

The Emergence of Rose Al-Youssef Magazine 1925

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Abstract

Rosa Al-Youssef magazine is one of the oldest weekly magazines in Egypt, and was founded by Fatima Al-Youssef on October 26, 1925, where it was the first political magazine in the Arab world, and it was intended to be an artistic magazine interested in providing fine arts and literature, but it showed great interest in the political aspect and played an important role in shaping the political discourse in Egypt in its early years and called for Egypt's independence from British colonial rule and Supporting the national movement, the ownership of the magazine has moved several times, and its focus shifted from politics to social and cultural issues, and despite that, it has remained an important source of information for the Egyptian public, and it had a great impact on art and literature in Egypt as it was a platform for artists, writers and intellectuals to display their works and express their opinions on cultural issues as it devoted its doors to the news of art, literature, writers and artists, and even it did not neglect the art of caricature, which provided the opportunity for a number of cartoonists to display their works in it.

Keywords: *magazine, Rose El Youssef, Egypt, Cultural life, Political and social rights.*

Introduction

Egyptian society in the first half of the twentieth century was characterized by bourgeoisie (Lojai, 2017: 84) and this contributed to the interest in women's journalism and the discussion of women's political and social rights. The writings of women in that period were part of the renaissance and social activity in Egypt, thus giving way to the emergence of a number of educated women, including Mrs. Rose Al-Youssef, who owned the only political magazine at the time among many magazine owners, and some have considered it as the beginning of serious women's journalistic work in Egypt, women who entered the field of journalism before Rose Al-Youssef were unique cases and women's work did not begin in Journalism only with the emergence of Rose Al-Youssef magazine (Karami, 2008: 59)

The idea of establishing the magazine came after Mrs. Rose saw today in one of the Egyptian magazines an article attacking artists, and the article was very harsh, so she began to think about how to respond to these articles after she felt the duty to defend artists. Thus, the idea of creating the magazine came to her mind (Asharq Al-Awsat newspaper, 2019).

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Accordingly, she consulted with her colleagues Zaki Tulaimat and Mahmoud Azmi to publish the art magazine, although they did not take the idea seriously. But she insisted on implementing it while she will choose the name of the magazine is (Rose Al-Youssef), because she was then one of the most famous actresses in Egypt, she will not need to make publicity for her magazine to be associated with the magazine with her name.

Mrs. Rose Al-Youssef asked help from some of her friends who have sufficient experience after she faced several obstacles such as lack of knowledge and exorbitant expenses that she cannot afford. And some of the most prominent of them was the journalist Ibrahim Khalil, who was working in Al-Balagh newspaper, so she asked him about the cost of issuing (three thousand) a copy of the magazine on elegant paper, and after calculating the cost, she was thinking about a source of funding, the amount was not as expensive as she expected, so she thought of a friend of hers, Ahmed Hassan, who was in a good financial situation, could be the financier of the first issue of the magazine (Hamza, 1987: 113) (Hamza, 1987: 113).

She was sure that cost and effort is the problem as far as it comes to women's entry into public life, as breaking into the field of journalism in particular was difficult for men, let alone women, and Rose Al-Youssef comments about that, saying: "In this atmosphere I had to spend ... To take responsibility for a work that bears my name and the editor-in-chief of a magazine in which all men work, to go to meet men who are in front of the people ministers and seniors, but in fact they are men who do not know about women, but they are only women created to work at home" (Siraj al deen 2006: 74)

Ms. Rose Al-Youssef submitted a request to the Ministry of Interior to issue the magazine and obtained a license to issue a weekly literary illustrated magazine (Abu Al- Nil, 2005: 64) and announced the news of the magazine's issuance before it completed the procedures for licensing the magazine to practice its journalistic activity, and after obtaining approval, the magazine's volumes began to appear, and with the issuance of the first issue, Rose Al-Youssef described that, saying: As if the magazine is a living being, i will take care of it and i swear it will live and grow (Sirajuldeen, 2006: 34) and likened it to a fetus that comes out to life to come into contact with reality and grow in the arms of its events and diaries Rose Al-Youssef was interested in the issue of advertising the magazine before its release and printed notebooks for subscription to the magazine, each notebook contains ten subscriptions, and she thought that she would make a lot of money, but in fact she collected a little money after many rounds I invested this amount The simple for advertising for the magazine and after thinking about the method of advertising. Due to her artistic experience, she saw that the method of advertising is similar to theater advertisements, some of which are large and colorful pasted on the walls and the other is small in size distributed by hand, and it did not take a few days until the walls of Cairo were filled with pictures to announce the issuance of the magazine and carry this phrase: (Soon Rose Al-Youssef... Literary and artistic magazine) (Al Yousif, 2016: 272).

