

## STAGES OF EVOLUTIONARY DEVELOPMENT OF WOMEN'S PRESS: EXAMPLES FROM EUROPEAN, USA, RUSSIAN, AND JADID PRESS

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**Abstract:** This article is dedicated to the emergence of the first women's publications in the history of the world press, the release of early magazines, their thematic range, design, and their role in the development of the field. It discusses the first instances of women working as editors and journalists in editorial offices. Along with a comparative analysis of women's magazines that appeared in European, USA, and Russian press from the 17th century onwards, the article presents information on attempts to establish the first women's magazines in the Jadid press, which emerged in Turkic-Muslim regions at the end of the 19th century.

**Keywords:** women's journalism, women's press, magazine, editorial office, editor

### 1. Introduction

Considering that the history of the world press dates back to the early 1600s, with some exceptions, for about 200 years after the emergence of the first press, mainly men worked in publishing houses and editorial offices (Bingham, 2004). During this time, even in countries at a historical development stage, women had almost no opportunity to fight for their rights, participate in intellectual debates, or express their opinions. All information and data were presented from the perspective of men (Briggs, 1961). Women even had to learn about their health issues from newspapers founded by men from their point of view. Although researchers have reported in their scientific studies that the stages of development of women's journalism were actively formed by the second half of the 19th century, the need to create a special press for women arose in the 17th century (Cowman, & Jackson, 2005). During this period, the first women's publications in Europe were established. Although these were mainly published as "supplements" to other periodicals, the emergence of women's periodicals was one of the most significant events in world history.

There are hypotheses that early women's magazines covered love, marriage, behavior, fashion, clothing, and jokes about women (Moeran, 2001). Since women have always been interested in cultural life, clothing, and jewelry, there are opinions that women have contributed to fashion and beauty since the advent of the women's press. Later, by the end of the 19th and beginning of the 20th centuries, many studies revealed that in Europe, the USA, and throughout the World, issues of women's independence and equality with men arose, and the struggle for women's freedom and liberty intensified, which led to the activation of women's

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movements. The press was divided into two opposing sides: the first, supporters of the old order, and the second, those ready for the new era. Magazines published by women – suffragists who fought for freedom and equal rights with men were brought to the forefront by proponents of the new era (Poryvaeva & Kondrasheva, 2016).

## 2. Methods

This study employed a comparative (theoretical) analysis method, utilizing materials published in international scientific journals and fundamental literature. The research findings from the USA, Europe, and Russia were analyzed, particularly the data presented in American scholar Tammy Morgan's study "The Lily and its Impact on Feminist Thought in Nineteenth-Century America" (2015), as well as the research conducted by K.V. Marchan "Women's Press: A Historical-Typological Perspective of Consideration" (2019). Additionally, based on the scientific article "History of the Emergence of Women's Magazines in Europe" (2016) by Russian researchers L.V. Poryvaeva and E.V. Kondrasheva, it was theoretically established that the first women's magazine "Lady's Mercury" was published in 1693. According to M.Kondratiev (2010), the first specialized women's magazine was founded by a man. The article also incorporates the comparative and analytical results of "The Lily," the first women's magazine published in America, and the initial women's publications in Russia, based on the research of E.Dekich and E.A. Kaverina (2022).

Furthermore, theoretical analyses of the first attempts to create women's publications by representatives of the Jadid movement, which began in Crimea at the end of the 19th century, were interpreted based on articles by researchers V.Yu.Gankevich and L.N.Chubukchieva, as well as information from Ankara Yıldırım Beyazıt University researcher Doğan Hilal's "Alem-i Nisvan Gazetesi (1905-1907)" (2020) and other sources.

## 3. Results and Discussion

Studies show that the first publication for women in the history of journalism was published in London on June 27, 1693. The first fashion magazine, "Mercury Galant", was published for men in 1672 in Lyon, France, by the publisher Jean Donneau de Visé. This magazine became a herald of unique cultural and social events. 21 years later, the English publisher and journalist John Dunton founded "The Ladies' Mercury," a magazine with similar content but intended for women. The magazine aimed to answer women's lifestyle, health, and social relations questions (Marchan, 2019). "The Ladies' Mercury," the first magazine published in Great Britain, became the first women's publication in Europe focused on addressing women's specific interests and needs.

