surround them. The ads in the magazine address the readers as wives, mothers, and homemakers. Ads present for women what to cook and what product to use so as to look more feminine and keep "the man." They create the climate of "Women the three dimension" in the magazine by addressing women as follows:

¹ Wolseley, op. cit., p. 150.

For the Woman Who Values Her Feminity

X X X X X X

For the Active Beauty

X X X X X X

Only the Slim Hands on Simmons
Really Hides a Bed

X X X X X X

The Ideal Gift For Mother and Dad

X X X X X X

My Wife is a Good Cook and a Wonderful Mother

The Contents of Ladies Home Journal. The contents of the magazine are indicated by the different departments under the titles: Articles, Fiction, Regular Features, Fashion and Pattern, Beauty, Food, Decorating, and Home Management.

Articles. An article is a written composition of variable length intended to convey ideas and facts for the purpose of convincing, instructing, or entertaining.¹

Editors today call the article "non-fiction," which means the treatment of people and events is real life. The "non-fiction," as editors of today classify it, is of the following types: confession, biography, interviews, report, or discussion. The article is based essentially on facts and actual occurrences in real places and at specific times.²

¹ Wolseley, op. cit., p. 281.

² Ernest Brennecke, Jr. and Donald Clark Leman, Magazine Article Writing (New York: The Macmillan Co., 1947), pp. 1-3.

Ladies Home Journal publishes an average of eight articles in each issue. The main articles are subjects related to the women's world.

Interview-type articles in the magazine look imaginary because of the type of people they interview. Individuals such as the First Lady, a movie star, a poet, and not the everyday woman are usually interviewed by the magazine. Articles about everyday women do not appear in the typical issues of the magazine, but in a special issue such as the June 1964 one, "Women the fourth dimension."

A good example of how the Journal's articles are not for everyday persons is a letter to the editor published in the April 1964 issue.

. . . frequent articles on movie stars or by them are silly and rather deplorable. Can't we acknowledge the existence and achievements of women in the Arts and other public fields?

Convincing and instructive articles are mainly about the traditional role of women as wives, mothers, and homemakers even though they are expressed by the First Lady. Here is an example of the way the Journal convinces its readers and instructs them. In the March 1964 issue, the editor wrote,

Lady Bird is a homemaker and she wants homemakers to know she identifies with them. . . . first and most important business is to provide a comfortable, peaceful, efficient and above all a happy home.

In general, Ladies Home Journal articles do not stimulate women's thinking. An interesting "letter to the editor" in the March 1964 issue points out the importance of logic articles to the reader.

Congratulations for publishing, 'Just Thinking,' and thank you Mr. Philip Wylie for writing it. It was refreshing and thought-provoking, please give us more articles of this type.

Ladies Home Journal, with an average of eight articles in an issue, should guide the readers and educate them. But, in fact, it encourages the traditional role of women; the Journal limits its articles to one part of today's women's life, "the home." The magazine ignores the serious issues which face women today in the society or the world. Articles about the political role of women are rare even though the magazine has opportunities to point out such articles as the First Lady's interview.

Here is a list of articles in a typical issue of Ladies Home Journal, March 1964.

1. How To Cope With Social Tangle, an article about rules of etiquette.
2. The Sweet Monotony of Marriage, an article about wife-husband relationships.
3. Why Children Have Accidents, an article about child behavior.
4. Lady Bird Johnson: Her Interest in People, a propaganda type of article shows the First Lady as a homemaker.
5. Jacqueline Kennedy: Her Legend Will Live, an article about the behavior of a woman in a tragedy.
6. And Have I Not Loved I Am Nothing, a father's feelings after his daughter is slain.
7. Can This Be Art, exposition of the "Prop Art" shown by paintings such as an oven with fresh vegetables in it.

Fiction. Fiction is a short short story, a short story, a novelette, a novel, or a large story published in parts as a serial.

It can guide and influence people even though it is written to carry the reader away from actual life and drive him for a time so that he forgets the conditions and problems of his community and self.¹

Good fiction writers are aware of the problems of today and do not forget that people like to take sides with a hero in a play.

Fiction then could be about real or imaginary situations or a mixture of both in a place and at a time.²

The policy of entertaining women and influencing them to be homemakers; women as women and not as "self-actualizing" persons goes on in the fiction department of Ladies Home Journal.

Ladies Home Journal's main fiction is the short story. The stories are stereotyped and the hero and heroine in it are seldom like reality. If the characters are partly realistic, they are to say and act the surface of life and influence women to the traditional limited role.