First: Rose Al-Yousef Magazine's curriculum and preparation.

The magazine's approach was oriented towards arts and literature, and the magazine's first-year essays were concerned with theatre affairs and little emphasis on cinema matters, so Rose Yousef magazine was expressing the state of cinema and actors. (Abda, 1961:85) The first issue of the magazine was published on Sataniya black paper. The magazine's articles contained theatre news and representation. This news was distributed on the pages of magazine 16, and the magazine contained translated short stories as well as translated European historical stories and excerpts from newspapers. Egyptian Art Articles.. With an art photo on the cover (Mr., 2010:321) (Alsayed, 2010:321).

The first issue appears to have been a remarkable success, preparing for the second issue. Rose Al-Youssef appeared reassured that his funding expenses had been secured, but the shock that she did not get the money from the contractor was that the system of

work in the press was based on the next issue and took the costs of the previous number of the contractor.

And after the first issue was a great success. Rose Al-Youssef began preparing for the issuance of the second issue and seemed reassured to secure his expenses and funding, but the shock was that she did not get money from the contractor because the work system in the press was based on delivering the next issue and taking the costs of the previous issue of the contractor and here Rose Al-Youssef was put in a difficult position about the funding mechanism and after her meeting with the editorial board she came up with an idea based on subscription to finance the second issue and started sending these subscriptions to well-known and prominent figures at that time in order to secure Funding for the second issue (Al Yousif, 2016: 69) (Al Yousif, 2016: 69).

Rose Al-Youssef soon faced another problem, which was that the second issue of the magazine was similar to the first issue in terms of form, which reduced the number of copies sold and began a gradual decline in sales in this issue up to the seventh issue, which was a serious indicator of the complete collapse of the magazine (Al Yousif, 2016: 72).

Accordingly, Mrs. Rose Al-Youssef held a meeting to study the reasons for the decline after the decline in sales, and she conducted a questionnaire among the masses to find out these reasons, and opinions met on the paragraph of world literature, cultural topics and other topics, and after discussing the opinions between Rose Al-Youssef and the editorial board to save the magazine's situation from collapse, she decided to use the humorous method in presenting topics and news, and everyone supported this opinion, and the search for the necessary funding for the emergence of the magazine began in its form. The head of the administration, Mr. Ibrahim Khalil, financed the expenses of the eighth issue, and the editors started their work (Al-Yousif, 2016: 74)

Second: The financial crises that faced Rose Al-Yousef

The subsequent issues of Rose Al-Youssef magazine faced difficult financial conditions, and suffered from the lack of funding sources, until it was agreed with one of the contractors that the magazine's numbers would be issued regularly in exchange for giving up financial profits, and thus Mrs. Rose Al-Youssef ensured the sale of the issue issued for the magazine every week with the issuance of the magazine's regular numbers, and was able to secure the magazine's budget on the basis of that (Al Yousif, 2016: 44).

Rose Al-Youssef magazine turned into a comprehensive magazine aimed at defending the interests of the Egyptian people, and the reason for this shift was the decrease in the number of copies sold and the desire of readers and the editorial family to provide all press news from politics, literature, art, society, sports and others, and although the direction of the magazine has changed, it did not leave the artistic side. Where there is a part of the magazine entitled (Art Only) which The magazine reviewed through it the most important artistic and literary events on the local and international arenas, in addition to caricatures expressing the news or article. Through a group of art editors and writers, Rose Al-Youssef tried to cover all local and international art festivals and literary forums (Sirajuldeen, 2006: 108)

