The following analysis focuses in discourses about ‘working life” and ‘the political” in eight popular “lifestyle” magazines, symmetrically targeted to male and female readerships, including one men’s gay title. An important ingredient of this study, however, insists on exceeding the traditional gender-based grasp of the magazines present in academic discussions. Thus an attempt to reconcile the magazines in their common thematic eclecticism and commercial culture is made; as the latter does not automatically deny them of subjectivity and cultural significance.

Succeeding some methodological considerations and information on the study of magazines, the first chapter, ‘working life”, will gravitate around the aesthetical (hierarchical and horizontal) descriptions of certain occupational categories; the working ethics and techniques explicitly or implicitly promoted in the contents and, three ‘imaginary” discursive constructions linked to the everydayness of working life: ‘the city”, ‘the office” and ‘the evil boss”.

The second chapter will address constructions of ‘the political”: the discussion of will firstly concentrate in describing the gendered narratives employed to introduce and/or approach ‘politics”; but will also tackle it as a strategy to manage and problematize certain issues, and mobilize efforts. Narrative ‘identities” in relationship (or conflict?) to the political (i.e., ‘us”, ‘them” and the ‘other”), plus five discussion arenas assembled from the texts, will also be open.