Here is an example of an educated heroine living in the twentieth century in the United States, pointing to the old role of women. This was in a story called "Who is Rima, What is She?"

[A heroine says] When we graduated four of us went to Washington to work in offices, share a house and find husbands. I had been a zoology major in college, studying such unfeminine things as mollusks, but when we went to Washington I decided to become a secretary along with the others, because we were almost twenty-one and not getting any younger. Everyone knew you found nothing among the mollusks but shells and a lot of ugly old men.

¹ Wolseley, op. cit., p. 299.

² Brenneke, op. cit., pp. 1-5.

This story was published in the special issue of June 1964, and side-by-side with "Women the Fourth Dimension" which gives a good idea about the new role of women participating in professional jobs outside the home.

Ladies Home Journal frequently publishes good fiction which educated new women appreciate reading, as one of the readers expressed in her letter to the editor in the issue of April 1964.

I must tell you how much I appreciate your new fiction policy and its fiction; reading pieces by Anton Chekhov, Romain, Shirly, Ann Grau, Santha Roma Ran, etc. makes me like a human being with a brain again.

The magazine publishes an average of three stories in an issue.

Typical womenworld appears also by the following departments of the magazine: Beauty, Food, Decorating, and Home Management. The Journal gives these departments good space and attention, especially the fashion department. This department illustrates up-to-date fashions mainly for the upper-class people. The magazine, in its fashions and patterns, serves young, slim women who are less than 35 years old. The clothes shown by "Fashion," are mainly impractical for women's everyday use, but the kind of clothes for a special feminine look. While the Journal published a special issue of "Women the Fourth Dimension," June 1964, the fashion department presented to women the following introduction for fancy clothes for the most feminine look. It said,

Essential to these delightful flights from reality to fancy, these are the kinds of clothes that help transport you from the everyday, earthbound image of yourself to one that meets your escapist specification.

The food department in the magazine is presented by color illustrations. Food looks attractive because of the good photographs.

Decorating is a frequent department and so is Home Management. In fact, these two departments are given less attention than the others by the magazine.

Reviewing Ladies Home Journal, we notice that the good-looking magazine gives more attention to the general appearance of things than the depth, which leaves the reader on the surface most of the time.

American women are mirrored by the magazine as feminine because of the fancy clothes they wear and attractive dishes they can prepare; feminine because they are not interested in politics or world affairs; feminine in general, if they can practice the traditional role of women: wives, mothers, and homemakers in one place, "the home."

Woman's Day

Woman's Day is a monthly magazine. It is read by more than six million readers. This large number of readers is attracted by its low price, 15 cents per issue. Therefore, the magazine public is from the middle and lower middle social classes.¹

Woman's Day magazine is small - 11 inches wide by 3/4 inch wide. It has 100-120 pages each month. Even though the magazine is printed on a good kind of "machine finished" paper which produces clear print as well as the colored illustrations, it is less attractive than Ladies Home Journal.

¹ Woodward, op. cit., p. 182.

Woman's Day cover carries "all-types" of illustrations of women's interests, changing from issue to issue. Examples of Woman's Day covers are the issues of March, April, and May 1964. The March cover carries a young woman's photo showing the new season's fashion; April's cover carries a bunch of flowers; and the May cover carries a dog's portrait.

The magazine's cover, however, stresses women's world if not by the photo, it is by the titles printed on the cover in colors. An example is the cover of the May 1964 issue. The photo is a dog's portrait and the titles on it are:

1. It's Time to Slim for Summer. Diet and Experiences for Beauty.
2. Planned for Privacy. Small Gardens with Complete Planting Guide.
3. How to Give a Wonderful Dinner. Party Menus and Recipes.
4. 100 Fabulous Recipes. Our Toast Cook Book.
5. Look What You Can Do With Lace. Magic New Spring and Summer Fashions.

The magazine assumed that women are attracted by areas which are parts of the home, rather than areas out of the home. For instance, the issue has two good articles, "The League of Women Voters" and "Television," which are not mentioned on the cover.

The largest number of illustrations in the magazine is for fashions, foods, and gardening. Frequently, the magazine presents a special illustrated feature which usually takes about nine pages. The May 1964 issue featured the portraits of 50 dogs on nine pages.

the June issue featured 16 flower arrangements on five pages.

Advertisements in the magazine appear on nearly every page. These advertisements are in harmony with the magazine contents to serve wives, mothers, and homemakers. An example of the number of ads in the magazine is a typical issue of Woman's Day, July 1964. The magazine had 50 ads while the number of pages of that issue was 88.

