Impact of Lifestyle Journalism in media consumerism

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**Abstract**
Lifestyle Journalism was first seen back in the 1950s and 1960s when the emergence of consumer culture aroused. Lifestyle Journalism was started by Clay Felker, also the founder of New York in 1968. His articles included lengthy investigative and literary pieces which included tips and features regarding fashion, food, and travel. Lifestyle journalism is most popular among youth these days. Lifestyle journalism is a type of soft news which mainly focuses on audiences as a consumer, which provides them factual information and suggestions, often in an entertaining manner, may be its about goods and services or some interviews etc. lifestyle journalism is one branch of journalism which is directly related to media consumerism. This kind of journalism is based on user and gratification theory. Youth is the target audience for lifestyle journalism. This type of journalism is gaining more popularity on social media. Thus social media is a trump card for lifestyle news. Authenticity is the key for news writing pattern.

Keywords: lifestyle journalism, media consumerism, impact on youth, popular medium.

**INTRODUCTION**
Lifestyle Journalism was first seen back in the 1950s and 1960s when the emergence of consumer culture aroused. Lifestyle Journalism was started by Clay Felker, also the founder of New York in 1968. His articles included lengthy investigative and literary pieces which included tips and features regarding fashion, food, and travel.

“Five years ago lifestyle was just building a wave of popularity. It was at its height three years ago and is now on a downward curve.”

“News you can use”

“The way the news media provide their audiences with information, advice and help with the problems of everyday life”.

Lifestyle journalism is a most liked soft news which entertains the audiences and has the ability to change their preferences and needs.

**Beat areas of lifestyle journalism**
1) Travel, 2) Fashion, 3) Style, 4) Health
5) Fitness, 6) Wellness, 7) Entertainment
8) Leisure, 9) Lifestyle, 10) Food, 11) Music
12) Arts, 13) Personal technology
14) Gardening and living

**Mediums of covering lifestyle journalism**
1) Newspapers
2) Magazines
3) Radio
4) Television

**Lifestyle news coverage in newspapers**
In newspapers, the coverage of lifestyle news is short and crispy. It includes different columns like:

1) Interviews of celebrities: Different celebrities interviews are being covered celebrities are from Bollywood or sports person etc. It’s
written for readers in such a way that they get fascinated by the lifestyle of their favourite celebrities.

2) House interiors and decors columns: it’s the column with maximum pictures. All new designs of furniture, interiors of the home, and how to decorate the home at low-cost suggestion are given.

3) Travel column: It’s one of the most read columns as its written in such a way that a reader feels that they are travelling to that place. It’s most imaginative column and knowledgeable too.

4) Fashion column: This column is maximum read column by youth. This includes the latest fashion trends going around in the market. All fashion tips and makeup tips are given.

5) Art and culture columns: Most knowledgeable and worthy column. As readers get to know about the different cultures in the world as well as cultures. It’s written in a story telling way mostly.

6) Cuisines columns: A food column is a type of dealing with food. It may be focused on recipes, health trends, or improving efficiency. It is generally geared towards gourmets or "foodies". Different places for different types of food are also suggested in this column.

7) Agony art columns: An agony column is a type of newspaper column which gives suggestions or opinions for one’s personal problems. These authors are often called as “agony aunts” or “agony uncle”. He often is perceived to have an image of an experienced, friendly figure that may be able to offer sound and useful advice, and also sometimes, the author may, in fact, be an experienced professional in a field like medicine or psychology. Many newspapers today are seen to carry agony columns, which can be viewed in-house or perhaps bought from their organisations.

Lifestyle news coverage in magazines

Lifestyle magazine is an umbrella term for magazines concerned with lifestyle. It is often used for a number of women's magazines, men’s magazines and magazines about health, tourism, leisure, fashion, culture, or decorations. News covered my magazines are more descriptive, more fancier. Youth generally gets attracted by the glossy pages and the style in which lifestyle news is presented in magazines.

Lifestyle news coverage by television

The lifestyle news is covered by different news channels but there are many lifestyle channels which only focus on lifestyle news.

