

CONTENTS

List of contributors

viii

Introduction: lifestyle journalism: social media, consumption and experience

1

Lucía Vodanovic

PART I

Emerging roles of lifestyle journalism

11

- 1 Unpacking lifestyle journalism via service journalism and constructive journalism

13

Unni From and Nete Nørgaard Kristensen

- 2 Idealised authenticity: analysing Jean Baudrillard's Theory of Simulation and its applicability to food coverage in city magazines

26

Joy Jenkins and Amanda Hinnant

- 3 Journalism 'without news': the beauty journalist private/professional self in *The Guardian's* 'below the line' comments

38

Lucía Vodanovic

PART II

Experience, consumption and identity

51

- 4 Reconciling religion and consumerism: Islamic lifestyle media in Turkey
Feyda Sayan-Cengiz 53
- 5 Travel journalists as cultural mediators: a qualitative discourse analysis on the 'othering' of Anthony Bourdain's *Parts Unknown*
Aaron McKinnon 66
- 6 The impact of social media in lifestyle journalism in Mexico: serving citizens versus creating consumers
Sergio Rodríguez-Blanco and Dalia Cárdenas-Hernández 77

PART III

New players and lifestyle actors

89

- 7 Communicative value chains: fashion bloggers and branding agencies as cultural intermediaries
Arturo Arriagada and Francisco Ibañez 91
- 8 Are food bloggers a new kind of influencer?
Sidonie Naulin 102
- 9 Agents of change: the parallel roles of trend forecasters and lifestyle journalists as mediators and tastemakers of consumer culture
Sabrina Faramarzi 114

PART IV

Lifestyle, consumerism and branding

127

- 10 Food and journalism: storytelling about gastronomy in newspapers from the U.S. and Spain
Francesc Fusté-Forné and Pere Masip 129

11	Travel journalism and the sharing economy: <i>Airbnbmag</i> and sourcing	141
	<i>Bryan Pirolli</i>	
12	Lifestyle journalism as brand practice: the cases of Uniqlo and Abercrombie & Fitch	154
	<i>Myles Ethan Lascity</i>	
	<i>Index</i>	167