This magazine's departments differ somewhat from those of the Ladies Home Journal. It has regular titles under the "features and fiction" department. An example of the features and fiction department:

1. What goes in Here! Different articles which usually are about current events, seemed to fit the women's traditional role. An example is an article "Luncheon at the White House," June 1964. It was written after a visit of the magazine's editor with the president. Instead of taking this opportunity to discuss what he said about the political role of women, the writer reported: ". . . he spoke at great length on the need for women in government." The article continued to describe the White House which was described by almost every new First Lady, and most readers already have an idea about it.

2. The Open Door discusses different articles, depending upon the editor's mood that month. Mostly, the articles are nothing but chatting. The reader cannot tell what the article is about if she does not read it thoroughly. An example was an article in the June 1964 issue. It started like this: "Usually in this enchanting month I think of brides, but this year my

attention is given to the daisies." In the March issue, the idea under the same title was: "In March I think of birthdays, for a number of birthdays coming along to people close to me arrive in March."

3. Neighbors includes letters to the editor which are paid for by the magazine, ten dollars for each letter published; five for each brief practical suggestion. The letters and suggestions are the readers' experiences and beliefs.

4. Small World does not differ from the other titles which give the editor the authority to chat with the reader over whatever he likes. "Small World's" articles, however, could be fiction or non-fiction. Sometimes it is a short story and other times it is a short historical article.

The features and fiction department of the magazine, however, is crowded with short articles with a weak background. The magazine publishes an average of nine features each issue in spite of its small size.

The magazine pays the kitchen and food great attention in its food and entertaining department. This magazine has the largest and best research department among the women's magazines.¹

Therefore, Woman's Day publishes a large number of recipes in each issue. It calls them "The Collector's Cook Book." The magazine also publishes 30 menus monthly.

The "Collector's Cook Book" of June 1964, for instance, was about strawberries and it had 44 different recipes. April's issue

¹ Woodward, op. cit., p. 10.

contained 45 French recipes and March's book had 100. "All are delicious, certain to win the acclaim of your family and friends," the department believes.

Meanwhile, Woman's Day presents fashion and beauty in every issue. Its fashions are the more down-to-earth type than those of the Ladies Home Journal.

Gardening is an important department in the magazine. It publishes five to six illustrated short articles every month. Mostly, the articles keep women's hands busy.

In general, Woman's Day mirrors women as busy cooks in the kitchen. Women - as this magazine assumes - are not intellectual persons. In other words, Woman's Day serves and influences women to keep up their traditional role. It entertains and serves women more than it educates them.

Hawa (Eve)

Hawa is a weekly magazine published in the Arabic language. Even though it is only ten years old, it is the first continuous women's magazine in the Arab world. Hawa has been published since 1953 in Cairo, U.A.R. Many women's magazines were published earlier, but they were not successful. One of the first women's magazines in the Arab world was published in 1921 in Lebanon. It was called Alnarat Al-Jadida (The New Woman). But unfortunately, The New Woman ceased publication after six years upon the illness of its editor.¹

¹ Karam and Keating, op. cit., p. 130.

Hawa's publics are the educated women of the middle and upper classes who have high school or college education. Higher education is increasing rapidly in the Arab countries.

Letters to the editor from men who challenge or agree with an idea printed in the magazine indicate that men also read Hawa. Men's letters asking for help in solving their personal problems also indicate that men are among Hawa's publics.

Hawa's size is 11 1/2 inches wide by 7 8/10 inches deep. It usually includes 90 pages in each issue. The magazine frequently publishes a separate pamphlet on special subjects concerning women's world, such as beauty, things to do yourself such as knitting, embroidering, etc. The magazine costs 25 cents a copy.

The general appearance of the magazine is not as attractive as the American magazines such as Ladies Home Journal. It is printed on an inexpensive "news print" type of paper which is yellowish, thick, and porous. However, this kind of paper reproduces the print, the color, and the black and white illustrations clearly.¹

Hawa does not use color illustrations except for the cover, fashion pictures, and some scattered advertisements. However, the magazine uses colored ink in some departments or for the headlines.

The cover of Hawa always portrays a young, beautiful woman. The magazine, on different occasions, shows symbols of women's roles on the cover. For instance, the March 1964 issue, No. 391,

¹ Wolseley, op. cit., p. 194.

carried a photo of a pretty young mother carrying her child on "Mother's Day."

