

## Revisiting *Kadın Gazetesi* (Woman's Newspaper) of the 1960's to Survey the Covers of the Journal Format

Ayseli USLUATA

Yeditepe Üniversitesi

İletişim Fakültesi, Halkla İlişkiler ve Tanıtım Bölümü

İstanbul

[ausluata@yeditepe.edu.tr](mailto:ausluata@yeditepe.edu.tr)

*Kadın Gazetesi*, a Turkish journal for women by women, began publication on March 1, 1947 as a newspaper, changed its format to a journal on March 10, 1962 and subsequently, with images and the list of contents on the cover, continued as *Kadın* (“Woman”) Gazette until March 1966. At that point, the word “Gazette” was dropped from the title, the list of contents removed, and the cover changed. The journal ceased publication in 1979. The reason for the change of format from a newspaper to a journal after sixteen years was to boost sales. According to the dealers/sellers, colorful covers would attract more readers. Covers of journals convey the ideas of the editors and publishers to their readers (Mc Cracken, 1992). The new format, including both images and the list of contents on the cover, would reflect the new identity of the journal. In this study, the covers of the journal format of *Kadın Gazetesi* from March 10, 1962 to March 21, 1966 will be analyzed by one of the contributing authors of the journal, using visual content analysis. The intent of the study will be to determine if the colorful covers affected the publishing objectives declared by the owner in the first issue of the newspaper. The owner’s aim was to protect Atatürk’s principles and reforms for women and the effective use of women’s rights; wide coverage of social, political, economic and educational issues would help women keep up with the local and global issues that effected their lives. Both the images and the list of contents will be considered in the survey of the covers, in order to identify the issues covered in the journal. The issues will then be classified in groups, such as “motivating,” “inspiring,” “educating,” “informing,” and “enlightening,” according to the activities and achievements they were intended to encourage women to undertake.



A social, political and educational newspaper published weekly on Saturdays.

## Kadın Gazetesi'ne 1960'lardaki Dergi Formatının Kapakları Aracılığında Yeniden Bakış

*Kadın gazetesi* kadınlar için kadınlar tarafından 10 Mart 1947'de gazete olarak yayınlanmaya başlamış, 10 Mart 1962'de dergiye dönüşmüş, renkli göreseller ve içindekiler listesi içeren kapakları ile 10 Mart 1966'ya dek yayını sürdürmüştür. Bu tarihte “gazete” sözcüğü ve içindekiler listesi kapaktan çıkarılmış, 1979 yılında da yayın sona ermiştir. Gazetenin 16 yıl sonra dergiye dönüştürülmesine bayilerin renkli dergi kapaklarının okuyucuların ilgisini çekerek satışları arttıracağına ilişkin önerileri neden olmuştur. Dergi kapakları editörlerin/yayıncıların düşüncelerini, görüşlerini okuyucuya aktarır (Mc Cracken, 1992). Kadın Gazetesinin dergi formatındaki yeni kimliğini de kapaklardaki görseller ve içerik listesindeki konu bilgileri yansıtabilecektir. *Kadın Gazetesi*'nin dergi formatında 10 Mart 1962'den 1 Mart 1966'ya dek yayınlanmış kapaklarını inceleme ve renkli kapakların gazetenin ilk sayısında öne sürülen yayın amacını nasıl etkilediğini araştırma görevini dergiye katkıda bulunan bir kişi üstlenmiştir. Kadın Gazetesinin sahibi, İffet Halim Oruz, gazetenin ilk sayısında ilke ve amaçlarını Atatürk ilkelerinin, kadınlar için gerçekleştirilen reformların korunmasını, kadın haklarının etkin kullanılmasını, toplumsal, siyasal, ekonomik ve eğitsel konulara geniş yer vererek kadınların yaşamlarını etkileyen yerel ve global konular üzerine bilgilenmelerini sağlamak olarak belirtmiştir. Dergi formatına dönüşün en önemli simgesi olan renkli kapaklar incelenirken yayın amaç ve ilkelerinden ödün verilip verilmediği hem görseller hem de içindekiler listesindeki konu başlıkları dikkate alınacaktır. Kapaklarda dergilerin içerdiği belirtilen konular kadınların üstlenmelerini destekleyen etkinliklere, başarılarını sağlayacak çalışmalara yönlendiren “güdüleyici” “esinlendirici” “eğitici” “bilgilendirici” ve “aydınlatici” başlıklar altında sınıflandırılacaktır.