Later, by the 18th century, magazines similar to “The Ladies’ Mercury” began to spread widely in Europe. As most subscribers were aristocratic women, actresses, and singers, the number of publications specializing entirely in fashion gradually increased. These included: in 1776 – the journal “Galerie des modes et costumes français” in Paris; in 1785 – the French “Cabinet des modes ou les modes nouvelles” (“Cabinet of Fashions or New Fashions”); in 1779 – the German “Bertuch’s Journal des Luxus und der Moden” (“Journal of Luxury and Fashion”); in 1786 – “Journal des dames et des modes en France” (“Journal of Ladies and Fashions in France”); in 1794 – the English “Gallery of Fashion” by Ackermann; in 1797 – the French “Journal des Dames et des Modes” (“Journal of Ladies and Fashions”) and others (Azizbekova, 2014). However, the monopoly of the beautiful and narrow-minded fashionista image in the women’s press did not last long. At the end of the 17th century, a magazine called “The Pharos” (“The Lighthouse”), dedicated not only to fashion but also to various social and cultural issues, was first published in London (Poryvaeva & Kondrasheva, 2016).

The journals of that time did not differ much in structure from modern ones; instead of photography, illustrations were used: the pages were hand-painted with watercolors, and large engravings were present. The topics of European magazines not only covered entertainment subjects but also contributed to the development and education of women.

Godey’s Lady’s Book, founded in 1830 by Louis Antoine Godey, was the first American publication intended for women and occupied a special place in society’s cultural and social life. The magazine covered fashion, household chores, literature, and art topics and encouraged women’s education and self-development. Godey’s Lady’s Book became one of the leading women’s press publications of the 19th century (Casual, 2010). However, the first publication edited by women in the USA was “The Lily,” launched in 1849. Its founder, Amelia Bloomer, explains why she established this magazine: “I needed a means to spread the truth about women to every woman, and I was able to do it.” It began with the title “The Lily: A Ladies’ Journal Devoted to Temperance and Literature.” The motto of the first women’s publication in the USA was: “It is woman that speaks through The Lily. It is woman that has at last come before the public to speak for herself” (Morgan, 2015). Despite the journal’s short publication period, extensive research has been conducted on its important role in the history of women’s press. After “The Lily,” which laid the foundation for early women’s journalism in America, other newspapers and magazines edited by women played important roles, particularly “Una” (1853-1855) edited by Paulina Wright

Davis, Ann W. Spencer's "The Pioneer and Woman's Advocate" (first issue published in 1852), and Lydia Hasbrouck's "The Sibyl" (1856) (Azizbekova, 2014).

According to K.V. Marchan, a Candidate of Philological Sciences at the Moscow Institute of Social Education and Information Technologies, publishing a magazine aimed at a female audience in Russia originally belonged to the publisher N. I. Novikov. In 1779, he founded the first women's literary magazine – "Модное ежемесячное издание, или Библиотека для дамского туалета" (Fashion Monthly, or Library for Ladies' Toilette). The journal had a more didactic character. Unlike his European counterparts, the magazine's editor defined the publication's goals as: "To provide the fair sex with pleasant reading in their leisure time." The pages of the magazine were filled with fairy tales, anecdotes, songs, epigrams, and riddles (Marchan, 2020). In 1804, a Russian writer and journalist, M.N. Makarov, published "Journal for Lovers" – the first women's magazine in Russia, featuring materials in the spirit of sentimentalism, memoirs, and historical stories. It provided space for discussion on women's fashion. In 1808, Prince P.I. Shalikov published the magazine "Aglaya," which included poems, fairy tales, epigrams, prose, notes, and sketches about fashion. In the 19th century, the number of women's magazines in Russia increased. "Московский Меркурий" (1805), "База" (1832) – "a literary and artistic journal of social news, fashion, household management and handicrafts," "Магазин Мод и Рукоделья" (1851), "Лучи" (1850), "Ласточка" (1859), "Модный магазин" (1861), "Новый русский базар" (1866), "Модный свет" (1868), "Дамский мир" (1907), "Моды для всех" (1910) and many other magazines were published mainly by men (Casual, 2010).

After global changes, the Jadids, who were advocates of innovation in the Caucasus, Volga-Ural, and Turkestan regions, contributed to the development of the press while combating educational backwardness. They attempted to establish a women's press. The first attempt dates back to the 1880s. Ismail Gasprali, the leader of the Jadid intelligentsia and editor of the "Tarjimon" newspaper, developed the first magazine project for Muslim women called "Tarbiya" (Education). He intended to dedicate the magazine to mothers and children's first teachers and aimed to appoint his wife, Zuhra Gaspirali, as editor-in-chief. In November 1887, Zuhra Gaspirali appealed to Ye. M. Feoktistov, the head of the Main Directorate for Press Affairs of the Ministry of Internal Affairs, requesting permission to establish a special publication for Muslim women – the "Tarbiya" ("Education") magazine based on the "Tarjiman" newspaper. In her appeal, Zuhra Gaspirali wrote: "Considering that influencing Muslim women is not only beneficial



but directly necessary to bring Muslims closer to Russian life and science more successfully and precisely, I intend to use a print publication as the only means for this purpose.” (Gankevich, 2000). The magazine was planned to be published twice a month in the Tatar language under the editorship of Ismail Gasprali. The application included a program for the “Tarbiya” journal, containing the following topics:

1. articles on household management and sewing;
2. articles on home hygiene and childcare;
3. articles on Russian pedagogy and exemplary lessons in Russian language and literacy for children;
4. short stories, biographies of moral scholars and famous women, anecdotes, words, and poems, both original and translated from Russian.