However, Hawa does not present the contents of the magazine by headlines on the cover as is the case with the American magazines reviewed. Usually, it has only one headline to lead women to one subject the magazine emphasizes. Examples for the one headline the magazine uses on the cover include:

1. Your Day Mother, March 1964, No. 391.
2. Another Woman in My Husband's Life, February 1963, No. 387.
3. Get Ready For The Feast, April 1964, No. 394.
4. Is There a Woman Behind Every Crime Man Commits?, June 1964, No. 349.
5. How To Be Happy, May 1964, No. 399.

The lead headlines on the cover are printed in large colored letters.

Illustrations used in the magazine are the four kinds mentioned in reviewing Ladies Home Journal,¹ with emphasis on cartoons in every issue.

Many illustrations in Hawa are used in the fashion department. It has an average of eight pages in a typical issue. Meanwhile, the beauty department has an average of four pages of illustrations with text.

An interesting observation in these two departments is that they illustrate the blond western beauty which differs from the typical Arabian beauty. Also, the fiction department uses photos

¹ Wolseley, op. cit., p. 180.

of western movie stars to illustrate the stories.

However, Hawa prints pictures which mirror the new woman in action on eight pages in each issue. In a department called "With Eve," such pictures show women side-by-side with men outside the home.

An example of this type of picture is in Hawa's issue for May 1964, No. 399, "With Eve," showing the visit of Krushchev, the Soviet leader, to Nasser in Egypt. The visit was shown in nine pictures with text on two pages. Meanwhile, another five pictures, on two pages, illustrated women practicing activities in different professions.

The cartoon is another type of illustration in Hawa. Hawa gives humorous cartoons good attention because it is published in Egypt where the Egyptians have a sense of humor that is more characteristic than that of the rest of the Arabs.¹

Three pages of cartoons are printed in the average issue. Cartoons show women in their changing role. Cartoons show fashion, the working women, man-woman relationship or women's behavior, keeping-up-with the Jones's, or the new role of women in politics, etc.

The advertisements in Hawa are fewer in number and less attractive than the ads in the American magazines, Ladies Home Journal and Woman's Day. An example is Hawa, May 1964, No. 399. In this issue there are only 16 advertisements; six of them are

¹ Sania Hamady, Temperament and Character of the Arabs (New York: Twayne Publishers, 1960), p. 26.

about books and magazines, three about movies, and seven about beauty products.

Hawa's contents are listed under departments similar to the ones reviewed in American women's magazines. Hawa's regular departments are:

1. General Features
2. Fashion
3. Beauty and Health
4. Fiction
5. Foods and Ideas for the Home
6. Regular Features - named as follows:
 - a. An Idea
 - b. Lovelorn Counsel
 - c. Hawa's Mail
 - d. With Eve
 - e. Between Us
 - f. With Eve Around the World
 - g. Horoscope

The subjects discussed in the regular features are mostly short ideas dealing with problems of women.

"An Idea" is a six-inch-long column edited by a man. He discusses ideas about women from a man's viewpoint. The ideas are not discussed deeply or with enough information. It usually is written in a casual way. The following are examples of subjects discussed under this column:

Traditional and Modern Way of Raising Children, June 1964, No. 349.

The Family Budget, February 1964, No. 385.

The Mother's Day, March 1964, No. 391.

Three departments carry titles, namely: "Love Lorn," "Your Law Counselor," and "Hawa's Mail," and deal with readers' personal problems. The magazine publishes about 20 problems with answers on how to solve these problems in each issue. Men and women of different social classes send letters stating their problems.

The types of problems discussed by the magazine are: health, beauty, and emotional and social problems.

Another way of discussing general problems in Hawa is by interviewing well-known educated persons, men more than women. Interviewees usually are not specialized in a specific field concerning the problem under discussion. For example, in May 1964, No. 389, Hawa posed a question, "Are you this girl who says, 'I don't like my job?'" The question about the role of the working woman was discussed by a journalist, a novelist, a politician, and a woman holding the position of film censor.

Everyday problems which face Arab women also are discussed in another department called "Between Us," edited by a man.

In Hawa, February 1964, No. 385, the editor published an article, "Women Cannot Compete with Men Because They are Weaker." In the following issue he published some of the angry letters from women defending their new role. They say "Our Role is not Weak Any More Because it is Changing." This editor writes criticism of the new role of women. Usually, he shocks the enthusiastic women and this is good on one hand. But on the other hand, he gives the impression that women are weak and they should follow

the traditional role. This may influence women who are not sure about the new movement.

Against these kinds of ideas and opinions the chief editor, a woman, writes her feature which is two pages in each issue.

Features are written in an aggressive dedicated way, emphasizing the new role of women. She writes features discussing different topics to induce men to help women in their new movement; features for women to "watch their step," features fighting the traditional role of women as "slaves"; political, psychological, and social problems also are discussed in this regular feature.

