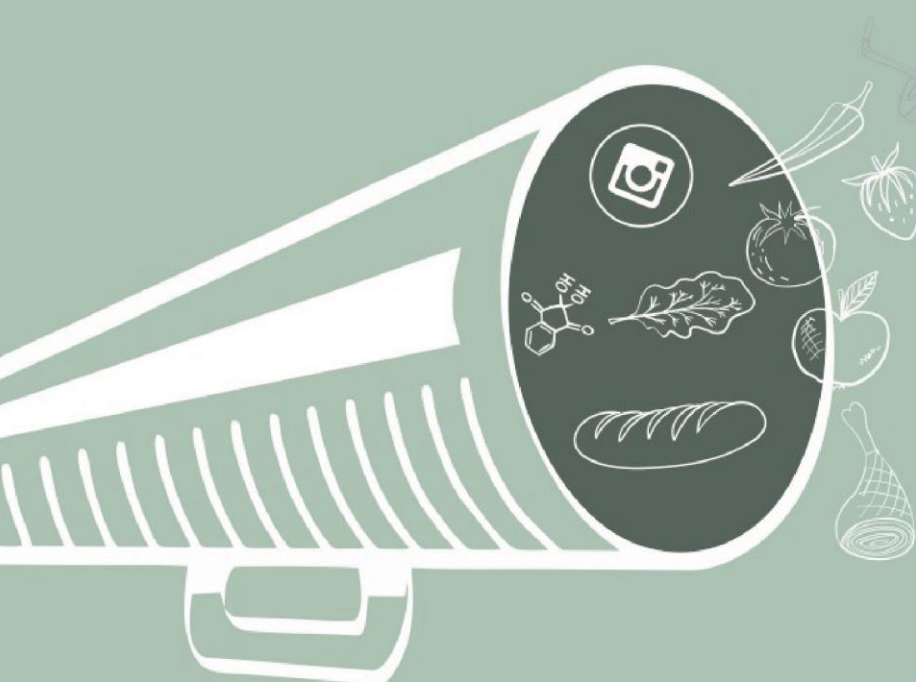


FOOD & COMMUNICATION

Communicating 'good' foods

Book of abstracts



The 3rd Conference on Food &
Communication
Örebro, Sweden, 13 - 15 september
2023



Every two years, the Conference on Food and Communication brings together scholars that work on the intersection of food and communication.

The third Food and Communication Conference held at Örebro University 13-15 September operates under the theme of “Communicating ‘good’ foods”.

This book of abstracts is arranged in three sections. These sections are keynotes, panels, and individual presentations.

Food and Communication Conference Programme Committee:

Dr. Ana Tominc (chair), Queen Margaret University Edinburgh, UK

Dr. Andreja Vezovnik, Ljubljana University, Slovenia

Dr. Helen Andersson, Örebro University, Sweden

Dr. Radhika Mittal, Amsterdam University, The Netherlands

Dr. Jonatan Leer, Aalborg University, Denmark

Local Organizing Committee, Örebro University:

Dr. Helen Andersson (chair)

Prof. Göran Eriksson

Dr. Henrik Scander

Dr. Lame Kenalemang-Palm

Administrative support, Örebro University:

Ingela Abramsson

Åsa Granlund

Camilla Segerlind

Ulrika Franzén

Book of abstract design: Ellen Storm Edholm

Food and Communication Conference Banner Design: Primož Roškar

Örebro 25 August 2023

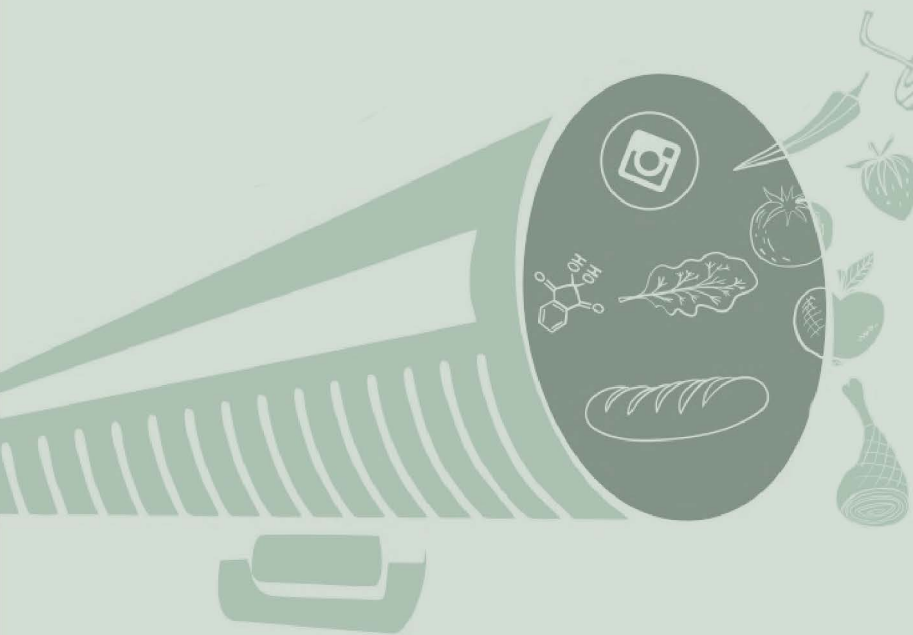
Table of Contents

COMMUNICATING ‘GOOD’ FOODS	7
KEYNOTE SPEAKERS WITH THEIR ABSTRACTS	8
GÖRAN ERIKSSON.....	9
JOSÉE JOHNSTON	10
PAUL SVENSSON	11
PANELS WITH ABSTRACTS	12
PANEL.....	13
COMMUNICATING MEAT: PROMOTIONAL AND MEDIA DISCOURSES RESPONSE TO “THE MEAT PROBLEM” (THE FOODKOM PANEL)	13
Gourmetfying McDonald’s: Communicative strategies and goals in McDonald’s Denmark collaboration with Michelin chefs	14
“Holyrood to consider bonkers plan to BAN MEAT”: How the british press reports the discussions around the adoption of plant-based treaty in Scotland	15
‘Good’ Swedish meat – a MCDA analysis of Swedish meat’s campaign #SäkraMaten.....	16
Tasteful meat-eating: Progressive privilege in elite food discourse.....	17
"Cultured meat will save the world": Green governmentality and the "New Meat Industry"	18
PANEL.....	19
FOOD AND SETTLER COLONIALISM	19
Decolonising Israeli food.....	20
Definitions of Hawaiian food.....	21
Uneasy lies the head that wears the crown.....	22
Like the papacy of Mexican food	23
PANEL.....	24
FOOD COMMUNICATION PEDAGOGY: APPROACHES, EXPERIENCES, REFLECTIONS	24
‘Good’ food and civic engagement: Foodways in the communication studies classroom	25
Challenges of teaching food communication: From what is food to what is communication (and what about the media?).....	26
Stubborn food habits: food communication pedagogy for social marketing students with a focus on reducing meat consumption through effective communication and behaviour change strategies..	27
Communicating aesthetic values in food education	28
PANEL.....	30
FOOD, GENDER AND CULTURE.....	30
Meat eating- and the role of identity-based motivations in supporting meat consumption and resisting plant-based diets.....	31
Disgusts and pleasures of burger consumption: Gendered affective attitudes to a beloved, controversial and masculinized fast-food icon	32
Sizzling Steaks and Manly Molds: Unpacking the meaning of media representations of meat and masculinity in young men’s lives.....	33
Negotiating gender on the plate and on the road: Advertising the Impossible Whopper and F-150 Lightning	34
Gender differences in the Twitter discussion about meat, vegetarianism and veganism.....	35
ABSTRACTS.....	36
NOT A PIECE OF CAKE: EXPOSING THE CONTEXT OF UNHEALTHY EATING IN AMERICA	37
FOOD POVERTY DISCOURSE ON GERMAN SPEAKING TWITTER — WHAT WE CAN LEARN ABOUT THE SOCIAL ROLE OF FOOD IN TIMES OF MATERIAL DEPRIVATION.....	38

#DANCERSDIET, #BALLETNUTRITION AND HEALTH: HOW PROFESSIONALS IN AND AROUND THE ENVIRONMENT OF DANCE AS WELL AS LAY PEOPLE FRAME THE PUBLIC DISCOURSE OF A DANCER'S DIET.....	40
IS IT BAD FOR OLDER PEOPLE TO EAT ALONE? REFLECTIONS FROM A PhD PROJECT	41
TEA AS A USP? - HOW TEA CULTURE IS BRANDING A REGION.....	43
COLONIZING AUTHENTIC FOODWAYS: <i>MILK STREET</i> AND THE REWORKING OF ETHNIC RECIPES IN AMERICAN FOOD TELEVISION.....	45
THE GOOD AS ENEMY OF THE 'PERFECT': PSEUDO-EXPERTISE AND CULTURAL APPROPRIATION IN AMERICAN FOOD MEDIA.....	46
COMMUNICATION NETWORKS, SUPPLY CHAINS, AND THE LOCAL GRAIN MOVEMENT.....	47
FAIR-TRADE FOOD. HOW THE CONCEPT AND REPRESENTATION OF 'GOOD' IS CHANGING IN THE ITALIAN EXPERIENCE.....	48
LEMONS, TOQUES AND FOLK MUSIC: A MULTIMODAL ANALYSIS OF VIRTUAL GASTRONOMY MARKETING VIDEOS	50
WHAT THE PRESS TALKS ABOUT WHEN THE PRESS TALKS ABOUT DIGITAL EATING PERFORMANCES — ENGLISH NEWSPAPER REPORTING ON MUKBANG.....	51
A QUALITATIVE STUDY ON THE GOALS, INTERESTS, AND WORK ENVIRONMENTS OF FOOD MEDIA CONTENT CREATORS	53
THE CONSTRUCTION OF COMPLETE FOOD AS GOOD FOOD IN ADVERTISING.....	54
FOOD AND STORYTELLING IN TASTER LUNCHES.....	55
FROM “HEALTHY FOOD” CONFIGURATIONS TO COMMUNICATING “GOOD FOOD”; QUESTIONING THE MATERIAL EFFECTS OF DISCOURSES	57
VALUES OF GOOD FOOD IN THE CONTEXT OF THE FOPL NUTRI-SCORE IN GERMAN ONLINE MEDIA. A DISCOURSE ANALYSIS	59
GROSS-OUT ACTIVISM: SPECTATORSHIP, REVULSION, AND THE FOOD INDUSTRY IN DOCUMENTARY FILM	61
GASTRÓNOMA: REPRESENTATIONS OF SPANISH CUISINE IN <i>GOURMET</i> MAGAZINE, 1941-2009	62
“ALWAYS PACKED FRESH AND CLEAN”: THE CONSTRUCTION OF AUSTRALIAN RICE FOR LOCAL AND GLOBAL MARKETS, C.1945 TO THE PRESENT.	63
EXGREDIENTS — DELIMITERS OF 'GOOD FOOD'?	64
WRITING GOOD RECIPES: AUTHORSHIP AND ORIGINALITY IN RECIPE DEVELOPMENT	65
GOOD VALUE FOR WHO? <i>THE MICHELIN GUIDE</i>'S CONCEPTION OF “GOOD FOOD FOR GOOD VALUE” IN THE BIB GOURMAND	66
MULTIMODAL RHETORIC IN MARKETING OF PLANT-BASED ALTERNATIVES TO MEAT AND DAIRY PRODUCTS	67
THE CREATION PROCESS IN GASTRONOMY TODAY: AN ANTHROPOLOGICAL ASSESSMENT	68
“GOOD” FOOD AS COMMUNICATED ON TIKTOK: A MULTIMODAL CRITICAL DISCOURSE ANALYSIS OF #HEALTHYRECIPES ON FOODTOK	69
THE TASTE SCRIPT OF FOODIENESS IN THE DEVELOPMENT OF A CONTEMPORARY SWEDISH FOOD CULTURE	70
GOOD FOOD FOR WHOM? BRITISH-CHINESE CUISINE, CHEFS, AND BELONGING.....	72
CHALLENGES IN COMMUNICATING ABOUT FISH AND AQUACULTURE.....	73
FRAMING “SMALL” FOOD: CONSIDERING SCALE IN FOOD POLICY DISCUSSIONS.....	76
THE SUSTAINABLE LIFE OF A FOOD CELEBRITY.....	77
WHERE'S THE BEEF? RANCHING, CULINARY TOURISM, AND THE IMAGINED FUTURE OF THE AMERICAN WEST	78

