

Publications

Communication of "good" foods and healthy lifestyles

Books

O'Hagan, Lauren A. and Eriksson, Göran (2025) *Food Marketing and selling healthy lifestyles with science: Transhistorical perspectives*. [Critical Food Studies]. Abingdon: Routledge.

Peer-reviewed journal articles

Li, Weiyi and Eriksson, Göran (2026) The booming market for functional drinks in China: a multimodal critical discourse analysis of how packaging conveys notions of health. *Visual Communication* (accepted for publication).

Rasoulikolamaki, Sahar and Machin, David. (2026) Selling international style healthy-branded foods in Malaysia: how the packaging design for 'plant-based' foods risks misleading/misdirecting consumers. *Visual Communication* (accepted for publication).

Machin, David and Eriksson, Göran. (2026) Food packaging: marketized health and ethics in the world's cupboards (editorial). *Visual Communication* (forthcoming issue 2026).

Andersson, Helen. (2025). Recontextualizing a healthy lifestyle through interface design: A Multimodal Critical Discourse Analysis of the Lifesum app. *Discourse, Context & Media*, 64.

Andersson, Helen and Smith, Angela. (2023). Flags and fields: a comparative analysis of national identity in butter packaging in Sweden and the UK, *Social Semiotics* 33(4): 861-882. DOI:10.1080/10350330.2021.1968276.

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. (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*.

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 O'Hagan, Lauren. (2021). Selling “healthy” radium products with science: A multimodal analysis of marketing in Sweden, 1910-1940. *Science Communication* 43(6) 740-767.

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, Ledin, Per and Zhao, Wenting (2025) How the nature of social media platforms supports faulty knowledge production by influencers: The case of nutrition guidance for mothers on Chinese social media. *Discourse, Context & Media*, 64, Article 100866.

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 Cobley, Paul. (2020). Ethical food packaging and designed encounters with distant and exotic others. *Semiotica* 232.

O'Hagan, L.A. (2025) The colleen and the crafting of Irishness: evolving national identity in McClinton's Colleen Soap advertisements, 1910–1923. *Irish Studies Review*, <https://doi.org/10.1080/09670882.2025.2532382>

O'Hagan, A. Lauren and Eriksson, Göran (2025) Historicizing the Marketing of Plant-Based Meat Substitutes: A Multimodal Analysis of Sanitas Nut Food Company Advertisements, 1896-1901. *Food & Foodways* 33(2):

O'Hagan, A. Lauren and Eriksson, Göran (2024) Blurring the boundaries between medicine and food: The canny marketing of Läkerol in early twentieth-century Sweden. *Social History of Medicine*. <https://doi.org/10.1093/shm/hkae038>

O'Hagan, L.A. and Runefelt, L. 2024. “Nerves Need Nourishment”: Advertising Phospho-Energen Pills in Early Twentieth-Century Sweden. *Journal of the History of Medicine and Allied Sciences*, <https://doi.org/10.1093/jhmas/jrae033>

O'Hagan, L.A. 2024. A Taste of Nordic Freedom: The Problematic Marketing of Nicotine Pouches in the United Kingdom. *Nordic Studies on Alcohol and Drugs*, <https://journals.sagepub.com/doi/10.1177/14550725241270227>

O'Hagan, L.A. 2024. A Breakfast Revolution for Mothers?: Introducing Kellogg's Corn Flakes to the Swedish Market, 1929-1939. *History of Retailing and Consumption*, <https://www.tandfonline.com/doi/full/10.1080/2373518X.2024.2372547>

O'Hagan, L.A. 2024. The Semiotic Remediation of Hardtack Biscuits in World War One, *Visual Studies*, <https://doi.org/10.1080/1472586X.2024.2347512>

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O'Hagan, L.A. 2023. "Welcome to Pure Food City": Tracing Discourses of Health in the Promotional Publications of the Postum Cereal Company, 1920-1925, *Journal of Historical Research in Marketing*, <https://doi.org/10.1108/JHRM-09-2022-0024>

O'Hagan, L.A. 2023. "The Golden Path to Health": Marketing Postum as a Cure for Coffee Abuse in Early Twentieth-Century Sweden, Food, Culture and Society, <https://doi.org/10.1080/15528014.2023.2191103>

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*,

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

Runefelt, L. and O'Hagan, L.A. 2024. Hemp for Health: A Historical Perspective on the Marketing of Cannabis-Based Foods in Sweden, *Journal of Historical Research in Marketing*, <https://doi.org/10.1108/JHRM-01-2024-0002>

Special issues

Machin, David and Eriksson, Göran (forthcoming 2026). Food packaging: marketized health and ethics in the world's cupboards. *Visual Communication* (to be published August 2026).

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

Andersson, Helen (forthcoming 2026) Packaging Nationalism. In Mapes, Gwynne and Moriarty, Maireid (eds.) *Routledge Companion to Language and Food*. Abingdon: Routledge.

Eriksson, Göran and Kenalemang, Lame M (forthcoming 2026) Packaging Healthy Food. In Mapes, Gwynne and Moriarty, Maireid (eds.) *Routledge Companion to Language and Food*. Abingdon: Routledge.

Eriksson, Göran and O'Hagan, Lauren A. (2025) Introduction. In (eds.) O'Hagan, Lauren A. and Eriksson, Göran, *Food Marketing and selling healthy lifestyles with science: Transhistorical perspectives*. [Critical Food Studies]. Abingdon: Routledge.

O'Hagan, Lauren A. and Eriksson, Göran (2025) From foods to nutrients: 150 years of modern nutrition science. In (eds.) O'Hagan, Lauren A. and Eriksson, Göran, *Food Marketing and selling healthy lifestyles with science: Transhistorical perspectives*. [Critical Food Studies]. Abingdon: Routledge.

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. Sternadoni, 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 Miallet, E. (ed). *Handbook of Translation and Media*. London: Routledge. Chapter 10.

Blog Posts

O'Hagan, L.A. 2024. The Glamorisation of Nicotine Pouches: A Threat to Young People's Health, *PopNAD*, <https://nordicwelfare.org/popnad/en/artiklar/the-glamorisation-of-nicotine-pouches-a-threat-to-young-peoples-health/>

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, L.A. (2025). How controversial nutritionist John Harvey Kellogg pioneered the path to modern plant-based eating, *The Conversation*, <https://theconversation.com/how-controversial-nutritionist-john-harvey-kellogg-pioneered-the-path-to-modern-plant-based-eating-252960>

O'Hagan, L.A. (2025) From hempseed gruel to CBD: the curious history of cannabis as a health product, *The Conversation*, <https://theconversation.com/from-hempseed-gruel-to-cbd-the-curious-history-of-cannabis-as-a-health-product-251967>

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-rolexes-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>

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