An example to encourage women to go out of the house is the following quote (Hawa, February 1964, No. 389) under "Saudi Woman Enters the Battlefield." The writer says:

In taking her new step the Saudi woman has to remember that it is the traditional, uneducated generation which has caused our backwardness. She must therefore prepare herself in such a way as to emerge triumphant from her struggle against such backward minded persons.

After writing the previous article, letters from the traditional generation poured in to the writer. She called them (Hawa, February 1965, No. 390) a "Tempest in a Teapot." She said:

I will not stop to encourage women to identify themselves with full responsibilities as men. The traditional generation cannot stop us from practicing our new role with the three traditional ones.

An example of discussing politics and national problems in the magazine is what the editor wrote in the February issue, 1964, No. 399:

In diverting the Nile Course, we begin a new phase that is unprecedented since colonialism tried to steal

away our ancient glories. . . . Women should participate with the citizens to complete this victory. . . .

Hawa presents short articles and stories to show women around the world, usually illustrations are used with the text.

In the fiction department in Hawa, the reader finds unrealistic stereotyped characters and girl-boy relationships. The fiction in Hawa is a short short story often translated from the foreign literature into Arabic, or originally written in Arabic. The translation is very close to the original without localization. The translated stories in Hawa carry the foreign environment which looks strange and odd in the Arabic environment.

Women in the translated stories are for men, love, and crimes as Hawa selects them. An example of titles of such stories follows.

The Play of Love, April 1964, No. 394.

The Trick, August 1964, No. 412.

Love is the Killer, June 1964, No. 349.

The Spy, July 1964, No. 409.

The Sacrifice, July 1964, No. 409.

The magazine publishes an average of six stories of this kind monthly, which means one or more stories in each issue.

Arabic short stories in Hawa are imaginary, and if realistic, they present extraordinary characters. Hawa's stories mirror feminine women described from traditional viewpoints, as beautiful, good housekeepers waiting inside the home for their men and children.

The beauty department also emphasizes the importance of appearance; smooth skin and sexy figures are important for women to be called feminine, as this department emphasizes.

Beauty information in Hawa is mostly translated from foreign sources. This provides a good example of the similarity of the meaning of femininity in foreign and Arabic women's magazines.

Hawa gives its food department only two pages. All that is presented there is recipes. It discusses the problems of weight in the beauty department, but never here.

This department uses only one illustration to show the food. It is not always colored, which usually makes the food unattractive.

In general, Hawa does not have harmony in its departments. On one hand, it encourages women to practice the new role, and on the other hand, it attracts women to the surfaces of femininity. Meanwhile, Hawa presents strongly the traditional role of women in its fiction department.

The magazine merely has scientific articles to inform women and to educate them.

Its features are not deep. It is built on individual beliefs rather than ideas supported by schools of thinking.

The magazine, in some areas, gives services more than education, as in helping women to solve their personal problems.

Al-Hasna (The Pretty)

Al-Hasna is one of the new Arabic women's magazines. It has been published since 1961. It is published in Beirut, Lebanon,

and it is popular mainly among the upper and middle classes in the Arab world.

Compared to Hawa, Al-Hasna is larger, 13 inches wide by 9 inches in depth. It has a better kind of paper (machine finished). It includes almost the same number of pages (62). On the cover there is always a photo of an aristocratic young woman. The cover always is printed in vivid colors. What makes such pictures attractive is that the cover does not carry any headlines. Thus, the attention is concentrated on the pretty colorful photos only.

Illustrations in the magazine are in black and white. They consist of the four kinds¹ that have been mentioned in connection with describing the physical features of Ladies Home Journal. Advertisement illustrations are not as numerous as in the reviewed American women's magazines.

Advertisements included in a typical issue of Al-Hasna, June 1964, No. 144, gave an example of their nature in the magazine. Advertisements in that issue totaled 30. Twelve of them concerned products for women. Nine were about beauty attributes and body treatments, and the other nine were about different products for domestic use. All advertisements were in black and white.

Illustrations (other than those in advertisements) in that issue totaled 78. They are divided into the following kinds:

Society illustrations	49
Pure picture stories	13

¹ Wolseley, op. cit., p. 180.

Picture stories with text 6

Picture-text combinations 10

From this list we notice that more than half of the illustrations belong to the "society" category. Society pictures illustrate upper-class women. The story gives nothing more than the pretty picture itself or what that woman wears, or what party she attended.

