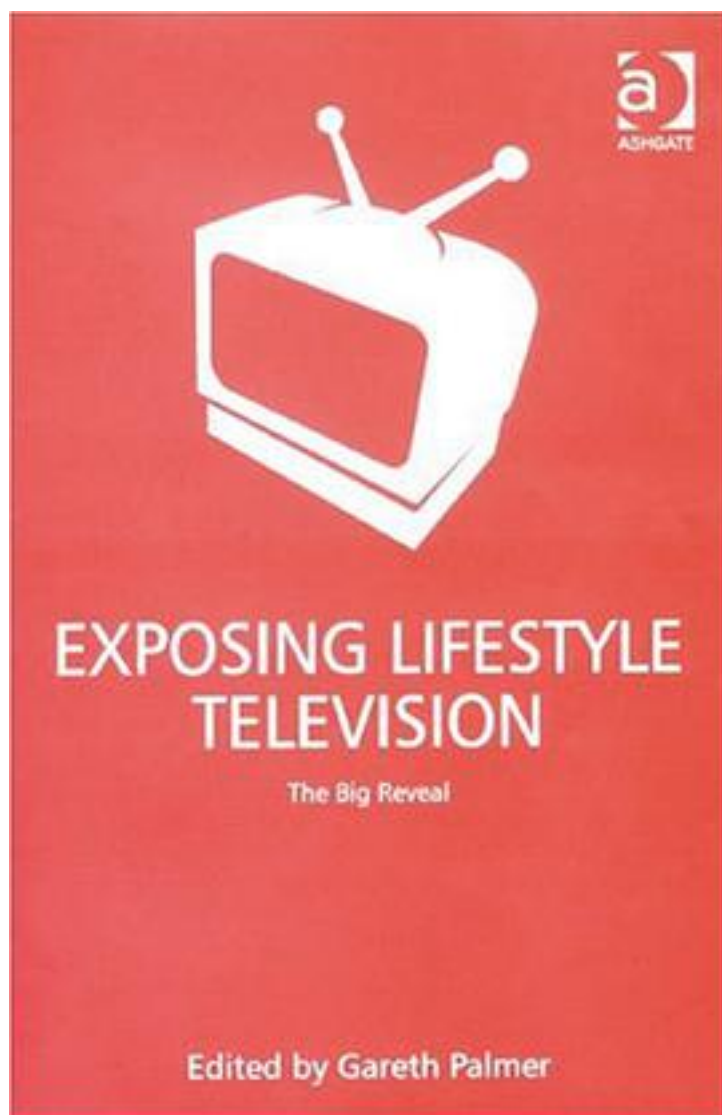


# Exposing Lifestyle Television



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In the last decade lifestyle television has become one of the most dominant television genres, certain shows having become global brands with formats exploited by producers all over the world. What unites these programmes is their belief that the human subject has a flexible, malleable identity that can be changed within television-friendly frameworks. There are many reasons for the rise of lifestyle television, such as changes in the broadcasting ecology of certain nations and the rise of corporate sponsorship, yet at another level, the popularity of these programmes may be connected to identity politics. In contrast to the talk shows of the eighties and nineties, where personal transformation was discussed as an ideal, advances in technology, combined with changing tastes and demands of viewers, have now rendered transformation visual. This volume presents case studies from across the lifestyle genre, considering a variety of themes, but with a common focus upon the conception of the self as an evolving project, driven by enterprise. With an international team of scholars, it will appeal to sociologists of culture and consumption, as well as to scholars of media studies and media production throughout the world.

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