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Abstract

Yoga gurus on lifestyle cable channels targeting time pressured Indian urbanites; Chinese dating shows promoting competitive individualism; Taiwanese domestic makeover formats combining *feng shui* with life planning advice: Asian TV screens are increasingly home to a wild proliferation of popular factual programs providing lifestyle guidance to viewers. Such programming is at once highly familiar--often bearing all the hallmarks of transnational reality, lifestyle and consumer-oriented television--but at the same time marked by what might seem like an exotic otherness--mixing spiritualism with lifestyle, highly vernacular cultural concerns with cosmopolitan aspirationalism, and magic with modernity. In this talk Tania Lewis discusses her new book *Telemodernities* co-authored with Fran Martin and Wanning Sun for Duke University Press. Drawing on four years of research with television industry professionals, households and viewers in China, India and Taiwan, this book considers how trends in Asian television programming offer insight into global forms of media culture, identities, and social engagement in the twenty-first century. Drawing upon a multiple modernities approach, the talk seeks to locate South Asian television as a marker and harbinger of potential future trends in the space of contemporary media modernities or media publics.

Biographical Details

Tania Lewis is Deputy Dean of Research & Innovation in the School of Media & Communication at RMIT University in Melbourne. Known internationally for her work on emerging trends in lifestyle & consumption, she has authored and co-authored three books *Smart Living* (Lang 2008), *Digital Ethnography* (Sage 2016) and most recently *Telemodernities: Television and Transforming Lives in Asia*. She has also edited and co-edited 4 collections with Routledge including *Green Asia: Ecocultures, Sustainable Lifestyles, and Ethical Consumption* and *Lifestyle Media in Asia: Consumption, Aspiration and Identity*. She is a chief investigator on the Australian Research Council Discovery project, 'Ethical Consumption: From the Margins to the Mainstream' and on 'Work-life Ecologies: Lifestyle, Sustainability, Practices', funded by RMIT's Sustainable Urban Precincts Project. In addition, Tania is the author of more than 40 refereed articles and book chapters.