The society pictures and news mirror women young even though they are in their forties. Descriptions under some illustrations state: "ever youthful and eternal beauty," "lightning beauty," "full of life," "young and vivid like school girls."

Events in women's world in the upper class society, as Al-Hasna presents them, are marriages, birthdays, traveling, and attending parties and anniversaries. Women are shallow and have no interests except their own life and beauty as Al-Hasna mirrors them. They are not even homemakers because hard work might spoil their beauty. For this upper class group the magazine gives no identification except beauty.

The magazine claims that its public is "women who are practicing the new role in the changing society" (Al-Hasna, May 1964, No. 151). But what the physical appearance and contents prove is that the magazine misleads women and does not mirror them practicing the new role.

Al-Hasna divides its contents into the following main departments:

1. Interviews and Features
2. Health and Beauty

3. Fashion
4. Fiction
5. People and Events

In a typical issue of Al-Hasna, July 1964, No. 144, these subjects were discussed:

1. Continuing beauty and eternal youth, an interview with a number of pretty middle-aged ladies of the upper class.
2. Beirut girls College Beauty Contest.
3. Rima Alm-Elder, a feature about a young writer who died lately.
4. Kafka, a feature about a writer.

Under Health and Beauty, these subjects were discussed:

- a. The fascinating touches, an article about hair and shampoo.
- b. Delicious dishes, one page of recipes.
- c. Koddy - an advertisement about a beauty institute called Koddy.

An interesting observation is how the magazine leads women by including an advertisement in this department.

Fashions:

1. Bathing Suits - illustrations with short text on new suit fashion.
2. Patterns - a very small sketch for a pattern.

Fiction:

Eyewitness - a short short translated story.

People and Events:

The following titles are regular in this department:

- a. Why? usually discusses a problem from the viewpoint of the writer. Often it is discussed in a shallow way.

- b. Something Happened to Me - short stories from the reader - includes an event which happened to her or someone in the house, or in the street; in her life as the magazine describes it.

Horoscope: Appears in each issue.

Al-Hasna's contents in this typical issue are limited. There is no article which gives valuable information or education to women even in their traditional role.

This magazine, in fact, does not encourage the traditional role of women as three dimensions: wife, mother, and housekeeper, nor the "fourth dimension." It encourages one role for women, to be beautiful and compete with others in fashion and appearance.

Social and political problems which face women in the Arab world are not discussed seriously in the magazine as we have seen in Hawa, which is considered for the middle class.

Al-Hasna features are not articles nor interviews with authorities to discuss topics and problems. They are stories to build the image of women as young, beautiful, and feminine in their world.

SUMMARY

Summarizing the review of the selected American and Arabic magazines, we notice the following points.

Differences are noticed in the style, goals, and problems which are discussed in magazines from each country.

Differences are noticed partially because the magazines reflect two different cultures. Culture is defined as:

that complex whole which includes knowledge, belief, art, moral, law, custom, and any other capabilities and habits acquired by man as a member of society¹

or "culture is the man-made part of the environment."²

The magazines have similarities in that they emphasize clearly the traditional role of women more than the role of women in a changing world.

The following comparison of American and Arabic magazines should give a more clear idea of differences and similarities.

1. American women's magazines are older, larger in size, contain more pages, and are more attractive in appearance than the Arabic women's magazines. The selected American women's magazines use a better grade of paper and ink, and use more color and illustrations than do the Arabic women's magazines. This probably is done to meet the competition with the many other women's magazines on the market. "Each of these magazines is a business which has a main objective--to make profit."³

2. The American magazines have more advertisements than the Arabic magazines.

3. The American and the Arabic magazines carry color pictures of young pretty women on their covers. The exception is Woman's Day which frequently carries other types of pictures.

4. The selected American magazines publish a list of headlines on the cover, while the Arabic magazines print only one

¹ E. B. Taylor, Anthropology (New York: 1881), p. 1.

² Melville J. Herskovits, Man and His Works (New York: Alfred N. Knope, 1960), p. 17.

³ Omer Henry, Writing and Selling Magazine Articles (Boston: The Writer, 1962), p. 15.

headline or a statement about the special gift to the readers from the magazine.

5. Interview and discussion types of articles are used by the Arabic magazines more than the American magazines. They interview professional men who have varied background. Interviewees' opinions about problems are built on the individual's viewpoint. The American magazines use the report type of articles which are written by persons in specialized professions in a field related to a problem. Opinions in such articles are built on research or schools of thought. Arabic articles discuss the new role of women and their problems more than the American magazines. They push women to go out of the house. Most of the articles in the American magazines guide women to command their role as mothers, wives, and homemakers. They mirror, mostly, the isolated homemakers inside the house.