THE PORTUGUESE FOOD SEMIOSPHERE: THE BRAND PRODUCTS OF SUPERMARKETS SPREAD ON THEIR MAGAZINES	79
STRATEGIES AND ACTIONS OF DIETICIANS AND NUTRITIONISTS IN SOCIAL NETWORKS TO HELP ACHIEVE A BETTER DIET: THE SPANISH CASE.....	81
FRAMING SUSTAINABLE FOOD PRODUCTION: A GENEALOGY OF THE EU ORGANIC AGRICULTURAL GOVERNANCE	83
WHAT IS ‘GOOD FOOD’ FOR PATIENT WELLBEING? CONTRADICTORY DISCOURSES IN TALK ABOUT HOSPITAL FOOD, HEALTH AND REHABILITATION.....	84
INTERNATIONAL FOOD FESTIVALS: A PLACE FOR THE GLOBALIZATION OF HAUTE CUISINE?.....	86
IDEAS ABOUT ‘GOOD’ FOOD AMONG PEOPLE WITH EATING DISORDERS — PERSPECTIVES FROM CLINICIANS.....	87
COMMUNICATING SPAIN’S CULINARY HERITAGE DESIGN TOOLS FOR THE IDENTIFICATION, SUPPORT, AND PROMOTION OF FOOD TRADITIONS	88
PROPAGATING KOREAN FOOD CULTURE THROUGH K-DRAMAS IN URBAN INDIA : AN ANALYSIS	90
PLATFORM-ED FOOD: CONVENIENCE, POWER AND APARTHEID IN URBAN FOOD IMAGINARIES ..	91
ADDRESSING FOOD INSECURITY AND CHANGING FOOD-RELATED BEHAVIOURS THROUGH A BRITE Box.....	93
NEGOTIATING GOOD FAMILY FOOD ON SOCIAL MEDIA — HOW CONCEPTIONS OF PROPER FOOD ARE REINFORCED AND CHALLENGED ONLINE.....	94
THE POWER OF ADVERTISING: PRODUCTS WITH CANNABIS IN LATE NINETEENTH-CENTURY SWEDEN.	96
FIKA A NEW TURN IN FOOD STUDIES — AN UNEXPLORED SWEDISH MEAL PRACTICE	97
STRENGTHEN, FORTIFY, MELD: BUILDING APPALACHIAN RESILIENCE THROUGH REGIONAL FOOD TRADITIONS.....	99
THE DINNER OF THE SPEAKER OF THE SWEDISH PARLIAMENT AND FIKA	101
CULINARY CONTENT ON INSTAGRAM: A RECIPE TO PROMOTE FOOD LITERACY? A CONTENT ANALYSIS OF THE RECIPES SHARED BY POPULAR FOOD INFLUENCERS ON INSTAGRAM	102
MORALIZATION OF FOOD THROUGH U.S. POLICY AND THE IMPLICATIONS FOR HEALTHCARE PRACTICE.....	103
ARE THERE ANY “GOOD” FOODS IN #HEALTHYLIVING INSTAGRAM? A QUALITATIVE CONTENT ANALYSIS.....	104
THE ROLE OF THE MEDIA IN UK FOOD POLICYMAKING.....	106
HIGH SEAS, ELITE TASTE: FINE DINING AND THE FRAMING OF DISTINCTION BY GLOBAL CRUISE LINES	108
GASTRONOMIC SUSTAINABILITY: COMMUNICATION, CULTIVATION, AND COMMITMENT.....	109

FOOD & COMMUNICATION



Communicating 'good' foods

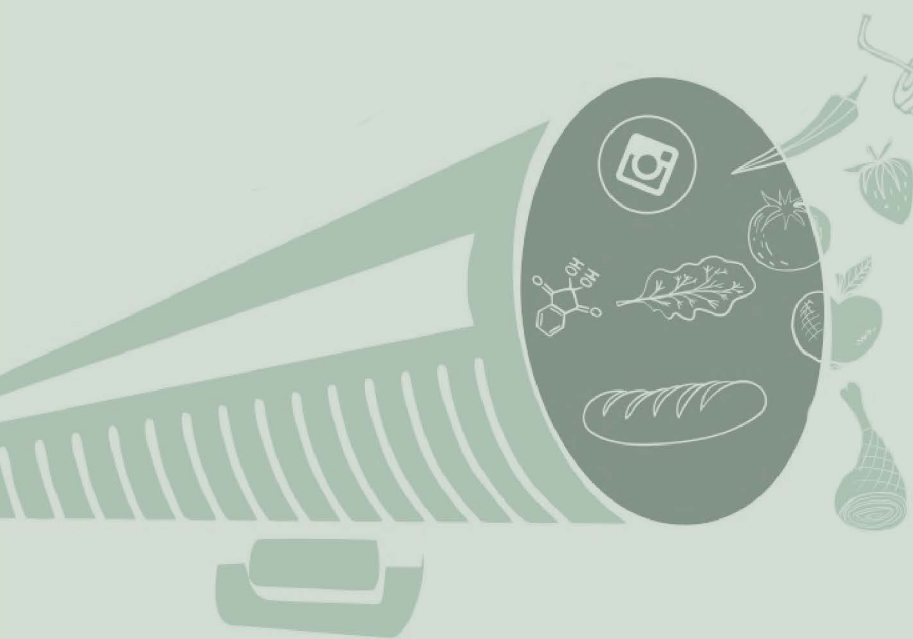
The theme for the 3rd conference on food and communication is: "Communicating 'good' foods". Food is one of the key aspects through which we represent ourselves individually and as a community or society. As a powerful symbol, food conveys ideas and discourses linked to cultural, political, and commercial ideals, values, and interests.

Food is put forward as "good" with values suggesting it is healthy, sustainable, or ethical. It is given an origin and portrayed as belonging and valuable to a region or nation. It is communicated as necessary for a specific landscape, biological diversity, or the climate. Food is also linked to certain identities and lifestyles. Often these different ideas and discourses compete or even contradict each other. Through food-related practices and spaces such as food production, policy making, food marketing, grocery shopping, kitchens, and restaurant spaces, we communicate about and are communicated to about food and its nutritious advantages to in everyday life. Food speaks discursively to power, hegemony, and ideology. It is at the intersection of gender, class, and ethnicity; nationalism, globalization, and social change; through communicating food, social problems, injustices, and inequalities are made visible.

Given this central role of food in society, the aim of the theme is to present and discuss research relating to the mixed meanings of notions of 'good' food. These meanings are expressed in different contexts where different contemporary interests are realized and reproduced through a variety of communicative resources. What different meanings are attributed to 'good' food? How is 'good' food represented and which discourses can be discerned?

KEYNOTE SPEAKERS

(with their abstracts)



Göran Eriksson

SHORT BIO

Göran Eriksson is a Professor of Media and Communication Studies at Örebro University, Sweden. He works in the field of discourse analysis and his current research is linked to the sociology of health. In particular, it is concerned with multimodal representations of healthy food and healthy eating in different settings. His ongoing studies look at the marketing of food and drinks, with a special interest in how science and scientific expertise is communicated. He publishes extensively in international peer-reviewed journals and is currently editing the book *Food Marketing and Selling Healthy Lifestyles with Science* (with Dr Lauren Alex O'Hagan). Professor Eriksson is an associate editor of the SSCI- indexed journal *Discourse, Context and Media*.



ABSTRACT

Selling good food and healthy lifestyles with science: Approaching marketing from a multimodal perspective

The importance of nutritional research for the marketing of food and beverages should not be undervalued. Historically, and in countries across the globe, nutritional research findings have been, and are still key towards making products appear as "good" and healthy options. In the last couple of decades, we have seen a growing market for products promoted as healthy or with some kind of association with wellbeing. By stressing single nutrients and exploiting the elasticity of the concept of health, food marketing use research findings to promote products as good options, apt for healthy ways of life. While it is seldom stated clearly in language that 'this will make you healthier in a specific way', the way an advertisement or a food package is designed by the use of color, fonts, textures, symbols, materials, etc., play an important role to convey such ideas. With this in mind, in this talk I will put forward two key claims. The first is to stress the importance of studying how science is used to convey food or drinks as healthy alternatives in different marketing contexts, both historically and contemporary. The second claim is to highlight the importance of approaching marketing from a discourse perspective and more specifically by using a multimodal discourse approach.

Josée Johnston

SHORT BIO

Josée Johnston is Professor of Sociology at the University of Toronto. Her research uses food as a lens for investigating questions related to consumer culture, sustainability, and inequality. Dr. Johnston is the co-author of *Foodies* with Shyon Baumann and *Food and Femininity* with Kate Cairns. She has published articles in venues such as *Sociological Forum*, *Journal of Consumer Culture*, *Theory and Society*, *Cultural Sociology*, and *Poetics*. Dr. Johnston's latest project explores the shifting cultural politics of meat consumption and production in North America.



ABSTRACT

Unraveling the paradox of good food

What is good food? Does it constitute an unattainable benchmark, positioned to shame ordinary consumers? Alternatively, can the idea of good food function as a rallying cry, galvanizing food enthusiasts, scholars, and activists? This address will explore the discourse around good food, viewing it not as a singular construct but as fundamentally paradoxical. More specifically, I explore the paradox of good food as both a collectivist project for improving the food system and a disciplinary project for regulating ideas and behaviors. The pursuit of good food can function as a source of distinction and a disciplinary agent, casting shame and stigma upon marginalized eaters whose daily practices diverge from lofty standards. However, the pursuit of good food is also a powerful source of meaning and a force for mobilization, galvanizing communities to demand transformative change within the food system. Drawing on my research on “happy meat”, I argue against reductionist readings of good food and suggest that we instead embrace its inherent paradoxes. The demand for good food transcends individual preferences, serving as a wellspring of purpose for food providers who strive to produce foods that are nourishing but also ecologically sound and delicious. Moreover, this demand unveils profound material struggles within the food landscape, rendering central the pressing question of how to build a food system that is sustainable, humane and socially just.

