

Publications

Communication of "good" foods and healthy lifestyles

Peer-reviewed journal articles

Andersson, Helen and Eriksson, Göran (2022) The masculinization of domestic cooking: A historical study of Swedish cookbooks for men. *NORMA: International Journal for Masculinity Studies*, 17(4): 252–269

Andersson, Helen and Smith, Angela. (2021). Flags and fields: a comparative analysis of national identity in butter packaging in Sweden and the UK, *Social Semiotics*, DOI:10.1080/10350330.2021.1968276.

Andersson, Helen. (2020). Nature, nationalism and neoliberalism on food packaging: The case of Sweden. *Discourse, Context & Media*, 34.

Andersson, Helen. (2019). Recontextualizing Swedish nationalism for commercial purposes: a multimodal analysis of a milk marketing event. *Critical Discourse Studies*, 16 (5), 583-603.

Bouvier, Gwen and Chen, Ariel. (2021). The gendering of healthy diets: A multimodal discourse study of food packaging marketed at men and women. *Gender and Language*, 15(3).

Bouvier, Gwen and Chen, Ariel (2021) Women and fitness on Weibo: The neoliberal solution to the obligation of Confucianism. *Social Semiotics*, 31(3): 440-465.

Chen, Ariel and Eriksson, Göran. (2021). Connoting a neoliberal and entrepreneurial discourse of science through infographics and integrated design: the case of ‘functional’ healthy Drinks. *Critical Discourse Studies*. <https://doi.org/10.1080/17405904.2021.1874450>.

Chen, Ariel and Eriksson, Göran (2019). The making of healthy and moral snacks: A Multimodal Critical Discourse. *Discourse, Context & Media* 32, Article 1000347.

Chen, Ariel and Eriksson, Göran (2019). The mythologization of protein: a Multimodal Critical Discourse Analysis of snacks packaging. *Food, Culture and Society*, 22 (4), 423-445.

Eriksson, Göran (2022) Promoting extreme fitness regimes through the communicative affordances of reality makeover television: A multimodal critical discourse analysis. Accepted for publication in *Critical Studies in Media Communication*.

Eriksson, Göran and Lame M Kenalemang (2023) How cosmetic apps fragmentise and metricise the female face: A multimodal critical discourse analysis. *Discourse & Communication* 17(3).

Eriksson, Göran and O’Hagan, Lauren. (2021). Selling “healthy” radium products with science: A multimodal analysis of marketing in Sweden, 1910-1940. Accepted for publication in *Science Communication*.

Eriksson, Göran and Machin, David. (2020). Discourses of ‘Good Food’: the commercialization of Healthy and ethical eating. *Discourse, Context & Media* 33, Article 100365.

- Kenalemang-Palm, Lame M and Eriksson, Göran (2021). The scientification of “green” anti-ageing cosmetics in online marketing: A Multimodal Critical Discourse Analysis. *Social Semiotics*, <https://doi.org/10.1080/10350330.2021.1981128> .
- Ledin, Per and Machin, David. (2019). Replacing actual political activism with ethical shopping: The case of Oatly. *Discourse, Context & Media*, 34, Article 100344
- Machin, David and Chen, Ariel. (2021). Designing food packaging to present healthy and ethical diets to the new Chinese middle class. *Food, Culture and Society*, <https://doi.org/10.1080/15528014.2021.1981592>
- Machin, David and Copley, Paul. (2020). Ethical food packaging and designed encounters with distant and exotic others. *Semiotica* 232.
- O’Hagan, Lauren. (2023) Selling Swedish Summer: The Marketing of Pommac, 1920-1960, *History of Retailing and Consumption*.
- O’Hagan, Lauren. (2023) •From Fatigue Fighter to Heartburn Healer: The Evolution of “Health Drink” Marketing in Early Twentieth-Century Sweden. *Journal of Food Products Marketing*.
- O’Hagan A. Lauren and Eriksson, Göran (2022) Modern Science, Moral Mothers and Mythical Nature: A Multimodal Analysis of Cod Liver Oil Marketing in Sweden, 1920-1930. Accepted for publication in *Food & Foodways* 30(4).
- O’Hagan, Lauren (2022). ‘Foodstagramming’ in the Early 20th Century Postcard: A Transhistorical Perspective, *Visual Communication*
- O’Hagan, Lauren (2022). “Alcohol is humanity’s enemy!” Propaganda Posters and the 1922 Swedish Prohibition Referendum. *Scandinavian Journal of History*.
- O’Hagan, Lauren (2022). Modernity, Beauty and the Swedish ‘Way of Life’: Lifestyle Marketing in Stomatol Toothpaste Advertisements, 1900-1950. *Journal of Historical Research in Marketing*.
- O’Hagan, Lauren (2022), All that glistens is not (green) gold: historicising the contemporary chlorophyll fad through a multimodal analysis of Swedish marketing, 1950–1953. *Journal of Historical Research in Marketing*.
- O’Hagan, Lauren. (2021) Blinded by Science? Constructing Truth and Authority in Early 20th-Century Virol Advertisements, Accepted for publication in *History of Retailing and Consumption*,
- O’Hagan, Lauren. (2021) Commercialising Public Health During the 1918-19 Spanish Flu Pandemic in Britain, Accepted for publication in *Journal of Historical Research in Marketing*.
- O’Hagan, Lauren. (2021). Flesh-formers or fads? Historicizing the contemporary protein-enhanced food trend. *Food, Culture & Society*. DOI: 10.1080/15528014.2021.1932118.
- O’Hagan, Lauren. (2020). Pure in Body, Pure in Mind? A Sociohistorical Perspective on the Marketisation of Pure Foods in Great Britain, *Discourse, Context and Media*, 34 <https://doi.org/10.1016/j.dcm.2019.100325>