6. Women around the world are shown by the Arabic magazines more than by the American magazines. Also, the subject of politics is discussed more by the Arabic than by the American magazines.

7. The American magazines do not express vigorous editorial opinions. Their editorial is an objective type, with no emotional appeals. Editorials in the Arabic magazines are in direct contrast. They use the demonstrative type message in their editorial. They "show feelings"; the writer expresses his emotions, and aims to arouse a similar feeling in his readers. The writer tries to influence the public's feelings, beliefs, and possibly

its actions.¹ The emotional response in the Arabic editorial is aroused by the phonetic beauty of the Arabic language. There are numerous repetitions of the same ideas in different words.

"Playing with words" is one of the main characteristics of the Arabic writing style.² The Arabic and the American magazines simplify the information in the articles in words to suit women's intellect which they assume is not deep. Their articles may satisfy the emotional feeling of the reader, but they are hardly stimulating mentally.

8. Magazines from each country offer services to women more than creativity. American magazines offer many advertisements and recipes, while the Arabic magazines offer counseling stories and advice concerning personal problems. Furthermore, they give a good number of fashion patterns. Arabic magazines probably offer counseling for cultural reasons. Arabs fear to counsel with professionals when they have problems which are classified by society as shameful or haram (wrong, forbidden).³ They fear public opinion which is the main force that judges, praises, or condemns the behavior of the individual.⁴ Therefore, persons who seek solutions to their problems without being recognized write to magazines with their names omitted.

¹ Clarence A. Schoenfeld, Publicity Media and Methods (New York: Macmillan Company, 1963), p. 40.

² Hamady, op. cit., p. 208.

³ Ibid., p. 35.

⁴ Ibid., p. 34.

9. "Horoscope" is a department seen in the selected Arabic women's magazines while it does not exist in the selected American women's magazines. This also is because of cultural differences. Many Arabs, women in particular, believe in the influence of magic to foretell the future.¹ In fact, many educated people substitute such beliefs for scientific beliefs in a changing world. But still, women's magazines assume that women do not change their traditional way of thinking which does not make harmony with the editorial opinion and other departments.

10. Although selection of fiction is weak in both magazines, American magazines have better fiction than Arabic magazines. Arabic magazines ignore the good Arabic fiction writers who are playing a strong role in the Arabic culture today.

Food departments are given more space and attention by the American magazines than by the Arabic magazines.

RECOMMENDATIONS

In order to serve women and help them solve their problems; in order to give them self-identity more than only housewives; in order to stimulate their thinking and build their image in a changing world; women's magazines should change the traditional type of periodicals they publish.

The following suggestions are recommended to produce better women's magazines.

1. Women's magazines should study their public today and realize that "members of a given public are constantly

¹ Loc. cit.

shifting."¹ Women's magazines, as a part of public relations, must communicate with "a passing parade and not a standing army."² It is important for them to understand that "each generation in a democratic society is a new people." And the more carefully publics are defined, the more ways of reaching and helping them will be discovered.³ Women's magazines should change their beliefs that "to be born a woman means to inhabit, from early infancy to the last day of life, a psychological world which differs from the world of man."⁴ Magazines should realize that women can have personalities the same as men and that they can fit into the wide world.

By knowing their publics and helping them to identify themselves, women's magazines also can help women to be themselves; women as persons and not only as females.

Writing to women what they "can" do instead of what they "should" do, women's magazines should guide their readers as to what they can do and what they really like or dislike as persons and what their tastes, judgments, and capacities are.⁵ This also is the way in which women can understand and discover themselves

¹ Scott M. Cutlip and Allen H. Center, Effective Public Relations (Englewood Cliffs, N.J.: Prentice-Hall, 1952), p. 100.

² Ibid., p. 10.

³ Loc. cit.

⁴ Myrdal and Klein, Woman's Two Roles: Home and Work London: Routledge and Kegan Paul, 1958), p. 18.

⁵ Maslow, op. cit., p. 43.

in a changing world and answer the unlimited questions--Who am I? What am I?¹

Women's magazines should involve men as one of their publics if they want to help women solve their problems which are not always problems about children, cooking, or sewing. Writing articles for both sexes will help them to understand each other and they will not take man-woman traditional relationships for granted. They will understand themselves in relations with each other as persons as well as man and woman.²

2. Women's magazines should mirror women as a part of the society and the world, and not as isolated homemakers. They should discuss and involve women in the social problems which face the society and the world. Problems such as race, or peace and war problems should be discussed by women as well as men because they affect both. Even though women can read about such problems in other types of media, still women's magazines should have the responsibility of discussing such problems. They can have a dynamic power in effecting their aimed publics.