Paul Svensson

SHORT BIO

Paul Svensson, chef, creative director, and cookbook author. Paul studied culinary arts in Tuscany, England, and France. He worked with Marco Pierre White in London and was part of Mathias Dahlgren's team at Bon Iloc in Stockholm. He competed for Sweden in Bocuse d'Or in 2003, came 5th overall and ran the restaurant at Stockholm's Fotografiska for many years. In September 2019, he and some colleagues opened Paul Taylor Lanthandel, with a focus on local, organic, and sustainable food and drink. Paul is now part of the "Studio 2000" team, trying to build the most fair, local, and sustainable farm-to-restaurant plate business ever conceived.

ABSTRACT



Photography: Johan Ståhlberg

Good food for a growing population and healthy planet. “The empathic meal”

What would gastronomy look like if it were equal and honest and at the same time super delicious?

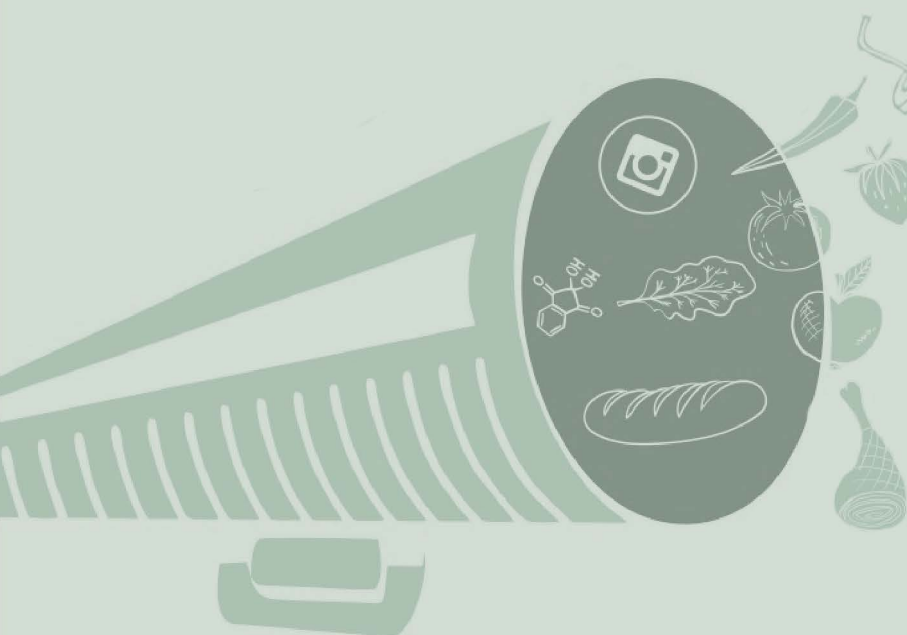
What does it take to create a meal that leaves a good aftertaste today but also for the future? How can we reduce our carbon footprint by 85% and still enjoy great dinner experiences?

This is an exciting journey that involves a mix of biodiversity in agriculture, consumption, and creation as well as a redefinition of how a product can look, taste, be used, reused and/or recycled. For the past 15 years I have been wrapping my head around what the future has to offer and what kind of knowledge I need to possess to be relevant in a changing restaurant business, both public and commercial. Through my experience running one of Sweden's first "green Michelin" restaurants at Fotografiska in Stockholm and a circular bistro in the suburbs of Stockholm, I will share my experiences from a bumpy road of success and failure when it comes to communicating what "sustainability on a plate" tastes like. But also, the joy of taking responsibility for our daily and future consumers and guests. Because who wouldn't be excited by a craft so relevant to human survival or distinction.

These questions are also relevant when we (me and my colleague Annika Göran-Rodell) create new courses for students in Culinary Arts and Meal Science. The revolution starts with the students. We are just the injection. I am because we are 😊.

PANELS

(with abstracts)



PANEL

Communicating meat: promotional and media discourses response to “the meat problem” (the FoodKom panel)

Jonatan Leer, Ana Tominc, Helen Andersson, Gwynne Mapes, Andreja Vezovnik

University: JL-Aalborg University, AT-Queen Margaret University Edinburgh, HA-Örebro University, G.M.- University of Bern, AV-University of Ljubljana

Country: JL-Denmark, AT-United Kingdom, HA-Sweden, G.M.-Switzerland, AV-Slovenia

Nowadays, no food seems to be as controversial as meat. Although meat has been problematized in the context of ethical concerns since ancient times, it is only since the mid-2000s that public debates have developed about the public health implications of meat consumption and the environmental and climate impacts of meat systems and consumption. Political, nongovernmental, scientific, promotional, and media discourses about meat have developed in a polarized public debate around the "meat problem." The main dilemma addressed by the food industry, politicians, consumers, nongovernmental advocates, and the media is, "Should we eat less meat to save our health and our planet? And how should we do that?" To explore how promotional and media discourses address these questions, this panel brings together papers that examine recent changes and responses to the "meat problem." Contributors will explore how material and discursive practices related to the consumption, promotion and mediatization of meat and meat-related issues manifest against the backdrop of the construction and consolidation of national identity, class, authenticity, governmentality, and neoliberalism.

This panel is proposed by the FOODKOM network, an international academic initiative that has been bringing together scholars interested in food and communication since 2015.

Keywords: meat, media, promotion, environment, discourse

Gourmetfying McDonald's: Communicative strategies and goals in McDonald's Denmark collaboration with Michelin chefs

Jonatan Leer, Aalborg University

ABSTRACT

Recent studies have highlighted that communicative strategies of fast food chains have altered over the last years due to a rising criticism, notably in relation to health and environmental issues which are increasingly important for a growing number of middleclass consumers. It has been argued that ethical discourses, polished statistics or authenticity claims are used as communicative strategies to address this criticism.

In this paper, I analyze McDonald's Denmark has adopted a new strategy and collaborated with Michelin chefs who were invited to design limited edition McDonald's burgers. I explore the communicative strategies and motives of this collaboration in light of the changes in consumers attitude to McDonald's and fast food chains in general. Methodologically, the paper is based on a rich data set consisting of an interview with marketing director at McDDenmark, media analyses of the commercials and media texts from the campaign, examples of the public debate generated by the campaign and 20 interviews with consumers.

The paper argues that the campaign demonstrates a new approach in fast food chain marketing where the chain adjusts its image changes in the surrounding market and the demands and insecurities of consumers by using authority of fine dining chefs to appear innovative and as a legitimate food choice. Also, we analyze how this strategy differs and echoes a recent Canadian study and how consumers respond in various way to this campaign.



“Holyrood to consider bonkers plan to BAN MEAT”: How the british press reports the discussions around the adoption of plant-based treaty in Scotland

Ana Tominc, Queen Margaret University Edinburgh

ABSTRACT

Plant-based treaty is a UNFCCC/ Paris agreement grassroot companion that puts “food systems at the heart of combating the climate crisis”, through focusing on effects of animal agriculture on ecosystems. Part of this agenda is a transformation of eating habits from meat-based to plant-based diet. In this presentation I focus on how the British Press reports on discussions around implementation of this treaty in Scotland by both the Scottish Government and the City of Edinburgh, where the treaty has been endorsed in January 2023 as “the first capital city in Europe” to do so. In particular, the presentation will look at how these discussions are framed as well as what argumentation strategies are used to support/dismiss ideas that surround the treaty in the three months following the announcement of the City of Edinburgh Council (January-March 2023). Depending on the newspaper in which they appear, the claims around the treaty and by association, about Scotland, are either dismissed as leftist radicalism by a government that wants to dictate people what to eat (and destroy agriculture) or as a step in the right direction in an inclusive, progressive Scotland. Often framed as economic or identity issues, newspapers often present reasons against such initiative as a threat to established agriculture and traditional ways of living as well as individual freedom. Through this, the paper discusses some of the challenges in communicating the changing diets to the general public, especially as they are wrapped in complex questions that link diets to the questions of national identity.

'Good' Swedish meat – a MCDA analysis of Swedish meat's campaign #SäkraMaten

Helen Andersson, Örebro University

ABSTRACT

In this paper I examine the representation of Swedish meat production and consumption in relation to the campaign #SäkraMaten [#SecuretheFood] by 'Svenskt Kött' [Swedish Meat], a brand-independent association organization, owned by the Swedish meat industry, the Federation of Swedish Farmers (LRF) and Swedish beef, pork, and lamb producers. Of particular interest is the commercial contribution to "the creation, contestation and maintenance of the national identity" (Ranta & Ichijo, 2022), in this case, in relation to Swedish food production, food consumption and food supply. More specifically, the main purpose of the presentation is to show how these representations reproduce ideas, values and discourses associated with Swedish national identity. Previous research has shown that nationalist company advertising is common within the branding of food products since employing nationalist appeals is one way to create differentiation. Research has also shown that the promotion of food is closely connected to place and identity. Nations and their symbols are used in marketing to link a brand to a national identity, and by that re-imagining, representing, and reproducing the nation. (Ichijo and Ranta, 2022, Prideaux, 2009, Kania-Lundholm, 2014).

The data consists of social media content (Twitter, Instagram, and Facebook) containing the hashtag #säkramaten. The study draws on principles of Multimodal Critical Discourse Analysis (Machin and Mayr, 2012), and van Leeuwen's notion of recontextualization of social practices. More particularly, the analysis investigates how a nationalist discourse is realized multimodally through choice of design, texts, and images. The analysis shows a marketing discourse that engages with the world situation of ongoing conflicts, pandemics, and climate change to steer sales. Discourses related to resilience, preparedness, sustainability, and animal welfare are drawn upon and given a nationalist frame. In doing so, the organizations using the hashtag express and promote ideas about who and what the nation is and needs, and what national interests are.

Tasteful meat-eating: Progressive privilege in elite food discourse

Gwynne Mapes, University of Bern

ABSTRACT

Building on work concerning elite discourse and “good taste” (Bourdieu 1984), in this paper I orient specifically to the ways status is asserted or contested through both the materiality of food (e.g. its substance and raw economics) and through its discursivity (e.g. the way it’s depicted and discussed). This intersection of language and materiality makes food an ideal site for examining political economy and contemporary class formations. As a case in point, my paper draws on a range of data from previous projects (e.g. Mapes 2021), including celebrity chefs’ Instagram accounts, multimodal food texts from an artisanal cured meats producer in Switzerland, and ethnographic fieldwork in high-end, Brooklyn, NY restaurants. This eclectic sample of elite food discourse features stakeholders who specifically self-style as the height of modern food practices and trends – all of which hinge on the responsible production and consumption of *meat*. Combining critical discourse analysis and social semiotics, I document the linguistic, verbal, and material tactics which construct particular ways of eating meat as simultaneously progressive/egalitarian and fashionable/status- producing. My main aim is to demonstrate how a discourse of “elite authenticity” proliferates these data – by emphasizing features like simplicity, historicity, and locality and sustainability, stakeholders justify and downplay their elite food practices, effectively (dis)avowing their distinction. Ultimately, this paper comments on the subtle and complex ways “ethical” meat consumption discursively reinforces status competition and hierarchies of good taste in contemporary life.

References

Bourdieu, Pierre. 1984. *Distinction: A social critique of the judgment of taste*, trans. by R. Nice. Cambridge, MA: Harvard University Press.

