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Family and food over time: From cooked family meal to hybrid eating

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Abstract: Family and food over time: From cooked family meal to hybrid eating?

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Food can offer us a powerful lens through which to view family life in all of its different forms (Jackson 2009, James et al 2009, de Vault 1991). Much of the discourse around family feeding has focused on 'proper meals' and 'hot cooked dinners' reinforcing the idea of patriarchal family life and exploring the responsibilities of women in domestic food provisioning (Douglas 1972, Murcott 1982, Charles and Kerr 1988, de Vault 1991). At one level food advertisers, women's magazines and cookbooks reflect this idea that providing 'proper meals' is the key to a successful home life while promoting diversity in personal choice, echoes of the novelty and tradition antinomy (Warde 1997, Mosio et al 2004). This paper looks at the representation of the family in food related advertising and articles in popular women's magazines, spanning the period 1950 to 2010. Drawing on a selection of food advertising and articles from *Good Housekeeping* (UK) it examines the (re)presentation of family and food family through the lens of this popular women's magazine and considers the type of families depicted and discursive meanings around food and the family over the sixty year period. Some comparison is drawn with *Australian Women's weekly* over the same time period.