19th Year Special Issue  
Political Social Weekly  
Journal

**March 1, 1965**

Nezihe Araz  
Hasene Ilgaz  
Şüküfe Nihal  
Halide Nusret Zorlutuna  
Sabahat Toktamış  
İffet Halim Oruz  
Vasfiye Özkoçak  
Neyyire Koçar  
Muzaffer Usluata  
Meryem Abedalal  
Sabriye Kanat



The journal displayed the editorial family on the cover of the special issue published to celebrate the 19th year.

Pass-port sized photos of 11 women--well-known writers, politicians, housewives, university students--were presented on the cover as the contributing members of the family with Mrs İffet Halim Oruz in the middle

## Introduction

*Kadın Gazetesi* (Woman), a social, political, and educational journal, started its publication life on March 1, 1947, as a newspaper under the ownership of Mrs. İffet Halim Oruz. A female journalist, a graduate of the faculty of economics, the wife of retired General Halim Oruz, a mother to a son, and a fervent supporter of secularism and the principles of Atatürk, the founder of the Turkish Republic, Mrs. Oruz was also the editor-in-chief and the chief columnist under the title “Through the eyes of a woman.” The Turkish Women’s Union was a supporter of the newspaper as well. The most important feature that distinguished the newspaper, besides its being a paper for women, was the space it gave to political, social, and educational issues and the protection of the principles of the Turkish Republic and women’s rights as active, informed citizens. “The country’s economic and social cases need the agility of a woman’s hand and the sensitivity of a woman’s heart,” was the headline of the newspaper, which was “the only newspaper published for women by women among over 20 newspapers during the same time period [and] aimed to overcome the difficulties encountered in the way of modernization opened by Atatürk” (Ünal, 2010).

After sixteen successful years, marketing problems emerged and the newspaper was facing financial pressures. Mrs. Oruz complained about the dealers, who were used to selling magazines for women that had colorful covers and did not deal with serious issues. Thus, a journal with attractive covers might solve the problem because covers would attract readers. Mrs. İffet Halim Oruz had to make a decision regarding the future of *Kadın Gazetesi*, but she was determined not to give up the principles she had put forward in publishing the newspaper for women. In the first issue of the new format of the weekly political, social, and educational journal, she wrote, “In this issue, our cover is an experiment. A cover with gilded pill (for sale), doesn’t mean we will give up on our mission” (March 10, 1962, issue 705). She went on to assert her intention: “Our Republic has found a place for our women in the world with science, arts, politics and current events” (March 10, 1962, issue 705); thus, the issues covered in the journal would aim at encouraging women to achieve empowerment.

At the end of 16 years, enlightened women had started taking part in the publication process and, with their support, the power of the journal increased. Young girls, university students, housewives, famous authors, congresswomen, women deputies, and highly educated women all volunteered to work for the journal by writing articles, sending stories and/or poems, showing willingness to undertake interviews of people, and attending conferences as a correspondent.

Mrs. Oruz was thankful to them for being wonderful supporters, and, with their encouragement, the newspaper continued to be published as a political, social, and educational weekly journal. The magazine has dealt with the idea of Westernization and the transformation of Turkish women by covering topics such as women's place and importance in society, education, work and contribution to social life, health, motherhood and fashion and the economy (Karabulut, 2011).