Mapes, Gwynne. 2021. *Elite authenticity: Remaking distinction in food discourse*. Oxford: Oxford University Press.

"Cultured meat will save the world": Green governmentality and the "New Meat Industry"

Andreja Vezovnik, University of Ljubljana

ABSTRACT

Recently, the agricultural sector has been considered one of the biggest polluters and contributors to modern climate change. The public debate about the harmful effects of livestock farming has prompted scientists and entrepreneurs to look for new solutions. A small sector that has emerged from startups working on alternative proteins has developed solutions based on fermentation, plant-based meat, insects and cultured meat. Cultured meat is derived from stem cells of animals. It reportedly has significantly less impact on the climate and environment and almost no impact on animal welfare. Startups developing cultured meat are spread around the globe, but originated in the Netherlands and Silicon Valley. The sector has grown significantly over the past decade. Their product - cultured meat - will soon be available for human consumption, and if consumers embrace it, we will soon be facing the birth of a "new meat industry".

In this paper, I examine the discourses on cultured meat emanating from the "new meat industry". Using the method of multimodal critical discourse analysis, I analyze various texts (videos, websites, social media profiles, conference papers, etc.) published by the largest companies in this field. The goal of the analysis is to show how their discourses are based on ideas of enlightenment, rationalism, mechanicism, technoutopianism, as well as how those ideas work well within the frame of late capitalism. Applying the ecofeminist and Foucauldian frameworks, this paper critically reflects on the role »the new meat industry« plays in the broader capitalist project of establishing a new green governmentality.

PANEL

Food and settler colonialism

Ronald Ranta, Laura Kitching, Jacqui Newling, Alex Colas

University: Kingston University London, Independent Scholar, The University of Sydney, Birbeck University London

Country: UK, US, Australia, UK

What do settler colonial foodways and food cultures look like? Are they based on an imagined colonial heritage, do they embrace indigenous repertoires or invent new hybridised foodscapes? what are the socio-economic and political dynamics of these cultural entities? And how are they communicated and advanced?

Based on the recently published volume *'Going Native?' Settler Colonialism and Food*, and focusing on four key case studies (Hawaii, Australia, Mexico, and Israel/Palestine), the proposed panel provides a comparative account of settler colonial food cultures and foodways, and the ways in which these are communicated.

Settler colonialism is primarily about the domination of an initially exogenous group and its use of appropriated indigenous lands to produce food to sustain its polity. Food is thus central to the establishment, survival, and advancement of settler colonialism. Food, however, is also marker of identity that communicates who people are to themselves and to others. The proposed panel demonstrates how the study of settler-colonial foodways and food cultures provides us with a window, for understanding not only how settler colonies are formed and evolve, but also about the evolution of relations and power dynamics within settler societies and between the settlers and the indigenous populations.

Keywords: settler colonialism, indigeneity, settler colonial food cultures, settler colonial foodways

Decolonising Israeli food

Ronald Ranta, Kingston University London

ABSTRACT

Israel/Palestine is a site of bitter struggle over definitions of indigeneity and settlerness. The contested definition of 'local food' and the challenge of decolonising gastronomy are major themes in the heated debate about food politics and culinary appropriation. The paper provides an ethnographic account of these debates by framing the Jewish-Israeli foodscape as a struggle over authenticity, heritage and legitimacy. The paper examines whether the field of Israeli food is undergoing a paradigmatic shift with regard to the role and place of Arab and Palestinian people and food cultures. And, what such a shift might mean for Israeli settler colonial identity, society, and attempts at decolonisation more broadly. It focuses on three discourses adopted by Jewish-Israeli chefs with regard to Arab and Palestinian food: cosmopolitan appropriation, Arab-Jewish revival, and reflexive decolonisation. While some commodify Palestinian food as part of an urban hipster scene of consumption, and others celebrate the return of Arab-Jews to their culinary heritage, a third discourse seeks to recognise the prospects of decolonising settler colonial food from a reflexive and binational perspective. These divergent strategies of coping with the entangled culinary histories of Jews and Palestinians will determine what 'Israeli food' and society might one day come to be.

Keywords: decolonisation, Israel, Palestine, Arab-Jew, cosmopolitanism

Definitions of Hawaiian food

Laura Kitching, Independent Scholar

ABSTRACT

The paper examines the idea of 'Hawaiian food' and the ways in which it has been constructed, defined (and redefined), and communicated through cookbooks. The study of cookbooks is pertinent as it provides a window for contextualising and understanding food and food cultures within the time frame, place, and culture they emanated from. Focusing on five cookbooks, written and published in Hawai'i between 1896 and 2021, by a variety of individuals and groups, the paper explores the evolution of Hawaiian food culture and how it has been defined and constructed; the paper also considers the complex and evolving identities of the cookbook writers. The paper concludes by considering how current cookbooks navigate the multiple, complex, and evolving food identities, cultures and foodways of the Hawaiian Islands.

Keywords: Hawai'i, Hawaiian food culture, Hawaiian Foodways, cookbooks, native Hawaiians

Uneasy lies the head that wears the crown

Jacqui Newling, The University of Sydney

ABSTRACT

Lamb has long been promoted in Australia as a celebratory food – particularly for the national Australia Day holiday in January each year – that champions and is representative of the country's inclusive and multicultural society. In this paper, historian and gastronome Jacqui Newling questions whether a native alternative such as kangaroo, that acknowledges Australia's pre-colonial heritage, would be a more appropriate choice. Through this lens, the paper considers Australia's culinary identity in the contexts of the nation's settler colonial heritage and changing multicultural diversity, and the uncomfortable truths of dispossession of the country's First Peoples. Drawing on historical references, period cookery texts and current scholarship concerning settler colonial Australia's relationship with native foods, particularly kangaroo, and recognition of First Nations' rights and sovereignty, the paper argues that presenting lamb as the national celebratory meat supports a broader legacy of self-indigenisation and cultural 'whitewashing'.

Keywords: Australia, lamb, kangaroo, first nations, Australian foodways

Like the papacy of Mexican food

Alex Colas, Birkbeck University London

ABSTRACT

In 2010, UNESCO declared Mexican traditional cuisine as Intangible Heritage of Humanity. The figure of the *mayora* – the wife or concubine of the Spanish American Hacienda owner and therefore principal cook in the Estate household during the colonial period – has over the past couple of decades been recovered, revalorised and promoted in Mexico as a purveyor of ancestral culinary knowledge among First Nations (*pueblos originarios*). Native ingredients, techniques and practices, mostly transmitted orally and almost exclusively by women, have been reinterpreted and included in the culinary repertoire of high-end restaurants, with *mayoras* acting as ‘traditional cooks (never ‘chefs’) and guarantors of the intergenerational transmission of ‘traditional Mexican food’.

This paper critically explores the political, socioeconomic, and cultural processes by which *mayoras* have come to represent Mexican culinary authenticity whilst at the same time ‘elevating’ this cuisine to fine dining. It explains how and why First Nation female household cooks so emblematic of Mexico’s settler-colonial past have been recharged with distinctive economic value, cultural authority and political power at the start of the twenty-first century.

Keywords: Mexico, Mayora, Mexican cuisine, authenticity, heritage

PANEL

Food communication pedagogy: Approaches, experiences, reflections

Professor Ashli Stokes, Dr Ana Tominc, Tanja Kamin, Gita Berg

University: Queen Margaret University Edinburgh, University of North Carolina at Charlotte, University of Ljubljana, Uppsala University

Country: UK, US, Slovenia, Sweden

This panel first offers four brief examples through which we interrogate and reflect on our approaches to teaching food and communication, and it then invites the attendees to join in a discussion around teaching food, media and communication. More than being simply a »traditional« panel, this panel aims to create an environment for exchange of ideas, practices and experiences, thus hopefully creating a network of practitioners who teach (or intend to teach) food at the intersection of language, communication and the media.

‘Good’ food and civic engagement: Foodways in the communication studies classroom

Ashli Stokes, University of North Carolina at Charlotte

ABSTRACT

The study of foodways has been embraced recently as a universal and heuristic pedagogical tool by a number of faculty, with courses called “Taco Literacy” and “Eats 101” springing up on campus. Communication Studies, too, sees food as more than a set of ingredients, creating a robust system of communication that shares meaning, shapes identities, and helps people navigate and negotiate their daily lives. This presentation argues that experiential foodways pedagogies offer one example of how to foster civic engagement, part of the pedagogical core of the communication discipline. Foodways pedagogies help build civic knowledge that shapes views about public issues, increases trust, and lessens alienation from public life. Foodways techniques contextualize and vivify civic ideas, offering glimpses into community histories that influence the present. In addition, communication Studies-oriented foodways pedagogies help students make meaningful connections between themselves and their communities to identify and address issues of public concern and solve problems collectively, generating civic engagement outcomes. The opportunity for Communication Studies to embrace foodways as one of the most basic and revealing social practices helps to foster and strengthen democracy in our classes by showing how civic engagement is about doing (self-efficacy), becoming (participation), and engaging (advocacy). After briefly presenting the state of civic engagement and knowledge among college students, the presentation describes general civic engagement efforts on American campuses. Particularly drawing on the notion of conviviality, it highlights three forms of curricular examples, contending that foodways pedagogies offer an important way to understand how meaning is constructed, how group identities and boundaries form, and how communities might craft meaningful civic engagement.

Keywords: civic engagement, foodways, pedagogy, situated learning

Challenges of teaching food communication: From what is food to what is communication (and what about the media?)

Ana Tominc, Queen Margaret University Edinburgh

ABSTRACT

In this presentation I reflect on my own module entitled Food Communication which I have been developing and teaching since 2014 as part of the MSc Gastronomy postgraduate course at Queen Margaret University Edinburgh. The course's aim is to present to a mature postgraduate student contemporary food issues from various perspectives, such as economics, politics, nutrition, history and sociology, bearing in mind how food at the same time speaks to our heart and mind, to our rational as well as emotional selves. From questions around what such a module on food communication should actually contain (and for what type of student) to appropriate assessment methods, I discuss how the limitations of a university structure (and the established disciplinary boundaries) brings challenges to integration of communication into course that aims to teach food holistically, while at the same time pay attention to the discipline of communication and media studies as established disciplines. On a number of selected examples and student feedback I demonstrate how this may be approached, but I conclude that such a module is never stable and should constantly be under review.

Stubborn food habits: food communication pedagogy for social marketing students with a focus on reducing meat consumption through effective communication and behaviour change strategies

Tanja Kamin, Univeristy of Ljubljana

ABSTRACT

Eating behaviours are influenced by a number of factors, including habits, cultural norms, personal beliefs, and various environmental factors. In this presentation, an educational experiment with social marketing students is presented. They were challenged to find solutions to environmental and health problems related to meat consumption. We began with a 14-day experiment in which students were asked to change their eating habits by reducing meat consumption on specific days over a two-week period and report on their experiences with the changed behaviour. Through the experiment, students were encouraged to 1) become more aware of their eating habits and 2) become more sensitive to factors at the micro, mezo, and macro levels that either supported or hindered the recommended behaviour change.