The project was rejected by the Main Directorate for Press Affairs in 1887.

In 1891, Ismail Gasprali attempted to launch another periodical for women. It was called “Kadın” (“Woman”) and was intended to supplement “Tarjimon.” However, St. Petersburg authorities also rejected this publication (Yablonovskaya, 2017).

On July 11, 1905, Ismail Gasprali appealed to the Minister of Internal Affairs for permission to publish a weekly journal in the Crimean Tatar language called “Alem-i Nisvan” (Women’s World). This time, the appeal was viewed favorably, and in November, the program for a women’s journal for Crimean Muslim women was approved in St. Petersburg. The first independent issue of “Alem-i Nisvan” was published in the Tatar language in January 1906. Among the main objectives of the journal, improving the social and cultural lives of women and promoting enlightenment with an emphasis on their education held an important place. The establishment of the magazine was another significant step within the framework of the Jadid movement, aimed at strengthening the position of Muslim women in society (Dogan, 2020).

Thus, in Turkic Muslim countries, the women’s press gradually developed. Publications such as “Dagestan Woman” (Dagestan), “Suyumbika” (Tatarstan), “Bashkir Girl” (Bashkortostan), “Lady Gor” (Ingushetia), “Nana” (Ichkeria Chechen Republic), “Dalbar Khatun” (Yakutia), “Yangi Yo‘l” (New Path) and others began to cover various social issues, women’s status, education, household matters, and child-rearing. These publications had educational significance and were traditionally intended to serve domestic life, preserve national values, and educate the younger generation.

#### 4. Conclusion

The emergence and development of the women’s press can be attributed to the public’s interest in various social groups, the

status and knowledge of women within them, and their worldviews. Subsequently, socio-economic and political progress influenced women's social goals, which inevitably led to semantic and thematic changes in women's periodicals. By the 20th century, women's periodicals had become an indispensable tool for adapting to rapidly changing social realities and assimilating new values.

Historically, the gradual development of women's journalism served to elevate and grow women spiritually. The first women's publications were sensitive to women's situations and changes in the social and political landscape. In their gradual development, these early women's publications played a crucial role in highlighting women's interests, social status, education, rights, and lives. They had a significant impact on strengthening the role of women in society and promoting equality.

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AYOLLAR MATBUOTINING TADRIJIY RIVOJLANISH  
BOSQICHLARI: YEVIROPA, AQSH, ROSSIYA VA JADID  
MATBUOTI MISOLIDA

**Annotatsiya:** Mazkur maqola jahon matbuoti tarixida dastlabki ayollar nashrlarining paydo bo'lishi, ilk jurnallarning chop etilishi, mavzular palitrasi, dizayni va ularning soha rivojida o'rniga bag'ishlangan. Xotin-qizlarning ilk bor tahririyatlarda muharrir va jurnalist sifatida faoliyatiga to'xtalib o'tilgan. XVII asrdan boshlab Evropa Aqsh va Rossiya matbuotida paydo bo'lgan ayollar jurnallarining qiyosiy tahlili bilan birga XIX asr oxirlarida turk-musulmon o'lkalarida maydonga kelgan jadid matbuotidagi dastlabki xotin-qizlar jurnallarini tashkil etishga bo'lgan urinishlar haqida ma'lumotlar taqdim etilgan.

**Kalit so'zlar:** ayollar jurnalistikasi, xotin-qizlar matbuoti, jurnal, tahririyat, muharrir

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ЭТАПЫ ЭВОЛЮЦИИ ЖЕНСКОЙ ПРЕССЫ: НА ПРИМЕРЕ ЕВ-  
РОПЫ, США, РОССИИ И ДЖАДИДСКОЙ ПРЕССЫ

**Аннотация:** Данная статья посвящена появлению первых женских изданий в истории мировой прессы, публикации первых журналов, их тематической палитре, дизайну и роли в развитии отрасли. Рассматривается деятельность женщин в редакциях в качестве редакторов и журналистов. Наряду со сравнительным анализом женских журналов, появившихся в европейской, американской и российской прессы с XVII века, представлена информация о попытках создания первых женских журналов в джадидской прессы, возникшей в тюрко-мусульманских странах в конце XIX века.

**Ключевые слова:** женская журналистика, женская пресса, журнал, редакция, редактор.

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