New editorial staff joined the editorial board, and a young woman who was a student in the economics faculty, Miss Muzaffer Usluata, became the editor of the journal. Given the growing numbers of women willing to contribute to the journal voluntarily, in the first issue, which was published on March 10, İffet Halim Oruz wrote: “In this issue, our cover is an experiment. Issues related to women in the journal will help them progress/improve (strengthen).”



- Events & woman
- Summer fashion
- How can you loose weight
- Decoration
- Food
- Stars and cinema
- The world of music
- Famous English woman author: George Eliot
- Innovation in arts
- World of music
- Children's page
- Intreview with two woman members of Parliament

“A cover with gilded pill (for sale?), doesn't mean we will give up on our mission,” wrote Mrs. Oruz.

The mission of the journal was actually to maintain the place the republic had established for Turkish women in the world with science, the arts, politics and current events, etc. The magazine has dealt with the idea of Westernization and the transformation of Turkish women through topics such as women's place and importance in society, education, work and contribution to social life, health, motherhood, and fashion and the economy (Karabulut, 2011).

Being one of the contributors in the new family of the *Kadın* journal, the author of this study will revisit the covers of the new journal to check if they served the intended purpose. Magazines rely on newsstand sales, and the magazine cover's job is to sell the magazine—it has to stand out on a rack full of other magazines “(Cheng, 2015)”.

The magazine cover page serves several purposes. On the one hand, it has to be visually appealing and different from the other cover pages on the newsstand to attract new readers. On the other hand, each new cover should be different from that of the previous issue but should still be familiar and recognizable to regular readers. It has to present the publication's character and its content. All of these make the cover page the most important page of any magazine.

Since the new format included both images/pictures and a list of contents on the cover, reflecting the identity of the journal, this study will consider the new format of the *Kadın Gazetesi* and the experience of being one of the contributing women to the journal through participant observation. The cover pages of the journal will be analyzed. The cover, which forces readers to act and make decisions, is also a test to determine how well the audience is known.

The cover pictures are delightful and simple. Lovely face photos of women are used.

**FACES PHOTOS ARE USED**



**Carol Lyne**  
**March 19, 1962**  
**Issue 706**

What will happen to the kids in the streets??  
İngiliz Kadın Yazarının Meşhur Eseri:  
Adam Bede  
Leather Fashion For Spring  
Golde Meir's visit to far East



**Macide Tanır**  
Famous Theater Actress  
the Plays She Took Part in are on p.15

**17th year of publication**  
The Meeting of Teachers at the Directorate of Security in the Children's Department  
The International Women's Convention  
Rules of behaviour in the family

**March 4, 1963**  
**Issue 756**  
**75 kuruş**



**English actress Mary Peach while filming "No Love for Johnnie"**  
**September 14, 1964**  
**Monday**  
**Issue 836**

Contents:  
On the Exhibition of women artists Aşiyan Museum of Tevfik Fikret  
Working women received their diplomas  
Cinema



**Robert Michel & Carol Dickinson**  
**July 15, 1962**  
**Issue 723**

**A Bride from Germany**  
An hour with Mrs. Halide Nusret Zorlutuna (Interview with the famous Turkish poet and novelist)  
Children and Family  
Woman - Fashion  
Cinema



**National Theatre Artist Freddie Davis in Turkey**  
**July 15, 1963**  
**Issue 775**  
**May 9, 1963**  
**Issue 765**



**SPECIAL ISSUES WITH SPECIAL DESIGNS**



**İzmir International Fair**  
Special Issue for İzmir  
**September 9, 1963**  
**Issue 783**



**Motherhood**  
Exhibitions at the art gallery  
Collective houses  
Maymul village  
women poets of young generation  
Tuberculosis hospital at Yedikule  
**December 9, 1963**  
**Issue 796**

**Mother's Day**  
Atatürk and A Woman in the world of plastic Arts  
**March 11, 1964**  
**Issue 818**



**Nurtekin Odabaş**

**Education**  
Education week



• "Successful years of education for the children of Turkey, who are the basic stones of primary education..."  
• Bolivia revolution  
• Hospital for kids in Şişli  
• Hippocratic Oath  
**September 3, 1963**  
**Issue 785**