The course integrated theories of communication, social marketing, environmental studies, and nutrition education, as well as personal experiences with short-term changes in eating behaviour, to make students aware of factors that supported or hindered recommended behaviours and to develop interventions to address individual and structural barriers to behaviour change. The goal of the course was to improve students' communication skills, increase their understanding of food culture and social marketing principles, and equip them with the tools necessary to design and implement effective behaviour change strategies to change dietary habits. The presentation will discuss the implementation of the experiment and its potential impact on student learning outcomes, awareness of the difficulty of changing dietary habits, and the broader community.

Communicating aesthetic values in food education

Gita Berg, Uppsala University

ABSTRACT

Food is an essential part of life and included in many everyday activities. In recent decades, pleasure and taste has gained increased public attention in the selection and symbolic presentation of food, which can be referred to as an “aestheticization” of eating (Warde, 2016). However, little attention has been paid to the communication of aesthetic values in food education, and the present study therefore aims to gain understanding of the roles that aesthetic values play in the school subject Home and Consumer Studies (HCS). The investigation is guided by the research questions: What aesthetic values are central when teachers and students engage with food in HCS educational contexts, and how do these aesthetic values come into play?

Aesthetic values are here regarded as socially and culturally shared, and related to notions of pleasure and taste (Sinclair, 2009). Data were generated through empirical fieldwork which followed an exploratory, single case study design. Students from one school class and their two HCS-teachers were followed throughout one school year, and included in the analysis for this study are: thirty-six video-recorded classroom observations, eight teacher interviews, and four student focus groups. Using a pragmatist approach, the interest is directed towards situated actions taking place in the studied practices (Wickman, 2006). Specific attention is paid to aesthetic values: how they are communicated, and how they can be seen to bring the practices forward.

Through reflexive thematic analysis (Braun & Clarke, 2021), we show how food was included and valued aesthetically. Aesthetic values are thematized as relating to three different perspectives: culinary aesthetics, production aesthetics, and bodily aesthetics. By describing how these values were communicated, the results make visible the aesthetics that guide and shape food education. Thereby, the study contributes to the understanding of food educational dimensions that are often invisible and/or taken for granted.

Keywords: food education, aesthetics, aesthetic values, home and consumer studies

References

- Braun, V., & Clarke, V. (2021). *Thematic analysis: a practical guide*. Sage Publications.
- Sinclair, N. (2009). Aesthetics as a liberating force in mathematics education? *ZDM: the international journal on mathematics education*, 41(1), 45-60
- Warde, A. (2016). *The Practice of Eating*: John Wiley & Sons.
- Wickman, P-O. (2006). *Aesthetic experience in science education: Learning and meaning-making as situated talk and action*. Routledge.

PANEL

Food, gender and culture

Charlotte De Backer ^a, Ben De Groeve ^b, Jonatan Leer ^c, Elina Vrijzen ^{a,b}, Emily Contois ^d, Amber Peeters ^a

University: ^a University of Antwerp, ^b Ghent University, ^c Aalborg University, ^d University of Tulsa

Country: ^{a,b} Belgium, ^c Denmark, ^d United States of America

For a long time, meat has been associated with masculinity in culture; the phrase "real men eat meat" is a common trope. This idea is clear when observing figures on meat consumption and attitudes towards meat but is also prevalent in both legacy media and social media. This panel brings together scholars from various fields to discuss the changes in and impacts of associations between meat, gender, and culture.

We start by showing that gender and masculinity are highly significant variables when it comes to dietary identity and the moral justification of meat consumption on an individual level (Abstract 1). In a second talk, we present that individual attitudes towards meat, especially burgers, are highly ambivalent and gendered (Abstract 2). At the intersection of the individual and cultural level, we explore how men construct their masculinity through eating behavior and media consumption (Abstract 3). In a fourth study we argue that, on a cultural level, masculinity is used to display environmentally friendly food alternatives in the same way as meat products are advertised (Abstract 4). Lastly, we conclude that the gendered depiction of meat can be seen not only in legacy media, but also on social media (Abstract 5).

The study of associations between meat, gender and culture is timely and necessary. This association creates pressure for individuals to conform to traditional gender roles and expectations but may also contribute to feelings of inadequacy or shame for those who do not eat meat. It is important to recognize and challenge the ways in which meat is marketed and consumed in relation to gender, and to consider the potential impacts on humans, animals and our ecological system. Not only can this help to prevent potential shifts in these dynamics, but it can also help to reduce the negative health and environmental consequences of overconsumption.

Meat eating- and the role of identity-based motivations in supporting meat consumption and resisting plant-based diets

Ben De Groeve, former Ghent University

ABSTRACT

Meat consumption is increasingly criticized for its impact on animal welfare, the environment and public health, and promoting shifts towards more plant-based diets provides an integrated solution to avoid these harms in practice. Nevertheless, this dietary shift contradicts the ideology of the meat-eating majority (i.e., carnism) and is often met with resistance. The promotion of plant-based diets based on claims of harm avoidance pose a simultaneous threat to the moral identity and the dietary identity of many meat consumers. This identity threat may arouse motivations to protect one's identity by obscuring harms and rationalizing meat-eating ("pro-carnist defenses"), and by stigmatizing and stereotyping plant-based dieters ("counter-veg*n defenses"). Gender is one potent identity variable that informs meat-eating and moral cognition. Men, in particular traditionally masculine men, defend their meat consumption differently compared to women. Men are more likely to actively rationalize meat-eating, whereas women are more likely to avoid confrontation. A higher endorsement of "new" masculine values is associated with lower meat attachment and more positive attitudes towards dietary change. Compared to men, women are more likely to eat less meat and be veg*n, endorse a more universal morality and care about their health, the environment and the welfare of animals.

Disgusts and pleasures of burger consumption: Gendered affective attitudes to a beloved, controversial and masculinized fast-food icon

Jonatan Leer, Aalborg University

ABSTRACT

For many years, the burger has enjoyed an ambivalent position as, on the one hand, an universal comfort food, and, on the other, the incarnation of the most problematic attributes of Western foodways in relation to health, food production and environmental issues. It is thus a food item that calls for strong political attitudes and contrasting affectivities. In this paper, I will explore how these ambivalent affective attitudes to the burger are gendered via two highly mediatized Danish cases of the gourmetfied burgers with a particular focus on how these were evaluated by middleclass consumers. First, the famous NOMA burger from 2020, when the new Nordic flagship NOMA was transformed into a burger joint. Second, McDonald's Denmark's collaboration with Michelin chefs in 2021-2022. The paper explores SoMe media texts as well as interviews with consumer and it explores how the affective responses are performed and moralized from a gender perspective. It will be argued that affects are not only gendered, but also highly classed and that burger consumption is associated with elements of disgust and pleasure for men and women alike, but burger consumption remain more burdensome for women and particular mothers, while men and father easier find strategies to legitimize their burger consumption.

Sizzling Steaks and Manly Molds: Unpacking the meaning of media representations of meat and masculinity in young men's lives

Elina Vrijnsen, University of Antwerp and Ghent University

ABSTRACT

The (over)consumption of meat, especially red meat, has many health and sustainability implications. Eating red meat and masculinity are historically and culturally associated with each other, leading to the stereotype 'real men eat meat' in Western society. The stereotype is also identified in media, which play a significant role in shaping social reality and in the construction of gender. However, little is known about how men deal with this cultural construct in their day-to-day lives. This study aims to study how men give meaning to media representations of meat in relation to masculinities, and how these meanings relate to their identity as meat-eaters or veg*ans.

The study starts from lived experiences and employs semi-structured in-depth interviews with thirty people living in Flanders (Belgium) between the age of 18 and 29. We interview meat eaters and veg(etari)ans to explore the diversity of meanings our respondents give to media representations of masculinities in relation to their own eating behaviour. During the interviews, we first ask the participants about their eating behaviour, more specifically about the (non)consumption of meat. Secondly, we examine the ways in which young men give meaning to the images of masculinities and the (non) consumption of meat depicted in media. Finally, we want to get an insight into how young men connect media representations of (non) meat and masculinities to their own sense of masculinity. Overall, this study aims to contribute to a better understanding of the complex relationship between media, gender and (non) meat consumption and its implications for the individual and society, in the context of sustainability and health.

Negotiating gender on the plate and on the road: Advertising the Impossible Whopper and F-150 Lightning

Emily Contois, University of Tulsa

ABSTRACT

Among American food culture's gendered norms, perhaps none is so deeply ingrained as "meat is masculine." As a result, marketers navigate masculine gender stereotypes as they launch meat alternatives. Additionally, scholars have documented the perceived relationship between sustainable consumer behaviors and femininity, going so far as to name "the green-feminine stereotype" as a barrier to increasing sustainable actions among men. To illuminate the gender negotiation inherent to such marketing, this paper takes a comparative approach. It analyzes the "masculine" meaning of two American cultural stalwarts—the beef burger and the pickup truck. The paper considers these "masculine" consumer goods alongside advertising for their "green" counterparts: the plant-based burger and the electric truck. Specifically, the paper draws from the commercials and product websites for two popular brands: the Burger King Whopper hamburger and its plant-based version, the Impossible Whopper, alongside the Ford F-150 pickup truck (the best-selling truck in the U.S.) and its electric counterpart, the F-150 Lightning. Both of these "green" products posed an advertising challenge and a cultural opportunity; early ads were tasked with launching the products, but also explaining them in persuasive ways to unaware and/or skeptical audiences, especially men. This could have been an opportunity to reimagine gender norms and power structures, and how they shape both eating meat and driving trucks. But neither brand took the plunge. Instead, they sought to masculinize the more sustainable options through overt and subtle tactics, such as through the icon of the cowboy and deeply-toned voiceover work. Both brands argue that the "green" version offers the same (or even more) benefits as the original, emphasizing traditionally masculine qualities like hard work, power, and realness to make their case. As such, conventional masculinity remains a barrier to addressing the global climate crisis, both on the plate and on the road.

Gender differences in the Twitter discussion about meat, vegetarianism and veganism

Amber Peeters, University of Antwerp

ABSTRACT

For a long time, meat consumption has since long associated with masculinity. Legacy media strengthen this idea by distributing gendered depictions of meat consumption. The association between meat and masculinity might be a threshold for reducing meat consumption, especially among men, who may use this association to signal their masculinity to others. The current research examines whether such associations can also be found on social media, since these display current opinions through user-generated content.

