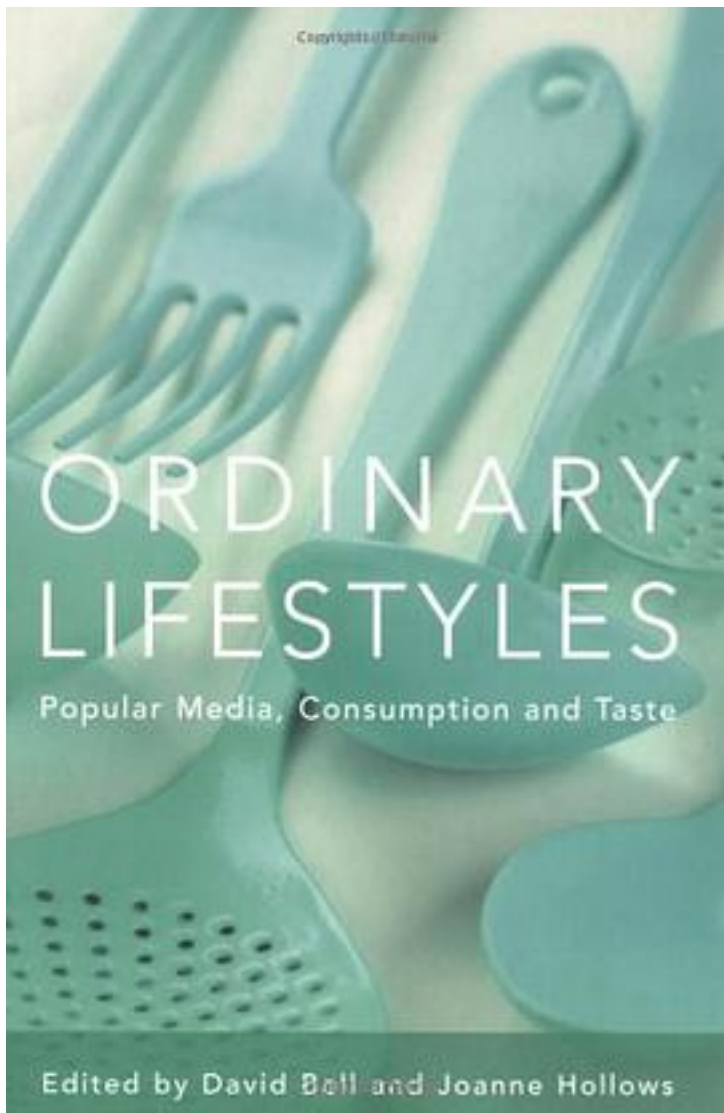


Ordinary Lifestyles



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Lifestyle media - books, magazines, websites, radio and television shows that focus on topics such as cookery, gardening, travel and home improvement - have witnessed an explosion in recent years. *Ordinary Lifestyles* explores how popular media texts bring ideas about taste and fashion to consumers, helping audiences to fashion their lifestyles as well as defining what constitutes an appropriate lifestyle for particular social groups. Contemporary examples are used throughout, including *Martha Stewart*, *House Doctor*, *What Not to Wear*, *You Are What You Eat*, *Country Living* and brochures for gay and lesbian holiday promotions. The contributors show that watching make-over television or cooking from a celebrity chef's book are significant cultural practices, through which we work on our ideas about taste, status and identity. In opening up the complex processes which shape our taste and forge individual and collective identities, lifestyle media demand our serious attention, as well as our viewing, reading and listening pleasure. *Ordinary Lifestyles* is essential reading for students on media and cultural studies courses, and for anyone intrigued by the influence of the media on our day-to-day lives. Contributors: David Bell, Manchester Metropolitan University; Frances Bonner, University of Queensland, Australia; Steven Brown, Loughborough University; Fan Carter, Kingston University; Stephen Duncombe, Gallatin School of New York University, USA; David Dunn; Johannah Fahey, Monash University, Australia; Elizabeth Bullen, Deakin University, Australia; Jane Kenway, Monash University, Australia; Robert Fish, University of Exeter; Danielle Gallegos, Murdoch University, Australia; Mark Gibson; David B. Goldstein, University of Tulsa, USA; Ruth Holliday, University of Leeds; Joanne Hollows, Nottingham Trent University; Felicity Newman; Tim O'Sullivan, De Montfort University; Elspeth Probyn; Rachel Russell, University of Sydney, Australia; Lisa Taylor; Melissa Tyler; Gregory Woods, Nottingham Trent University.

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