**Family Planning**  
**June 7, 1963**  
**Issue 771**



**"Yas günü değil and günü"**  
Not the day to mourn, it's the day to vow  
**November 10, 1963**  
**Issue 792**



**SPECIAL ISSUES WITH SPECIAL DESIGNS**



**Celebrating the Holiday**  
**February 8, 1965**  
**Issue 857**

- Görüşüm (through the eye of Young generation)
- Economic problems of women
- Impressionism
- Women's rights
- Just one of the problems a university graduate girl faces at work.
- The only woman minister in the German parliament
- Turkish women working in the fashion houses in Berlin
- Theater, Poems by readers



**Famous Virtuoso Leonid Kogan with Children**  
**February 22, 1965**  
**Issue 859**



**Artwork Motherhood**  
**March 29, 1964**  
**Issue 812**



**Artwork produced at the Technical School for Girls**



**Carehome is for us all**  
**July, 13 1964**  
**Issue 824**



**Handwork Turkish Textile Industry**  
**January 11, 1965**  
**Issue 853**



**Youth & Sports Holiday Highschool Girls Sports Show**  
**May 18, 1964**  
**Issue 819**



**Artist Alev Oraoğlu Children's Holiday Highschool Girl Theater**  
**April 26, 1965**  
**Issue 868**

**SPECIAL ISSUES WITH SPECIAL DESIGNS**



**Conference**  
**January 13, 1964**  
**Issue 801**



**Univeristy ready for a new academician**  
**October 3, 1966**  
**Issue 844**



**Ms Melek Akın visiting nuclear power plant is being interviewed in Paris.**  
**November 30, 1964**  
**Issue 847**

**Turkish Women Abroad**



**At Williamsburg Conference (Sent to Turkish Press)**



**Ayseli Usluata representing Kansas Univ. & Turkey talks to A. Friendly of Washington Post**  
**August 31, 1964**  
**Issue 834**



**1966 summer creation by Italiano della Moda**  
**May 16, 1966**  
**Issue 920**  
Our editor won the children's radio play competition.



A cover showing the body of a woman without the contents was the idea of a male editor-in-chief who worked for two issues only.  
**Issue 878**

Special Cover Composition of the Journal was produced by the artist Nihat AKYUNAK

Young generation writers  
of the New Wave are:

- 1 Muzaffer Usluata Bilgili
2. Özen Soner
3. Hamit Şairoğlu
4. Ayten Atasagun
5. Gül Ersöz
6. Yıldır Gençata
7. Aslan Babal
8. Zehra Üstüncarçı
9. Cem Hikmet



**March 21 1966 Issue 912**

The journal starts its 20th publication year with idealist young staff New Wave in the Kadın Journal "The French Cinema has brought a " new wave" Good news from the editor-in-chief was the declared that with the leadership of young and competent editor who has completed her studies at the faculty of economics the journal would take part in this New Wave.

The journal showcased the editorial family on the covers of two special issues published to celebrate the 19th and 20th years of *Kadın gazetesi*. Passport-sized photos of 11 women—well-known writers, politicians, housewives, and university students, with one of Mrs. İfet Halim Oruz in the middle—appeared on the cover of the special issue to celebrate the 19th year.

Meanwhile, four young women and three young men appeared on the cover of the 912th issue, published to mark the 20th anniversary of *Kadın gazetesi*. This was a sign of appreciation and a thank you from Mrs. Oruz.

### Cover Images

The journal mostly used simple, colored and natural-looking headshots of women and men with achievements in the arts, schoolchildren, and of course the Atatürk, the founder of republic, who gave women an important place in social and political life, as well as the right to vote.

The serious format of the newspaper created difficulties with sales, and its focus on women, not only as mothers, but as part of social life, required a continuing fight to survive in spite of the simplicity of its content.