Ms. Rose Al-Yousef's agreement with the contractor to sell preparation and finance the magazine had a clear effect, encouraging editors to make their efforts to obtain the funny news and kindness in its narrative. Soon, the audience accepted to buy the magazine and the magazine's preparation became heavily sold. The copies were sold hours after their release and the magazine became accessible to all (Al Yousif, 2016:81)

The magazine suffered from poor financial conditions... Due to economic and financial challenges... And the slow economic growth in developing countries, (Kazim, 2022: 151) (kadhim, 2022:151) Therefore Rose Al-Yousef entrusted Mr. Mohammed Al-Sabai to write the art critique in the magazine and travelled to Paris with her husband

Zaki Tulimat to complete his studies in the theatre arts. The magazine's order became entrusted to Mohammed Al-Tabai and then began writing political criticism Mr. Mohammed Al-Sabai signed his writings under the name of Hendis. He was a civil servant, but then resigned and was free to the press (Khidir, 2011:126)

The magazine appeared in a new form, and the writings touched on all topics, where Mr. Mohammed Al-Tabai was writing a weekly article entitled *Torley wasn't signing him* by his real name, and an article called *(Al Osboa)* and another article entitled *(Incidents-Thoughts Notes)* in which news and thoughts related to Egyptian internal life affairs were recorded, and then in the first year a new article studying social life entitled *(Summer)* (Sirajuldeen, 2006:47)

The national motives in the same Muhammad al-Sabai were the reason why he worked for *Rose al-Yousef* magazine as an artistic and political editor. He oversaw everything, went to the press himself and oversaw the printing process after Ms. *Rose al-Yousef* left her while traveling (Khidir, 2011:130)

Third: *Rose Al-Yousef* magazine's entry into politics:

Egypt's entry into a difficult political phase was the direct cause of the transformation of *Rose al-Yousef* into a political magazine, where parliamentary life was disrupted by the decision of Prime Minister Ahmed Ziour Basha (Al-Fartusi, 2006:127), who succeeded Saad Zaghloul following his resignation following the killing of Sir Lee St(Maadi, 2014:399)

It was therefore difficult for *Rose al-Yousef* to obtain a license from the Ministry of Interior to add political topics to her art magazine. However, Prime Minister Ahmad Ziore Pasha agreed with her request, saying his famous speech "Give her a license" (Karami, 2008:39) But *Rose al-Yousef* magazine did not stand neutral and did not address the quiet aspect of the policy, and stood firm on the events in Egypt. The magazine was directly governed by a ministry headed by Ahmed Zayur, who was trying to meet the wishes of the English and King. At that time, the people were contradictory parties, including the Delegation Party and Rassah Saad Zaghloul and the Liberation Party, along with two parties, the Patriotic Party. (Abdo, 1961:85) *Rose Al-Yousef's* position on the British was strong. For example, the magazine reported that the British masterminded the Cairo fire in 1952 to spread chaos in Egypt (Al Shamari, 2013:503).

The government of Ahmad Zayur collapsed under pressure from the union between the national forces... The election results resulted in a constitutional government composed of Egypt's two major parties, the Wafd Party and the Al Ahrar Constitutional Party. In this turbulent atmosphere, the magazine returned to artistic affairs and focused on the news of artists, which does not mean that the magazine moved quickly from art to politics, but that it dealt with even the simple problems that Egypt was experiencing (Abdo, 1961:87)

Naturally, there are many reasons behind any political organization and at any stage. (AlHilali, 2018:372) In the beginning of 1926, the magazine transformed from Art and Literature into a magazine that began its first steps in a political world, devoting a weekly section to politics entitled "AlHilali". (Politics in a week) This shift came as a result of readers' desire, and it was decided to add this political section along with technical news (Al Yousif, 2016:116). Ten months after the magazine's release, friends advised Mrs. *Rose Al-Yousef* to settle for this amount of preparation and close the magazine, but she insisted on continuing and moving towards the political article more persistently than she was and its distribution rose to record numbers (Sirajuldeen, 2006:48)

It was surprising that a political magazine bore the name of a well-known lady. The difficulty faced by the employees of the magazine was how to focus on the topics of the magazine and not the name of the magazine. This was considered one of the biggest difficulties faced by the magazine in the founding stage... It has been said that Makram