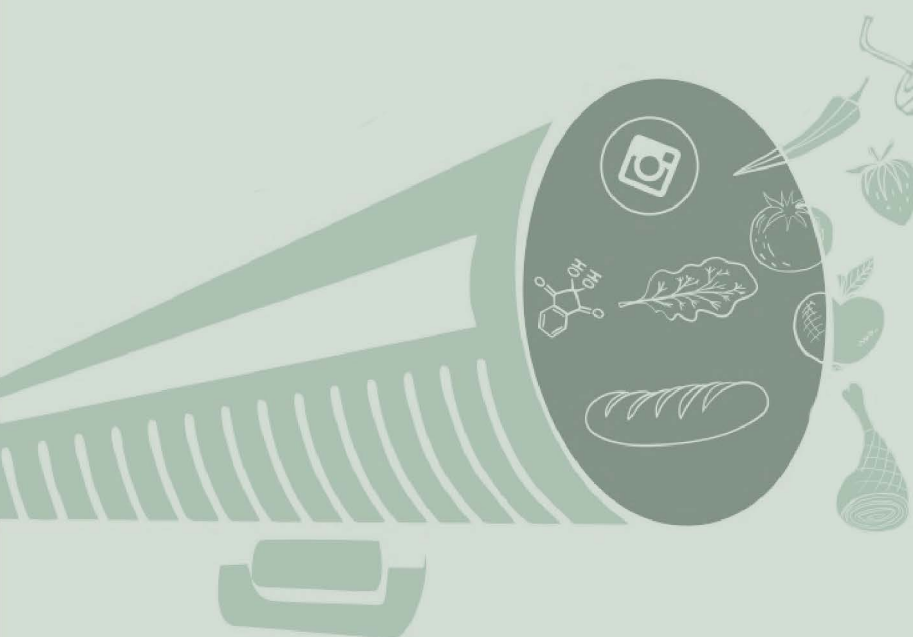
Using content analysis on Twitter (N=1842 tweets), we examine the online discourse on the (non-)consumption of meat, specifically in association with gender. Tweets written in Dutch were selected, using the Dutch equivalent for #meat, #vegetarianism and #veganism. Besides the gender of the author, we coded the topic, sentiment, reasons cited and possible motivations of the tweets.

The results show that whereas women were more likely to give advice on certain diets, men were more inclined to write offensive tweets. The content analysis also stated that men used more arguments on animal welfare and personal health, while women discussed the environment more. Further, the results confirmed gender associations about meat consumption, vegetarianism and veganism (veg*nism). Men were more likely to tweet about meat consumption, whereas women were more likely to tweet about veg*nism. Additionally, most negative tweets about veg*nism were written by men, while the positive tweets were more likely to be written by women.

This study affirms that the discussion on meat and veg*nism is gendered, showing that men and women talk differently about the topic. An important note, however, is that content on platforms such as Twitter is produced by social media users themselves, unlike content consumed through legacy media. The Twitter discourse on the topic thus both reflects and enables current societal and legacy media discourses.

ABSTRACTS

(in alphabetical order by surnames of presenting authors)



Not a Piece of Cake: Exposing the context of unhealthy eating in America

Eulàlia P. Abril, University of Illinois Chicago, United States

ABSTRACT

In the United States, low intake of healthy foods (fresh fruits and vegetables, fresh meats and fish), together with excess intake of unhealthy foods (junk food, fast food), are among the leading factors in obesity, heart disease, stroke, type-2 diabetes and mortality. Food environments research has uncovered the importance of physical environments and the vast difference among communities (e.g., distance to a grocery store). Compounding food environments are the food messages we receive from media and technology (especially around convenience and lack of time), which are primarily geared toward unhealthy food consumption and designed to make us feel inadequate and consumption-ready.

I propose a framework to explain the impossibility of eating healthily, which I call *communicative contexts*, taking place in five different realms: the physical environment, the mass media environment, the social media environment, the interpersonal networks, and technology. Although these contexts can be studied individually, there is an undeniable overlap between them, and they are not considered independent. Communicative contexts operate everywhere. However, the impact on different demographics differs.

Using focus group data, this research seeks to identify perceived and actual barriers to healthy eating from the five elements in communicative contexts among individuals who want to eat healthily and are in charge of food preparation in their households. The broad categorization of perceived and actual barriers will consist of (a) external barriers such as those provided by most communicative contexts, (b) lack of food knowledge or practice, and (c) internal factors like internalized media messages of convenience and ability. Data collection is underway in Chicagoland neighborhoods of varied resources to capture responses from resource-rich and resource-poor communicative contexts, as well as minority and non-minority neighborhoods. Chicago is home to one of the most diverse populations in the nation, but these racial and ethnic groups tend to live segregated.

Keywords: communicative contexts, healthy eating, convenience, Chicagoland

Food poverty discourse on German speaking Twitter – What we can learn about the social role of food in times of material deprivation

Lina Bartelmeß (Co-authors not attending the conference: Mirco Schönfeld – University of Bayreuth, Jürgen Pfeffer – TU Munich), University of Bayreuth, Germany

ABSTRACT

Poverty and its impact on food have become more visible since the COVID-19 pandemic and are increasingly discussed in public, e.g., on the social media platform Twitter. From May 2022, the German-language hashtag #IchBinArmutsbetroffen triggered a wave of public confession by people affected by poverty. This study examines which food-related discussions were conducted under this hashtag and what can be inferred from it about manifestations of food poverty in Germany, especially how it is experienced in its social dimension.

In November 2022, 74832 tweets with the hashtag spanning from the period of May to November 2022 were collected using the academic API of Twitter. From these, 9,664 food-related tweets were identified by using a food-related dictionary. These were analysed qualitatively and descriptively. Topic structures, representations and evaluations of users tweeting about food poverty in relation to their life situation, resources and barriers were identified.

The results show that food is a key area in which poverty is perceived and experienced. 13 percent of the discussions under the hashtag are related to food. These are very diverse in terms of food-related content. They refer to both the material and social manifestations of food poverty. Different social, cultural, and mental manifestations of food poverty have been identified, which help to better describe and understand the phenomenon.

This study is an interdisciplinary study in collaboration with food sociologists and digital social scientists. The analysis of Twitter discussions provides information about the life situations and perspectives of users affected by food poverty and can be an important complement to ongoing materially oriented assessments (Bartelmeß et al., 2022). The findings provide an impetus for poverty and food behaviour research to consider the social aspects of food and nutrition in a stronger and more differentiated way.

Keywords: food poverty, social dimension, twitter, food communication

References

Bartelmeß, T., Jasiok, S., Kühnel, E. & Yildiz, J. (2022). *A Scoping Review of the Social Dimensions in Food Insecurity and Poverty Assessments*. *Frontiers in Public Health*. DOI: 10.3389/fpubh.2022.994368

#dancersdiet, #balletnutrition and health: How professionals in and around the environment of dance as well as lay people frame the public discourse of a dancer's diet.

Constanze Betz, University of Bayreuth, Germany

ABSTRACT

#dancersdiet, #balletnutrition and health: How professionals in and around the environment of dance as well as lay people frame the public discourse of a dancer's diet. Background: Food and Nutrition is a diverse discussed topic in public environments. Knowledge of proper nutritional practices is mixed with cultural ideals of body norms and trendy diets aiming to reach such an ideal. Certain foods or food groups tend to be labelled with moral values in societal communication leading to a stigmatization or praise of persons/bodies consuming those. Ballet dancers, as an aestheticized and strong body focused subgroup of the population living with strict expectations and rules use social media to share their perception of good and healthy nutritional practices.

Aim: This paper aims to describe the public discourse about a dancer's diet on the social media platform Instagram and the in this regard opened frames of health, moral values, and lifestyle components.

Methods: Data labelled with the hashtags #dancerdiet and #balletnutrition is collected from instagram using a Scraper. Wordclouds and semantic analysis will be done with VosViewer. Content will be analyzed with MaxQDA.

Estimated results: The entries will cover different perspectives on and about the topic of a dancers diet, ranging from stereotypical attributions (like dancers don't eat or cannot eat carbs in order to stay slim) shared recipes and content displaying (parts of) the actual diet (e.g., WIEIAD "What I eat in a day"), (healthcare professionals) educational content up to the communicative reframing of moral labels of food towards (at least) a neutral to positive way.

Conclusion: The analysis and estimated results will show that dancers and other professionals in the field, with the communicative possibilities of today, take part and try to reframe the discussion that is built on the dancers diet and body norms.

Keywords: ballet dancers, health, communication, norms

Is it bad for older people to eat alone? Reflections from a PhD project

Amanda Björnwall, Uppsala University, Sweden

ABSTRACT

The practice of eating together, commensality, is often considered as something positive, particularly regarding older peoples' nutritional status and psychosocial well-being. Eating alone, in contrast, is treated as a risk factor and often communicated publicly as a problem. Eating alone is related to older peoples' loneliness and lower food intake and thus shared meals are included in some countries' public health advice. However, the literature is ambiguous on whether or not eating alone is a problem. Despite this, analyses that specifically target older peoples' varied experiences and notions of eating alone are scarce and associations to different health outcomes are still unclear.

Therefore, this PhD studies the social aspects of meals for older people, using a multimethod approach. In qualitative interviews with retired Swedes, we're focusing on how eating alone can be experienced and reflected upon among people aged 70 years and older in Sweden. Furthermore, a cross-sectional survey examines how eating alone or together with others are associated with health, and/or food habits, and investigating if potential associations are modified by if and how often eating alone is subjectively experienced as troublesome.

One key finding in our interview study was an identified tension between the idea of eating alone as something problematic among those living and eating with a partner and the practical experience of an uncomplicated routine among those living and eating alone. Several of the cohabiting participants, who ate almost every meal with their spouse, talked negatively about eating alone and its potential effects on food intake as well as food quality. Again, communicating the general perception of eating alone as something inferior compared to eating together. Participants living and eating alone often had other experiences, where some felt content with eating alone, and even enjoyed it, hence challenging health communication that frames eating alone as a problem. This and preliminary survey results will be discussed further in the presentation.

Eating together might be a possible social need for many, but perhaps not for all. Highlighting the risks of eating alone may determine a common belief that it is bad, or even harmful, when in reality the situation might be something else. We suggest further examination of when and for whom commensality interventions can benefit health and well-being, and when and for whom they may be redundant or even

negative. Additionally, we suggest a nuanced communication regarding eating alone that actually coincide with what we know about the phenomenon so far.

Keywords: aging, commensality, eating alone, food, loneliness, meals

Tea as a USP? - How tea culture is branding a region

Hartwig Bohne and Lysbeth Vink, SRH Dresden School of Management and Hotelschool The Hague, Germany and The Netherlands

ABSTRACT

Introduction and objectives

After water, tea is one of the most popular beverages in the world. And, while tea is an important economic factor in tea-producing countries, it also has a cultural impact in tea-consuming countries. Worldwide, four tea traditions have been awarded as intangible world heritage by UNESCO: the East Frisian tea culture already since 2016, in 2022, China, Türkiye and Azerbaijan followed. The reasons for identifying these regions and their tea cultures were similar: the social role of consumption, cultural anchoring, and people's pride expressed through the transmission of tea-related traditions from generation to generation. This paper examines and demonstrates the relationship between tea consumption and regional cultural and social branding in Europe, using Frisia, Azerbaijan, and Türkiye as examples.

Method

The paper and conference contribution will be based on desk research and expert's interviews.

Results and conclusion

The tea cultures of East Frisia, Azerbaijan, and Turkey have been designated as "world heritage sites" contributing to the branding of these regions through a tea-centric identity, which is found only in a few other parts of the world. Underlined by the use of specific utensils (Dresmer blau porcelain in East Frisia, silver pots in Western Frisia) and glass (tulip glass in Türkiye and Azerbaijan), as well as by the preparation of a cup of tea as a common instrument to welcome guests, to have business and private gatherings, and to show hospitality, tea is symbolizing pride and sustainable cultural roots. This is creating a specific regional branding shown with tea museums, tea tastings, tea routes and tea education. In addition, also the types of sweetening or boiling instruments, but also tea related events, strengthen the link between this beverage and an entire cultural environment. Consequently, the regional tea habit becomes a brand for high-quality, authentic services, and products as well as a symbol of a social and economic anchor for the society, and the tourism industry, demonstrating the possibility of successfully using tea as a branding element for regions, and communities.