Under the name *Kadın gazetesi* and color pictures, the newspaper continued publication as a journal, without compromising its objective and principles. Cover pictures were simple and delightful, and were mostly lovely photos of women's faces.

Photos were also used to celebrate certain special occasions. For example, a photo of kids marked the new school year (785); another of schoolboys playing violin with their instructor was used to congratulate them (859); and another commemorated the gymnastics performance of high school girls for the sports holiday (819).

There were also photos of children's holidays; Mother's Day; successful women at home and abroad; an engineer, Ms. Melek Aki, who had visited both the nuclear center and the Dior fashion show in France, being interviewed on her return to Turkey (847); an academic in the USA at the MUN program (834); female university students at the beginning of the academic year (844); the obituary of the Atatürk on 10 November (740); and a famous Turkish woman author (801). Further photos celebrated the opening of a care home, with an expression of solidarity: "a care home for all of us," and a religious holiday, with a message and a photo of village people at the feast (857). There were also images of:

Turkish Theatre actress Macide Tanır (756);

A female figure drawn by the Spanish ballet, which appeared in a special issue for the İzmir fair (783);

Soldiers celebrating the National day on May 9 1962 (820);

The faces of foreign film stars such as Audrey Hepburn, Robert Michel, Carol Dickinson, Gina Lollobrigida;

Handicrafts (853);

Artwork produced at technical schools for girls; Paintings celebrating motherhood (812);  
and

Celebrations of Mother's Day in the museum of plastic arts (818).

A full picture of a woman (878) was used on the cover by the male editor-in-chief assigned for two issues only, in an effort to boost sales.

As noted, the special issue for the journal's 19th year had a cover showing the headshots / of the editorial board. These special issues, with photos of contributors of different backgrounds, proved the success of the journal, bringing together on a cover women of all ages, with the addition of young men for the 20th issue. These issues are perfect examples of the editors' motivation.

In the 1970s, the covers shifted from color to black and white (844).

### **Between 1962 and 1966, the cover pictures were accompanied by a list of contents.**

The pictures, as well as the issues covered, were divided into categories in the contents list: "motivating," "inspiring," "educating," "informing," and "enlightening" to be analyzed. The readers had significant contributions to make in enabling women to be more active in society and in realizing the importance of women in social life. Since each issue had a "children's page," it enlightened children as well as women. The former, through the letters, pictures, and poems and stories they had written, contributed to the journal and took part in the contests. The journal received letters from kids living in villages all over the country.

The sections in each issue, such as the children's page, fashion, music, and cinema, invited readers to be informed and, by arousing their curiosity, motivated and enlightened them.

The aim of the journal was to encourage women to be more active and understand themselves as individual both in their own society and abroad.



**Motivating**

Issues questioning social problems motivated women to think and find solutions:  
 What will happen to the street kids (706); Orphanages (729);  
 New volunteering office (722); Working for charity organizations (722) Children's rights (719); The problems of the children in the villages (719) The activities of associations (720);  
 Woman's role in press (717);  
 Need for clean water (765); Committee for environmental pollution (726 & 727) The length of retirement years of women should be shortened (708);  
 Economic problems of women (878); Women in politics and economics (710);  
 Just one of the problems the female university graduate has at work (878); Interviews with famous intellectuals (705; 723); Museum of famous Turkish poets (834); Courses at technical schools for girls (723); Leadership courses (728); Sea sports have started (709); Girl champions in Germany (723); Fashion show (717); Novel competition (724);

**Inspiring**

Famous female authors: "Mother," a story by a famous Turkish author (714);  
 Adam Bede by English novelist George Eliot (705); Jale Tulga, the woman of the year (708); Historical films (721);  
 Traveling the Black Sea coast (775) and the coasts of Napoli and Malaga (727); Travel impressions (724); The Azor islands (728)  
 Decoration (705); Visiting the glass factory (717);  
 World of music (705; all issues); The stories of the songs (716; 720; 724); International women's convention (756); News from the world (718); Technical art schools for girls (723); The unknown child (718);  
 Care homes (827); Winners of the shoe and knitting contest (721);  
 A bride who came from Germany (723); The only female minister in the German parliament (878); Turkish women working in the Berlin fashion houses (878);  
 Female football players (718); Our champion girls in Germany (723); 7 female creators (719); The graduates of the girls' high school (719);  
 Winners of the music puzzle contest (722); Poems by readers (878); Competition for children's plays for the radio (920); London conference (801); Would you like to dance? (834).

