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Sommario/riassunto	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 an