## Information and Knowledge in Israeli Women's Magazines 1947-2002 – Trends and Changes: The Case of "L'aisha" ("For the Woman")/

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## Abstract

**Introduction:** Research of popular journalism has an important role in understanding society's way of thinking. This role expresses in the "Annales Approach" which claims that understanding literature depends on its location in the social-cultural area and that there is a relationship between the author and the audience.

**Aims:** Examination and description of the information and knowledge offered in women's magazines during 55 years, and understanding the importance of popular journalism as information channel of social issues for women. The research has three goals. The first, deals with the information and knowledge offered in women's magazine, and in the weekly section's distribution according to subjects. The second examines the section's distribution by categories: writer's gender; writer's authority and professional and addressee's gender, trying to answer the questions dealing with the trends and characteristic. The third, discusses the issue of social changes and global processes in the weekly section's such as technology development, new age and the consumer movement.

**Methodology:** "L'AISH" ("For the Woman") weekly magazine was chosen for the study. This weekly is the most popular and widespread among women's magazines in Israel. 143 issues were examined in the Content Analysis technique.

The years 1947-2002 were divided in to 12 times periods, each by five years. In every year the first issue of the month was examined and in every issue the permanent sections were studied.

**Results:** The most common sections offering useful information and self helping knowledge. Other significant findings attached to the gossip and entertainment sections, editorial items and letters to the editor. The "Life Stories", although not a regular section, comprehend a meaningful place. The findings dealing with the

section's distribution by categories: writer's gender; writer's authority and professionalization and addressee's gender, show that the number of female writers is much higher than the number of male writers. In 11 sections writer's authority and professional were examined, only in two the percent of professional writers was higher than the editorial members. In three out of the four sections the addressee's gender was examined, the approach is for both genders. As for the social changes and global processes, the results show that the technology and computer section appears in only one time period during the research. The consumer movement's development influenced the contents, from informative to advertising and the new age development as a religion is expressed in contents offering information in alternative medicine and mysticism.

**Conclusions:** The obvious numbers of useful information and self helping knowledge contents are connected directly to the newspaper's designation as information source. The gossip and entertainment sections offers information on famous people's lives, one can learn the changes in the Israeli society and about the status' change of famous people. The letters to the editor section shows the two-way connection between the newspaper and his readers. The "Life Stories" section reflects the changes in women's magazines and has great importance by presenting stories of women's successes.

"The Feminization Process" in journalism is a part of social-cultural changes global in the communication field. Women's magazines editors assume that the woman's favorite magazine soon become the family's favorite and added contents suitable for both genders. Global processes that are shown in the research are the result of changes in the society to a profusion society, social openness and the reader's efforts to change their lives. Women's magazines aspire to make a change for woman in the developed world, but one wonders why there are so few technological and computers sections.

System No. **1098574**