Keywords: heritage, culture, tradition, uniqueness

References

Bohne, H. (2022): Tea consumption heritage. In D. Buhalis (Hrsg.), Encyclopedia of tourism management and marketing. Cheltenham: Edward Elgar Publishing Ltd.

Bohne, H. (2022): Tea ceremonies. In D. Buhalis (Hrsg.), Encyclopedia of tourism management and marketing. Cheltenham: Edward Elgar Publishing Ltd.

Bohne, H. /Jolliffe, Lee (2021): Embracing Tea Culture in Hotel Experiences. In Journal of Gastronomy and Tourism, Volume 6, Numbers 1-2, December 2021, pp. 13-24(12)

Bohne, H. (2021): Uniqueness of tea traditions and impacts on tourism: The East Frisian Tea Culture. In International Journal of Culture, Tourism, and Hospitality Research, special issue: Opportunities and Challenges at the Connection of Coffee, Tea, and Tourism, Vol. 15 No. 3, August 2021, pp. 371-383

China's, Türkiye's and Azerbaijan's tea culture has been inscribed on the UNESCO World Heritage List | Silk Roads Programme. (n.d.). <https://en.unesco.org/silkroad/content/chinas-turkiyes-and-azerbaijans-tea-culture-has-been-inscribed-unesco-world-heritage-list>. Accessed 31 January 2023.

Times, G. (n.d.). Turkish tea culture, a way of life, enters UNESCO cultural heritage list. Copyright 2021 by the Global Times. <https://www.globaltimes.cn/page/202301/1283868.shtml>. Accessed 31 January 2023

UNESCO - Traditional tea processing techniques and associated social practices in China. (n.d.). <https://ich.unesco.org/en/RL/traditional-tea-processing-techniques-and-associated-social-practices-in-china-01884><https://www.unesco.de/en/east-frisian-tea-culture>. Accessed 31 January 2023.

Vink, L., Kappert-White, A., Bohne, H. (2022): Cultural heritage and tourism: Friesland tea. In L. Jolliffe (Hrsg.), Routledge Handbook of Tea Tourism. New York: Routledge

Colonizing authentic foodways: *Milk street* and the reworking of ethnic recipes in American food television

Andrew Bottomley, SUNY Oneonta, USA

ABSTRACT

This paper aims to describe and theorize the role of food television in cultivating popular understandings of the relationship between food, ethnicity, and nation. It examines the U.S. public television series *Milk Street*, which seeks to expose American viewers to global ethnic and racial communities through their foodways. The cooking show will travel to foreign cultures and learn about traditional dishes and ingredients from locals, often going into people's homes. This contact provides viewers with a warm and respectful entrée into the everyday realities of these racial, ethnic, and immigrant communities. Yet, it is also a sanitized experience presented for the vicarious pleasure of the largely privileged white audience. And *Milk Street*'s programming format takes these "authentic" recipes and then purports to improve them for American home cooks, exposing a hierarchical and imperialist worldview in the process.

The good as enemy of the 'Perfect': Pseudo-expertise and cultural appropriation in American food media

Anthony F. Buccini, Independent Scholar, USA

ABSTRACT

Modern American mainstream culinary culture is an *exocuisine* (Buccini 2016), in which culinary discourse is far less tied to family and a proximate community with a single shared set of foodways (as is the case in an *endocuisine*); rather, food-related discourse in an *exocuisine* is diffuse, with the acquisition and exchange of culinary knowledge involving to a considerable degree impersonal networks that include multiple forms of print media, television, and internet formats, with these media also serving prominently as vehicles for all manner of culinary commercial marketing. Tied to this marketing, there is a set of culinary ideals (alien, even antithetical, to tradition-based, communal *endocuisines*) of novelty, innovation, and competition that increasingly pervade American foodways and are intimately tied to a shift from holding cuisine as an expression of communal cultural identity to regarding cuisine as an expression of individuality. This shift can even be seen in the instructional television cooking shows: in most cases they too reflect the ideals of novelty, innovation, and competition, albeit in more subtle and perhaps more pernicious ways.

In this paper, I examine a group of such modern instructional cooking shows which have clearly been designed for an *haute-bourgeois* audience as a source of cultural capital in the form of 'culinary secrets' while also addressing the yearning that arises in sectors of an *exoculinary* population for 'authenticity', that is, for the kind of focus and complexity that characterise tradition-bound, communal *endocuisines*. A central conceit of this commodification of 'authenticity' is a balancing act between the ability of the shows' stars to 'discover' remarkable dishes of traditional cuisines but then also to reveal their 'flaws', sometimes in sneering fashion, and then to offer allegedly 'perfecting' alterations to those dishes which in reality are merely adaptations to mainstream American expectations.

References

Buccini, Anthony F. 2016. "Defining 'Cuisine': Communication, Culinary Grammar and the Typology of Cuisine." In: *Food and Communication: Proceedings of the Oxford Symposium on Food and Cookery 2015*. Mark McWilliams (ed.), pp. 105-121. Totnes: Prospect Books.

Communication networks, supply chains, and the local grain movement

Andrew Calabrese , University of Colorado – Boulder , United States

ABSTRACT

Food localism is a highly popular ideal in many countries, based on values emphasizing a reduction in “food miles”; support for local agriculture and small-scale farming; emphasis on traceability and transparency as ways to monitor food safety; and greater control over food supply chains. These considerations are bases of familiar arguments among food scholars, activists, restaurants that emphasize “farm to table” menu items, vendors at farmers markets, consumers, and even policy makers. At the height of the Covid-19 pandemic, we saw greater enthusiasm emerge for food localism as concerns rose about threats that interrupted supply chains posed for food access. But commitments to food localism are challenged by the economies of scale enjoyed by large-scale industrial agriculture, national and international distribution networks, and giant retail firms. Not surprisingly, grains are among the least common foods to be touted as “local,” and the history of grain production and distribution in the global North is a story that has worked against the viability of local grain economies. For example, local wheat supply chains declined radically since the mid-nineteenth century advent of steel roller mills, which replaced traditional water-powered stone mills and led to the centralization of grain processing, storage, and distribution on a massive scale. This trend was further solidified by modern wheat breeding for high yield; the concentration of farmland ownership and the decline of small farms; chemical and mechanized agriculture; and the centralized distribution, storage, and trading of grain commodities. After outlining key features of grains as global trading commodities, this paper will examine the current movement to re-build local grain economies, focusing on visions about how communication networks and digital platforms are essential to their development.

Keywords: food localism, food supply chains, local grain economies, local grain movement

Fair-trade food. How the concept and representation of 'good' is changing in the Italian experience

Ludovica Carini, Silvia Mazzucotelli, Eleonora Noia, Università Cattolica del Sacro Cuore, Italy

ABSTRACT

This paper examines the evolving concept of "good food" and its relationship to social and environmental justice. It specifically explores these changes within the context of Fair Trade, which initially emphasized workers' rights, equitable profit distribution, local development, and cultural recognition. However, in the past two decades, new concerns regarding the environment, health, and personal safety have influenced the perception of "good food," leading to a gradual transformation in its meaning.

The paper draws on mixed qualitative data, including netnography, questionnaires, and interviews with consumers and staff of fair-trade shops in five regions of Italy collected between 2020 and 2023, as part of two distinct but interrelated research streams. The investigations focus on Altromercato, a prominent fair-trade actor in Italy, and argue that the changes observed in the ethical and responsible consumption sector reflect a broader narrative shift in food ethics.

The study suggests that ethical consumption practices among producers, distributors, and consumers have moved from a global perspective to a more localized approach. This shift is characterized by an increased emphasis on personal health, well-being, and demands for local food and proximity-based collaborations. These practices are seen as essential for ensuring the quality and freshness of food products and supporting the growth of struggling areas through strategic social projects within Italy.

Overall, the paper identifies a new narrative surrounding "good food," which no longer solely focuses on promoting equitable trade relations between the global North and South. Instead, it highlights the importance of transparent and ethically sustainable food production, distribution, and consumption chains at the local level. This emerging narrative reflects a balance between global and local action, redefining the concept of "good food" within the framework of social and environmental justice.

Keywords: Fair Trade, good-food narratives, food ethics, global and local; sustainable food transition.

References

Eberhardt, T., Hubert, M., Lischka, H. M., Hubert, M., & Lin, Z. (2021). The role of subjective knowledge and perceived trustworthiness in fair trade consumption for fashion and food products. *Journal of Consumer Marketing*, 38(1), 58-68.

Micheletti, M. (2003). Political virtue and shopping: Individuals, consumerism, and collective action.

Lemons, toques and folk music: A multimodal analysis of virtual gastronomy marketing videos

Irene Cenni (second author: Camilla Vásquez - not attending the conference), Ghent University, Belgium

ABSTRACT

Since April 2020 Airbnb has offered a wide range of “Online Experiences” (OEs) on their platform. OEs are live special events facilitated by an Airbnb host via Zoom. Among the most popular OEs are those related to food (cooking, baking or tasting classes), which represent a form of virtual gastronomic tourism. In this study, we focus on how the hosts of these culinary OEs engage in self-promotion to discursively construct their professional culinary expertise. In the present work, we focus specifically on videos posted by hosts of Italian food OEs (e.g., “Handmade Pasta with Two Sicilian Farmers” “Amalfi Coast, Limoncello, Try it”). In these videos, hosts aim at presenting themselves as culinary experts, with the goal of attracting potential participants to join their OE. In order to better understand how hosts exploit various modes of communication to construct these identities as Italian food experts, we conducted a multimodal discourse analysis (Norris, 2019) of a subset of these self-promotional videos. Our analysis revealed the presence of recurrent generic stages in the videos (e.g. food preparation, tasting of the final product, interactions with virtual guests) as well as other shared modal features: the setting of the video (the home kitchen), the use of a soundtrack, and related clothing choices (i.e., chef attire). In addition, our in-depth multimodal analysis reveals that hosts rely on a wide range of semiotic resources (e.g., gaze, gestures, movements, interaction with guests and camera shots) to construct their expert identities, and that spoken language is not always the most dominant mode used to achieve the host’s communicative goals. Situated at the intersection of virtual gastronomic tourism and online self-promotion, our analysis of these multimodally rich texts draws attention to a new genre that is highly relevant to the field of digital food communication studies (Tovares & Gordon, 2022).

Keywords: digital food communication, food discourse, multimodal discourse analysis, Airbnb online experiences

References

Norris, S. (2019). *Systematically working with multimodal data: Research methods in multimodal discourse analysis*. John Wiley & Sons.

Tovares, A., & Gordon, C. (Eds.). (2022). *Identity and ideology in digital food discourse: Social media interactions across cultural contexts*. Bloomsbury Publishing.

What the press talks about when the press talks about digital eating performances – English newspaper reporting on mukbang

Hanwool Choe, Sofia Rüdiger, The University of Hong Kong, University of Bayreuth, Hong Kong, Germany

ABSTRACT

Mukbang, livestreams of eating, originated in the Korean internet in the 2000s, and ever since has been gaining worldwide currency. In mukbang, participants jointly accomplish eating actions and use it as a virtually shared mealtime (Choe 2019; Rüdiger 2020). How people understand, interpret, and communicate doing mukbang (i.e., watching and hosting it) contributes to creating meta-discourse (or discourse about discourse) of performative eating. However, there is a dearth of linguistic studies on how meanings of mukbang are discursively (re)contextualized and (re)interpreted in various contexts, especially in news reporting.