O'Hagan, Lauren. (2019). Packaging Inner Peace: A Sociohistorical Exploration of Nerve Food in Great Britain, *Food and History*, 17(2): 183-222

Special issues/Edited volumes

Eriksson, Göran and Machin, David (editors). (2020). Discourses of 'Good Food': the commercialization of Healthy and ethical eating. *Discourse, Context & Media*.
<https://www.sciencedirect.com/journal/discourse-context-and-media/special-issue/10JSNSQP5QC>

Book chapters

Chen, Ariel and Machin, David. 2020. How Magazines Carry Western Consumer Values around the World: The Case of Chinese Women's Lifestyle Magazine Rayli and Its Representation of Healthy Diets. Sternadori, M and Holmes, T. (Eds) *The Handbook of Magazine Studies*. Hoboken, NJ: Wiley-Blackwell. Chapter 19.

Chen, Ariel and Machin, David. (2021). Semiotics in sociology and politics: construction of gender and health on food packaging. In Pelkey, J. (ed). *Semiotic Movements: Vol. 3 Semiotic movements in human and social science*. Toronto: Bloomsbury. Chapter 5. In press.

Ledin, Per and Machin, David. (2020). Multimodal Critical Discourse Analysis: How to Reveal Discourses of Health and Ethics in Food Packaging, in Pauwels, L. and Mannay, D. *The Sage Handbook of Visual Research Methods*. London Sage pp, 500-513.

Machin, David and Chen, Ariel. (2021). The multimodal dimension of translation: marketing healthy food in China. In Mialet, E. (ed). *Handbook of Translation and Media*. London: Routledge. Chapter 10.

Blog Posts

O'Hagan, Lauren (2022) Scam Science: The Case of Biomin – Your Daily Energy Source, <https://gradfoodstudies.org/2022/10/24/scam-science-the-case-of-biomin/>

O'Hagan, Lauren. (2021) Cheltine: The Diabetic Food that Wasn't, *History Matters*,
<http://www.historymatters.group.shef.ac.uk/cheltine-diabetic-food-wasnt/>

Magazines

O'Hagan, Lauren. (2020). Forget fast cars and shiny Rolexes – rich people used to show off their wealth with pineapples and celery, *The Conversation*,
<https://theconversation.com/forget-fast-cars-and-shiny-rolaxes-rich-people-used-to-show-off-their-wealth-with-pineapples-and-celery-124662>

O'Hagan, Lauren. (2020). Celebrity greens kale and seaweed were long considered food of last resort, *The Conversation*, <https://theconversation.com/celebrity-greens-kale-and-seaweed-were-long-considered-food-of-last-resort-124663>

O'Hagan, Lauren. (2019). Mindful Eating: the Victorian food trend that could help you lose weight and transform your health, *The Conversation*, <https://theconversation.com/mindful-eating-the-victorian-food-trend-that-could-help-you-lose-weight-and-transform-your-health-110806>.