

University of Rostock
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EMBRACING A NEW DOMESTICITY: DO-IT-YOURSELF, FOODPORN, MOMMYBLOGS AND THE RETURN TO HOME AND HEARTH

In 2013, Emily Matchar published her book *Homeward Bound* in which she analyses the reasons why so many young women (and men) of the current generation return to home and hearth, actively seeking their fortune outside of the white-collar job world they have been trained for and instead excessively indulge in pastime activities such as knitting, quilting, canning and other “domestic arts” (3) which were once associated with “Depression-era farmwives” (2). Currently, there seems to be a “longing for the handmade, the old-fashioned, the authentic” (3), a new form of domestic nostalgia, which sometimes works side by side but more frequently in opposition to the career-, goal-, and workplace oriented and technology based culture the present generation has been born into.

However, in contrast to the “Depression-era farmwives” or the angels of nineteenth century domesticity, more and more modern stay-at home mums (and dads) arguably transfer the domestic into the public realm by actively writing, blogging and posting about it. In fact, the list of mummy blogs featuring parenting advice, foodporn and a sheer endless number of DIY projects to showcase the life at home, to present the “ultimate guide for real mums, the perfect (and) the imperfect”¹ is long² and ranges from sugary titles such as *My Beautiful Life* to more adventurous ones such as *Not-Your-Average-Mum*, *Scarry Mummy* or *The Super Secret Diary of a Ninja Mum* to the presently quite popular gender flip and lifestyle blog *Super Busy Dad*. The following paper is going to explore the expression of domesticity in popular culture within the private and yet public world of mommy blogs which arguably reshape and recondition the general reception of blogs as a gendered product.

¹ *Stay-At-Home-Mum*. Web. 20 Oct 2015. <<https://www.stayathomemum.com.au>>.

² A recent Google-search with the keyword *mommy blog* resulted in more than thirteen million hits.

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