Some of the different lifestyle examples are:

1) MTV
2) UTV
3) NDTV good times
4) Bindass
5) Zoom etc

Review of literature

**Lifestyle journalism as popular journalism strategies for evaluating its public role.**

**U.K. in 2006 by Helga Ditmar**

Despite of so much of popularity, lifestyle journalism is being neglected by researcher. Depth interviews were conducted of 89 Australian and german journalist. This study stated that lifestyle journalism is popular journalism, it
provides relaxation news, entertaining news so that readers get attract. Thus lifestyle journalism states their readers as consumers.

Social media and its impact on consumer Behaviour

by Elisabeta Ioanăș, Ivona Stoica The Bucharest University of Economic Studies, Romania

The research states that social media plays an important role to arouse consumer behaviour. The researcher has used quantitative analyses .social media plays an important role as the source of information. Youth adapts different social media platforms such as facebook, blogs, Instagram etc. for the news updates of lifestyle journalism.

Objective

1. To study the role of lifestyle journalism in media consumerism
2. To determine the impact of lifestyle journalism on the youth

Scope and limitations of the study

Scope for study:
Study on particular area of news of lifestyle journalism could have been studied as lifestyle journalism includes vast news areas The samples size could have been more

Limitations of study:

1) The study was too general on whole on lifestyle journalism as it included all general view on the areas of news of lifestyle journalism rather than specific study of each topic
2) The lack of time and logistic for the study in order for the study to be exhaustive or conclusive
3) The questions asked in questionnaire were general in nature

METHODOLOGY

Research methodology comprises of defining and redefining problems, collecting and evaluating data, making important calculations and reaching a conclusion.

Research Design: Cross-sectional survey

Sample size- 100 students
Sampling method- Purposive or Judgmental sampling

Unit of analysis- each respondent

Data Collection-

• Primary source: A semi-structured Questionnaire is used for collecting responses. The questionnaire consists of both open-ended and closed-ended questions.
• Secondary source: Secondary data is collected from different research papers and websites.
• Data presentation- graphics and pie-charts
• Data Analysis- Microsoft word was used

Operational terms:

Lifestyle news is soft news
Lifestyle news is a type of soft news. It is totally for entertainment and informative purpose. Soft news generally does not deal with serious topics or events.
Beat area of lifestyle journalist

Beat area of lifestyle journalist is lifestyle news. News covered by lifestyle journalism is too vast. Beat area is basically the particular type/area of news covered by journalist. Different areas of lifestyle journalism are:

1) Agony art columns
2) Fashion columns
3) Bollywood news
4) Home décor and interiors
5) Art and culture news
6) Tour and travels columns

Lifestyle journalism is based on uses and gratification theory

Uses and gratification theory- focuses on how media is used to satisfy different types of needs of individuals (youth)

Types of needs -

- Cognitive needs- for acquiring knowledge.
- Affective needs- include emotions and pleasures.
- Personal integrative needs- need for self-esteem, a status in the society.
- Social integrative needs- include the need to socialize with family and friends.
- Escapist needs- to escape from a situation and find solace in something else that provides relief.

Writing style of lifestyle journalist

Lifestyle journalist writes in such a manner that consumers can very well relate to it and they get attract to the lifestyle news. The journo uses such words that capture the attention of the reader and always displays such pictures which make the news livelier.

Followers of lifestyle news

85 percent of youth follow lifestyle journalism whereas rest 15 percent people do not read the lifestyle column.

Follow up of lifestyle journalism by youth

8 percent of youth follows lifestyle journalism rarely
52 percent of youth follows lifestyle journalism often
35 percent of youth follows lifestyle journalism regularly
5 percent of youth follows lifestyle journalism hardly

Type of lifestyle news followed the most

L.J. = lifestyle journalism
Heath tips followed by youth 6 percent
Agony art columns followed by youth 4 percent
House interiors followed by youth 1 percent
Tour and travel news followed by youth 12 percent
Art and culture news followed by youth 13 percent
Fashion news followed by youth 20 percent
Celebrity news followed by youth 15 percent
Bollywood news followed by youth 19 percent
Cuisines news followed by youth 10 percent

Reason for youth following lifestyle journalism

reason for following l.j.