**Educating**

Women in history and the history of women of other cultures: The social position of Anatolian women;  
 Religion and rural women (709), Draft of the new education law (711); Women's place in the old Anatolia;  
 Women and family (716 & 765); Family economics (723); Mother and child health (819) & (862); Family planning (771);  
 Motherhood, mother's responsibilities (711); Mother and child health (819); Rules of behavior in the family (756); Our children and their problems (816); Children and family (722 & 723); Mother-in-law problems (722);  
 Women and smoking (807); Women and labor (738); Otherness in social work (862); Education of the enlightened woman (713); Environmental education (726);  
 The economic miracle of Italy (798); People of Turkistan (726);  
 Women's place in the Hittite family (735); and Women in the Hittite family (718).

### Informing

All issues included pages for cinema, music, fashion, poetry, as well as a variety of other issues.

Suggestions for diabetic women (771); New hospitals (796); Care homes (721); Children's hospitals (785); Mothers' Day celebrations (714); World Children's Day (788); Conference of teachers (756); Our women as intellectual workers (861);

England through the eye of a foreigner (775); Theater (878); Films we will watch (741); Retirement of female officers (741); Troubles and lawsuits (815);

Private course of sewing and seaming (722); Cinema season is ending (713); Pictures of naked women in the press (709); and

Young girl—the first prize-winner of a novel writing competition (724).

### Enlightening

Enlightening women with news from abroad, the history of women's achievements, and material on the arts and sports:

Happy people (765); Through the eyes of the young generation of girls (878); Women in Egyptian art (819); August Renoir (862); Tevfik Fikret's *Aşyan* (827); The role of women in the press (709); Women's responsibility (709);

Turkey through the eye of a foreigner (819); Summer camps (724);

Huge buildings in the USA (741); Americans and us (708); Letters from the USA (727 & 728) Social news (724, 727 & 728); Social studies of otherness (862);

Turkish workers in Germany (741);

The country's social and economic position (728); and Commitment to democracy (728).

As noted, all issues of the *Kadın* journal had children's pages with letters, pictures poems from children. They also had sections called "our pages," devoted to publishing the poems, stories, and interviews sent by readers; pages devoted to the arts at home and abroad, including material on museums, exhibitions, poetry, and artists; pages devoted to fashion at home and abroad, old and new; pages devoted to music worldwide and to folk music; and pages devoted to sports for women.

According to the visual content analysis, the mission of the journal, declared in the first issue of *Kadın gazetesi* in March 10, 1962, has not been disrupted. With images and the topics addressed on the covers, the journal motivated women to be more active in society as individuals, inspired them to imagine and to use their abilities to be creative, informed them about the responsibilities of women, encouraged them to question their rights, and enlightened them, helping them to realize the place and importance of women in social, political, and economic life. In addition to women, children, the next generation, who were both the readers of and contributors to the children's pages in the journal, were enlightened as well. A previous thesis on *Kadın gazetesi* concluded that the journal made a significant contribution to the women's movement in Turkey (Karabulut, 2005).

The results of the cover content analysis—the visual and topic analysis of the covers—showed that *Kadın gazetesi* educating women about the history of women in different cultures and in old and modern societies, motivating them to be more active in society as individuals, inspiring them to contribute to the journal rather than just being passive readers, and informing them of the success of Turkish women in foreign countries enlightened them to realize their place and importance in the political and social life of a democratic society.

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