Ebeid, secretary of the Wafd Party, was keen to read what the magazine wrote, but he was ashamed of reading it in front of the people, so he put it inside a newspaper and read it (Kamel, 2017: 168)

Rose Al-Youssef turned from a magazine concerned with the arts to a magazine that writes in all fields and touched on aspects of literature, criticism and a little politics... Three years after its founding... The magazine put on its cover the phrase (political magazine theatrical illustrated) and thus became the affairs of politics the most important topic in it (Abdo, 1961: 104) and the third year of the life of the magazine Rose Al-Youssef transitional stage in its transformation from an artistic magazine to a political magazine as its pages increased and saw new pens inspiring and was led by Said Abdo began his articles under the title (smoke in the air) in addition to many pens of young writers and with the passage of days reached the number of twenty-eight pages after that It was twenty pages and appeared in which cartoons colored several colors and abounded ads and introduced other new doors, including (open letters to the great and tramps) and the door (omens of the week) and the latter was a dialogue of what is going on in the mind of the editor of wishes and dreams and then another door is (week) and followed by another door (accidents and thoughts) and the door (Sin and Jim and God knows best) and included many news anecdotes (Siraj al-Din, 2006: 48)

Rose magazine Al-Youssef combined between opinion and news was the article and news and caricature and political article and introduced new doors made it a revolution in the weekly press in the presentation and style and novel news and perhaps these qualities were the reason for the high numbers of distribution record in 1928 reached distribution (forty thousand copies), a number much more than what was distributed by daily and weekly newspapers at that time ((Kamil, 2017: 167).

The magazine adopted in the way it reviews Arab and international political events an approach based on presenting the news and analyzing it and discussing the most prominent developments through a group of senior political writers who have worked in its edifice since its inception and at the level of local political events after the death of Saad Zaghloul on August 23, 1927 The magazine was issued wreathed in black carrying on its cover a picture of Saad Zaghloul and this was the first time that the image of a politician appeared on the cover of the magazine and after the death of Saad Zaghloul political life passed through a difficult situation Stormed the Egyptian national movement such as the dismissal of the King of the government of the delegation and took Mohamed Mahmoud Pasha ministry and announced the suspension of the constitution and parliamentary life and the magazine was interested in defending the issues of the homeland has taken the plan to defend the constitution and the violent attack on the ministry and stand by the Egyptian people and did not take the policy side quiet and stand on the neutrality, but went attack or support to the limits (Youssef, 2016: 132)

Conclusion

1) Mrs. Rose Al-Youssef and the magazine suffered from difficult financial conditions that lasted from 4 to 5 years because of her positions on political events in the country, including her position on the ministry of Tawfiq Nassim, who came to power to restore the 1923 constitution, which was abolished by Ismail Sidqi and issued instead the 1930 constitution, the ministry slowed down to achieve the will of King Fouad in reintroducing the 1923 constitution.

2) The entry of the magazine Rose Youssef to the political field had serious consequences, as it is mentioned that in the third and fourth years, specifically between 1927 _ 1929, it was supposed to issue 104 issues, considering that in the year 52 issues are issued, but Rose Al-Youssef did not issue them only 42 issues and confiscated 62 issues, meaning that what was confiscated more than what was issued and these

confiscations were the reason for the meeting of Rose Youssef Mustafa Al-Nahhas when I went to him in the National Assembly To complain to him about the injustice that occurred to her and the confiscation of the magazine more than once.

3) The magazine *Rose Youssef* attacked the ministry and supported by some members of the Wafd Party and was supported secretly for fear of oppression Makram Ebeid Secretary of the Wafd Party, who was holding the reins of the Wafd Party with an iron hand has revolted Makram Ebeid and issued a statement that the magazine *Rose Youssef* does not reflect the opinion of the delegation and instructed to boycott *Rose Youssef* and the issuance of the decision of acquittal of them and came the Ministry of Mustafa copper to rule to sign the treaty of 1936 and a campaign on *Rose Youssef* especially in terms of The material instructed the government ministries not to publish their advertisements in the daily and weekly *Rose Al-Youssef*, then the ministry confiscated the numbers intended for sale under the pretext of maintaining public security

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