45 percent of youth finds it entertaining
16 percent of youth follows L.J for education
9 percent of youth follows it for news
35 percent of youth follows L.J for latest trends

Medium youth finds best for lifestyle journalism

L.J = Lifestyle Journalism

Radio – 2 % of youth finds it the best medium for L.J.
Newspaper - 23% of youth finds it the worthy medium for L.J.
Television- 45% youth finds it worth for L.J.
Magazines- 30 % of youth finds it the best medium for L.J.

Television channels youth find best for lifestyle news

people who watch

L.J. = Lifestyle Journalism

Ndtv good times – 43 percent youth follows this channel for L.J.
Zoom channel – 25 percent of youth follows this channel for L.J.
Utv channel -12 percent of youth follows this channel for L.J.
M tv channel –15 percent of youth follows this channel for L.J.
Others -5 percent of youth follows this channel for L.J.
Other channels watched by youth were channel V and F T
Preferred newspaper for lifestyle news

The Hindu – 15 percent readers
The Tribune – 26 percent readers
Times of India – 8 percent readers
Hindustan times – 30 percent readers
Dainik Bhaskar -6 percent readers
Others – 15 percent readers
Other newspapers followed by youth for lifestyle journalism are Amar Ujala, Dainik Svera, Daily post, Indian express, Ajeet and Jagbani.

Magazines read by youth

Grazia -12% readers
Elle – 35% readers
Urban melange – 4 % readers
Glimpse – 17% readers
Allure -2 % readers
Men’s health – 21% readers
Others – 9% readers
Other magazines followed by youth are food and travel, beauty persona, men’s journal, black men, cosmopolitan, glamour and In style.

Which medium is maximum fallow for cuisine news?

Youth follows cuisine news through Radio- 4%
Youth follows cuisine news through Television- 43%
Youth follows cuisine news through Newspaper- 29%
Youth follows cuisine news through magazines- 24%

Which medium youth finds best for the following news?

Agony art column news followers

For agony art column news maximum read medium is newspapers – 59%
Fallowed by magazines -31%
Then is television- 27%
And last is radio -3%

Which medium is most used by youth for following art and culture column?

<table>
<thead>
<tr>
<th>Medium</th>
<th>% of followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>0</td>
</tr>
<tr>
<td>Newspapers</td>
<td>32</td>
</tr>
<tr>
<td>Magazines</td>
<td>29</td>
</tr>
<tr>
<td>Television</td>
<td>37</td>
</tr>
</tbody>
</table>

Youth following art and culture news through Radio – 0 %
Youth following art and culture news through Newspapers-32%
Youth following art and culture news through Magazines-29%
Youth following art and culture news through Television -37%

Through which medium youth follows the fashion news maximum

<table>
<thead>
<tr>
<th>Medium</th>
<th>% of followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>2%</td>
</tr>
<tr>
<td>Magazines</td>
<td>39</td>
</tr>
<tr>
<td>Television</td>
<td>37</td>
</tr>
</tbody>
</table>

Youth follows fashion news through Radio – 2%
Youth follows fashion news through Radio Television-41%
Youth follows fashion news through Magazines-39%
Youth follows fashion news through Newspaper-18%

Youth follows which medium for Bollywood news?

<table>
<thead>
<tr>
<th>Medium</th>
<th>% of followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>9%</td>
</tr>
<tr>
<td>Television</td>
<td>36</td>
</tr>
<tr>
<td>Newspapers</td>
<td>27</td>
</tr>
<tr>
<td>Magazines</td>
<td>28</td>
</tr>
</tbody>
</table>

Youth following Bollywood news through Radio-9%
Youth following Bollywood news through Television- 36%
Youth following Bollywood news through Newspaper- 27%
Youth following Bollywood news through Magazines- 28%

Which medium is most followed by youth for tour and travel news?

