This book will trigger dreams': The memoirs of lifestyle migrants in rural France—recounting, entertaining, promoting

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Abstract: The migration of British individuals in rural and coastal areas of Europe and beyond has received an outstanding attention in media, with TV programs, movies, news articles or news magazine entirely dedicated to it and with a plethoric entertainment literature of "travel writings" and memoirs. In this paper I will present a critical analysis of such a literature, which explores how it is participating to the fetishisation of lifestyle migration, producing commercial argumentation for a lifestyle change via positive narratives and depictions of the migration processes, of the French rural places and of autochthone populations, marked with the socioeconomic structural conditions of lifestyle migration.

Keywords:
França rural
memórias
migrantes britânicos
lifestyle migration
commodity fetishism
memoirs
British migrants

Domaine:
Sciences de l'Homme et Société / Anthropologie sociale et ethnologie

Type de document: Article dans une revue

Dos Algarves: A Multidisciplinary e-Journal, ESGHT-University of the Algarve, 2014, Special Issue Languages, Literature and Tourism
This book is the first comprehensive account of migrants from Turkey in Britain. It covers the details of demographics based on official statistics as well as offering insights into integration, identity, employment and political participation issues drawing on eight different field research carried out recently by 8 competent academics and their teams. The book will be of interest to policymakers, academics, students studying immigration, and readers interested in serious current affairs.

By promoting their own ideologies and lifestyle choices relative to those of others, British migrants in rural France reinforce their position as members of the British middle-class, but also take authorship of their lives in a way not possible before migration.