Ads in women's magazines should not be limited to house and beauty products. In fact, the magazines are too much inclined to give their public more than what they need as critics declare. Through their ads contents, magazines stimulate desires for possessions that cannot be gratified by the average reader's income.³

¹ Loc. cit.

² Myrdal and Klein, op. cit., p. 8.

³ Wolseley, op. cit., p. 114.

Magazine ads sometimes make readers dissatisfied with their present washing machines, food mixers, vacuum cleaners, and refrigerators. Magazines which have a large number of ads are "time-wasting to time wasters," other readers should not be deprived of occasional trivial reading.¹

Valuable suggestions about how women's magazines can become effective are given in the following views by Norman Cousins, editor of Saturday Review of Literature, reprinted in The Magazine World under the title, "Credo for a Magazine."²

Fundamentally, to publish a magazine that people will read and respect;

To believe, not as rote or strained slogan, but as rigid fact, that a magazine is by natural right the property of its readers;

That, because of this, editors are but temporary custodians, their tenure related to and dependent upon their confidence in the judgment and intelligence of the reader;

That such confidence is best established by avoiding both the condescension of talking down and the presumption of talking up;

That a magazine, like a person, requires, in order to be effective, certain qualities--readily identifiable and beyond obliteration;

That high among these qualities is a response to values, the capacity to create values, and the passion to defend values;

That other essential qualities include clarity, curiosity, insight, incisiveness, integrity, good taste, good will, conviction, responsibility;

That what is written is believed by the writer and written to be believed by the reader;

¹ Loc. cit.

² Ibid., p. 113.

That the magazine should reflect a sense of adventure and excitement about life in general and about books and ideas in particular;

That honest sentiments, honest passions, and honest indignations are among the highest expressions of conscience, that there is no need to feel shy or awkward or embarrassed in their presence, and that they are not to be waved aside by mock austerics;

That cynicism at best is a waste of time; at worst, a dangerous and potentially fatal disease for individuals and civilizations both;

That ideals are the main business of writers, and that people will respond to ideals far beyond the anticipations of their nominal leaders;

That believing all this need neither limit nor inhibit a sense of fun and enjoyment of laughter;

That editing, finally, is not paring but creating.

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A COMPARATIVE STUDY OF SELECTED AMERICAN AND ARABIC
WOMEN'S MAGAZINES AND HOW THEY REFLECT THE ROLE
OF WOMEN IN EACH COUNTRY

by

AIDA ALI NAJJAR

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The purpose of this report was to show that women's magazines can be more effective and helpful to women in the United States and in the Arabian countries.

Comparison of four magazines, two American magazines: Ladies Home Journal and Woman's Day and two Arabic magazines: Hawa and Al-Hasna was the primary means of implementing the purpose.

A brief statement describing the roles of women in the United States and in the Arabic societies provided the basis for the comparison. These contrasts were revealed by the study.

American magazines were found to be of higher quality from the physical viewpoint, to have more ads, and to have the editorial content based (largely supporting the status quo) upon journalistic research or upon schools of social thought.

Arabic magazines, on the other hand, base their editorials, for the most part, upon personal opinions or emotional appeal despite this relative lack of technical sophistication. Arab magazines appeared to be more enlightened in their urging of a new role for women in society. However, in keeping with this level of technical proficiency, Arab magazines continue to include "Horoscope" departments. They also reflect individual hesitancy about self revelation in their wide range of advice columns.

Finally, noteworthy, cultural differences lie in the Arabic fondness of playing with words.

Magazines in both countries share a basic profit motive, similar cover formats, the assumption that the female is intellectually superficial, and a tendency to provide simplified how-to-do-it information rather than urging individual creativity. In this way the magazines of both countries perpetuate a traditional image of femininity. Thus, both magazines include a curious combination of past and present. The American periodicals use modern technology as a tool for fostering traditional femininity, whereas the Arabic magazines use somewhat outmoded journalistic techniques to initiate a new role of women in society.

The writer concluded the study with the following recommendations:

It was urged that magazine editors know their publics which are continually changing; that men be included in the picture put forth by women's magazines in order to provide a more complete picture of the world in which we live; that greater emphasis be placed upon a cosmopolitan perspective in consideration of contemporary roles of men and women; and finally, it was deemed advisable to follow Cousin's "Credo of a Magazine," which gives valuable suggestions in this area.