<table>
<thead>
<tr>
<th>Medium</th>
<th>% of followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>12</td>
</tr>
<tr>
<td>Magazines</td>
<td>33</td>
</tr>
<tr>
<td>Television</td>
<td>29</td>
</tr>
</tbody>
</table>

Youth following tour and travel news through Radio- 12%
Youth following tour and travel news through Magazines- 33%
Youth following tour and travel news through Television- 29%
Youth following tour and travel news through Newspapers- 26%

Which medium youth prefers better for home décor and interior news?

% of youth following interior news

Youth following interior and décor news through Radio- 0%
Youth following interior and décor news through Television-34%
Youth following interior and décor news through Newspaper- 27%
Youth following interior and décor news through Magazines- 39%

Effect of lifestyle journalism on youth
Positive effect on youth

Percentage of effect on youth

Mental Up-gradation -12 percent
Physical up-gradation- 8 percent
Social skills- 21 percent
Fashion up-gradation- 32 percent
Others – 27 others

Negative effect of lifestyle journalism on youth

Social abuse -8 percent
Wastage of money- 31 percent
Blind followers - 15 percent
Self -obsession- 22 percent
Materialistic thinking- 9 percent
Others - 16 percent

Conclusion
Lifestyle journalism is most popular journalism among youth. Through this survey it has been observed that 85 percent of youth follows lifestyle news. Lifestyle news covers different beat areas as following:

1) Agony art columns
2) Art and culture news
3) Fashion news
4) Bollywood news
5) Tour and travel
6) House décor and interior column
7) Cuisines

But out of these beats the most popular one is the fashion and Bollywood column which is followed by maximum number of youth. These days the first page of newspaper which the youth read is lifestyle page as to get updated on what is going on in their favourite celebrity’s life or what new fashion tips is being given. Agony art columns are also very popular on the lifestyle page which
explains a personal problem and provides a solution related to that problem. Overall in newspapers on lifestyle page Bollywood news, fashion news and cuisine sections are the most preferred columns.

Newspapers followed by youth for lifestyle journalism

- The Hindu – 15 percent readers
- The Tribune – 26 percent readers
- Times of India – 8 percent readers
- Hindustan times – 30 percent readers
- Dainik Bhaskar - 6 percent readers
- Others – 15 percent readers

Other newspapers followed by youth for lifestyle journalism are Amar Ujala, Dainik Svera, Daily post, Indian express, Ajeet and Jagbani.

Maximum number of teen follows magazines for health tips, fashion tips and to get updated with the gossip (Bollywood news). Youth is more interested to know about what is happening in the personal life of Bollywood actors or actresses. The most read magazine by youth is Elle. The glossy pages of magazines make the lifestyle news more attractive and tempting to read. All styling ways are given whether it is related to clothing or make up techniques or their styling.

Grazia -12% readers
Ell – 35% readers
Urban mélange – 4 % readers
Glimpse – 17% readers

Allure-2 % readers
Men’s health – 21% readers others – Mental Upgradation -12 percent

Television is also one of the major medium of lifestyle journalism. Youth follows it for reality shows as they have major impact on them. Television is the medium through lifestyle programs retain in the minds of youth for maximum. 8 percent of youth falls lifestyle journalism rarely, 52 percent of youth follows lifestyle journalism often, 35 percent of youth follows lifestyle journalism regularly, 5 percent of youth hardly follows lifestyle journalism.

NDTV good times – 43 percent youth follows this channel for L.J
Zoom channel – 25 percent of youth falls this channel for L.J
UTV channel -12 percent of youth falls this channel for L.J
M.T.V channel –15 percent of youth falls this channel for L.J
Others -5 percent of youth falls this channel for L.J

Other channels watched by youth were channel V and FTV
Heath tips followed by youth is 6 percent, Agony art columns followed by youth is 4 percent
House interiors followed by youth is 1 percent, Tour and travel news followed by youth 12 percent, Art and culture news followed by youth 13 percent, Fashion news followed by youth 20 percent, Celebrity news followed by youth is 15 percent, Bollywood news followed by youth
19 percent, Cuisines news followed by youth is10 percent

Lifestyle journalism definitely have major positive impacts like youth gets to know about the fashion culture, social culture, different solutions for different column, they get to know about the Bollywood news, health tips etc. Youth is well informed and entertained. They are updated with the style of life which is going on presently. There is an overall social up gradation in their lives.
Mental up gradation -12 percent
Physical up gradation- 8 percent
Social skills- 21 percent
Fashion up gradation- 32 percent
Others – 27 others

But on the contrary lifestyle journalism also have some negative effects as youth spends lot of money on their physical up gradation, fashion up gradation. Specially girls start spending a lot of money on their clothing, makeup, products advised for health care etc. Youth starts taking all news for real and become the blind followers which is wrong as sometimes in lifestyle journalism the question of ethics questions has been aroused so that’s the biggest disadvantage of lifestyle journalism. Sometimes it happens that they just concentrate on materialistic things, they become stubborn and demand things from their parents which is not a good sign. Self-obsession is the other major effect that is seen in youth who follow lifestyle journalism. It has been seen that at one place lifestyle news provides health tips and on the other side provides with the food column which also includes junk food recipes or suggestions of restaurants which attracts the youth and in the end they follow it and has negative impact on their health and body.
Lifestyle journalism has changed the life of youth as it provides with all day to day information related to their social development.
Social abuse -8 percent
Wastage of money- 31 percent
Blind followers - 15 percent
Self -obsession- 22 percent
Materialistic thinking- 9percent
Others - 16 percent

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Annexure

Q1) Do you follow lifestyle news?
   □ Yes  □ No

Q2) How much do you read/watch lifestyle news?
   □ Rarely  □ Hardly  □ Often  □ Regularly

Q3) Which medium do you find the best for lifestyle journalism?
   □ Radio  □ Television  □ Newspaper  □ Magazines

Q4) What do you follow the most out of these following in lifestyle news:
   □ Health tips  □ House interiors  □ Agony art news  □ Fashion news
   □ Entertainment news  □ Information

Q5) Why do you watch lifestyle news?

Q6) Which medium do you find best for the following?
   □ Health columns
      □ radio  □ television  □ newspapers
   □ Fashion news
      □ radio  □ television

   □ Interior decoration columns
      □ radio  □ television

   □ Agony art columns
      □ radio  □ television

   □ Art and culture columns
      □ radio  □ television

   □ Tour and Travel columns
      □ radio  □ television  □ newspapers

   □ Bollywood news
      □ radio  □ television  □ newspapers

   □ Art and culture news
      □ radio  □ television  □ newspapers

   □ Cuisines news
      □ radio  □ television  □ newspapers

   □ latest trends
      □ radio  □ television  □ newspapers

   □ Peer pressure
      □ radio  □ television  □ newspapers

   □ wood columns
      □ radio  □ television  □ newspapers

   □ Bollywood news
      □ radio  □ television  □ newspapers

   □ Art and culture news
      □ radio  □ television  □ newspapers

   □ Cuisines news
      □ radio  □ television  □ newspapers

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   □ latest trends
      □ radio  □ television  □ newspapers

   □ Peer pressure
      □ radio  □ television  □ newspapers

   □ wood columns
      □ radio  □ television  □ newspapers
Q7) Which channel you follow on television for lifestyle news?

- □ NDTV good times
- □ Zoom channel
- □ M TV channel
- □ UTV channel

If any other, then please name ____________________________

Q8) Which newspaper you prefer for lifestyle journalism?

- □ The Hindu
- □ The Tribune
- □ Times of India
- □ Hindustan times
- □ Dainik Bhaskar

If any other newspaper, then please name ____________________________

Q9) Which lifestyle magazine you follow the most?

- □ Elle
- □ Gazia
- □ Urban Mélange
- □ Glimpse
- □ Femina
- □ Allure
- □ Men’s health

If any other then please name ____________________________

Q10) Do you feel lifestyle journalism helps you in overall development of your personality?

Rate it at the scale of 10

Out of 10

Q11) What is the effect of lifestyle journalism on you?

Choose one of the positive effects of lifestyle journalism on you:

- □ Mental up gradation
- □ Physical up gradation
- □ Social skills
- □ Fashion up gradation
Choose one of the negative effects of lifestyle journalism on you:

- social abuse
- wastage of money
- blind followers
- self-obsession
- materialistic thinking