Applying corpus-assisted discourse analysis to the *English News on the Web* corpus (NOW; 16 billion words), we examine how mukbang is reported on in English-language online news and how a locally originated internet culture phenomenon has taken on a new significance in an anglophone context. Using NOW, which contains 953 references to *mukbang* (including word forms such as *mukbanging*), we tease out how journalists use language to establish the (meta-)discourse of mukbang and what role the news plays in disseminating it.

Specifically, lexical items like *video/s*, *Korean*, *eating*, and *YouTube*, in the top ten collocates, encapsulate how mukbang is conceptualized in the context of anglophone news reports, while also highlighting its locally constructed origin by country, show format, and platform. The verbal collocates *eating* and *watching* (each $n=27$) point to what activities revolve around the (meta-)discourse of mukbang. Also, the frequent co-occurrence with another genre of online performance, ASMR (Autonomous Sensory Meridian Response; see Zappavigna 2023) ($n=55$) indexes blurry boundaries between these two show types, which suggests multisensorial aspects of eating becoming more salient in mukbang.

Our study therefore illuminates how sociocultural meanings of mukbang are meta-discursively constructed and extended beyond the Korean internet culture and what this accomplishes in terms of understanding online eating.

Keywords: mukbang, eating performances, meta-discourse, media discourse, corpus-assisted discourse analysis

References

Choe, H. (2019). Eating together multimodally: Collaborative eating in mukbang, a Korean livestream of eating. *Language in Society*, 48(2), 171–208.

doi:10.1017/S0047404518001355

Rüdiger, S. (2020). Dinner for one: The use of language in eating shows on YouTube."

In S. Rüdiger & S. Mühleisen (Eds.), *Talking about food: The social and the global in eating communities* (pp. 145–165). John Benjamins.

<https://doi.org/10.1075/impact.47.08rud>

Zappavigna, M. (2023). Digital intimacy and ambient embodied copresence in YouTube videos: construing visual and aural perspective in ASMR role play videos. *Visual Communication*, 22(2), 297–321. <https://doi.org/10.1177/1470357220928102>

A qualitative study on the goals, interests, and work environments of food media content creators

Isabelle Cuykx, Hilde Van den Bulck, Heidi Vandebosch, Sara Pabian, Charlotte De Backer, University of Antwerp, Belgium

ABSTRACT

Food media have grown in volume and diversity for years and are often assumed to influence food-related attitudes and behaviours. Consequently, many scholars research food media, their users, and their potential outcomes. Much less scientific attention is paid to the professionals creating food media content. This is surprising, given their profound contribution to a media landscape rich in messages related to numerous food outcomes. This contribution explores food content makers' goals, interests, and perceptions, and the forces (economic, technological, political, social) influencing them. We also research what they see as contributing elements that help them succeed in their media goals, and which gratifications they believe to be fundamental to their audiences. One-on-one interviews are a preferred technique for exploratory qualitative research on potentially sensitive information (e.g., business insights, previous negative experiences), so 14 semi-structured interviews with professionals in food media were conducted (on average 64 minutes), using an interview guide based on previous studies on content creators' work experiences and on uses-and-gratifications in food media. All interviews were transcribed, pseudonymised, and coded using the software Nvivo. An intercoder reliability test yielded a kappa of 0.88, surpassing the 0.62 benchmark. Preliminary results show that food media content producers demonstrate a high need to pass on knowledge, make their audience think more critically, inspire, and diversify the topics within food media. The same themes recur in their expectations of their audience members' gratifications: seeking knowledge, inspiration, and entertainment are the most common answers; other potential gratifications, such as social or identity-building motivations, are rarely mentioned. Food content creators are influenced by the competitive work environment with its accompanying income uncertainty but also by social trends, such as the often-recurring call to make food media more inclusive in terms of gender, class, and cultural/ethnographic background. All analyses will be completed before the conference.

Keywords: food media content creators, food media, gratifications

The construction of complete food as good food in advertising

Simona De Iulio, University of Lille, France

ABSTRACT

In the vein of the studies on the circulation of knowledge about food, this paper will focus on a case of construction and dissemination of “eating knowledge” or, in other words, of what people know about eating and what they do with this knowledge (De Iulio and Kovacs 2022). Its aim is to examine how the concept of “complete food” as “good food” has been defined, transformed and popularized through commercial discourses and images in Western Europe since the mid-20th century. Going back to the past, it will be analyzed how in the post-war years, advertising contributed to building and spreading the myth of the “complete food”, that is a kind of “perfect food” containing all those substances and nutritious elements needed to keep the body healthy.

The reflections on how scientific knowledge about “complete food” was rewritten and recast in commercial discourses and images are based on the result of the socio-semiotic analysis of a corpus of advertisements for food products published in illustrated weeklies in Italy, France and Germany from the 1950s until the early 2000s. For the contemporary period the reflections are based on the analysis of Italian and French web sites of different brands advertising their products as complete food.

It will be shown how from the 1950's to the 1970's the designation “complete food” was attributed to a wide range of products, from cheese to instant malt drinks. After a period of decline during which the idea of “complete food” disappeared from advertising discourse, over the past few decades this appellation has re-emerged and has been associated with innovative food products marketed as affordable, sustainable and nutritionally complete solutions. Through analysis of the metamorphoses of this concept, this paper will also seek to question the promotion of desirable subjects and bodies as they have been typified through mediated knowledge about “complete food”.

Keywords: advertising, complete food, food knowledge, popularization

References

Cronin J., Fitchett J. 2021 Lunch of the last human: Nutritionally complete food and the fantasies of market-based progress. *Marketing Theory*, 21(1), 3-24.

De Iulio S., Kovacs S. (ed.) 2022, *Food Information, Communication and Education. Eating Knowledge*, London, Bloomsbury.

Dupuis E. M. 2002, *Nature's Perfect Food. How Milk Became America's Drink*, New York, NYU Press.

Food and storytelling in taster lunches

Stefan Diemer, Trier University of Applied Sciences, Germany

ABSTRACT

Interaction over food is frequently accompanied by storytelling, as observed by Mondada 2009, Szatrowski 2010, and Karatsu 2012, among others. This paper examines how stories may be prompted by food, who tells the stories, which types of stories are told, and how stories are contextualized.

The data for this study comes from a set of Taster Lunches, each with three German native speaker participants, recorded at Saarland University, Germany, in July 2016. Participants were given three different courses to taste, one Japanese, one Senegalese, and one German, without providing information about the respective backgrounds of the meals (setup: see Szatrowski 2014). The naturally occurring conversation during the meal was recorded and transcribed.

Food constitutes a frequent starting point for stories and narratives that anchor speakers' evaluation and establish their (non-)expertise. Food also prompts stories that express individual stance or negotiate joint stance, and showcase individual or group identity(ies). Stories are told by all participants, making them an integral part of interaction over food. Participants in the dataset tell stories that place food in a personal, historical, or fictional setting. In these (mostly positively marked) contexts, food constitutes an important facet of personal identity. Historical food storytelling details past tasting experiences, frequently in a travel setting. It can contribute to personal identity construction, strengthen expert identity, and support evaluation. Storytelling over food is an interactive, multimodal experience that uses the food item as a joint locus of attention and access point. It is accompanied by gestures and frequently structured and framed by laughter. Affirming responses and second stories create shared identities, as do fictional joint tellings that can move beyond food to create complex "food fantasies". Stories can be employed to transport and express humor, but they may also frame disagreement in terms of evaluation.

References

- Karatsu, Mariko. 2012. *Conversational storytelling among Japanese women: Conversational circumstances, social circumstances and tellability of stories*. Amsterdam: Benjamins.
- Mondada, Lorenza. 2009. The methodical organization of talking and eating: Assessments in dinner conversations. *Food quality and preference* 20.8: 558-571.

Szatrowski, Polly E. (Ed.). 2010. *Storytelling across Japanese Conversational Genre*. Amsterdam: Benjamins.

Szatrowski, Polly E. (Ed.). 2014. *Language and Food: Verbal and nonverbal experiences*. Amsterdam: Benjamins.

From “healthy food” configurations to communicating “good food”; questioning the material effects of discourses

Myriam Durocher, University of Amsterdam, I am a Canadian scholar funded by the Social Sciences and Humanities Research Council of Canada, but my institution of affiliation is the University of Amsterdam (Netherlands)

ABSTRACT

In this presentation, I use as a starting point the results presented in a research paper co-authored by myself and my colleague, Irena Knezevic (2022), in which we explore “healthy” food configurations. We argued that these configurations are the result of particular arrangements of realms of practices, sets of knowledge, actors, events, institutions, etc. that contribute to the production of various understandings and ways of approaching “healthy” food. We used a cultural studies approach and theoretical framework to question the power relations negotiated in how/when/for whom these configurations emerge and what knowledge at the intersection of food, bodies and health they convey and produce. This led us to offer a way of analyzing the elements of local context and the broader socio-cultural ideologies that permeate food cultures and inform these configurations’ emergence and the effects they may have on people, bodies and systems.

I then draw from this paper to discuss how discourses on or around “good food” should engage seriously with considerations for the power relationships at play in defining what good food is in the first place, for whom it is defined, by whom, and with what effects. This will lead me into discussing the material effects of discourses such as those constructing “healthy food” (Durocher, 2022; Wilkes et al., 2022) and lessons that could (should?) be learned in discussing “good food”.

Keywords: “healthy food”, power relationships, material effects, cultural studies

References

Durocher, Myriam, and Irena Knezevic. (2022). “‘Healthy’ Food Configurations: Critical Analysis of Power Relations in Context.” *Food, Culture & Society*, p. 1–22. <https://doi.org/10.1080/15528014.2022.2145060>.

Durocher, Myriam. (2023). “‘Healthy’ for Whom? ‘Healthy’ Food’s Effectivities, Avocados, and the Production of Differentiated Bodies.” *BioSocieties* 18(2), p. 389–409. <https://doi.org/10.1057/s41292-022-00274-8>.

Wilkes, Johanna, Myriam Durocher, Caitlin M. Scott, and Irena Knezevic. (2022). "Editorial: Food Policy Environments: Discursive Effects, Material Consequences." *Frontiers in Communication* 7. <https://www.frontiersin.org/articles/10.3389/fcomm.2022.951203>.

Values of good food in the context of the FOPL Nutri-Score in German online media. A discourse analysis

Eva Maria Endres¹, Charmaine Voigt², ¹University Eichstätt-Ingolstadt, ²GESIS – Leibniz Institute for the Social Sciences, Germany

ABSTRACT

Front-of-package labeling (FOPL) is intended to lead consumer choices toward healthy eating (Hercberg et al., 2021). The FOPL Nutri-Score features a five-color system ranging from green to red, which begs the question: what constitutes “good” and “bad” foods?

The aim of the study was to analyze how user comments express values of good food in the context of Nutri-Score. A qualitative discourse analysis was conducted, based on 1204 user comments posted below nine online articles from five different newspapers reporting on the German introduction of Nutri-Score. The articles were published in September 2019 and October/November 2020. The analysis followed an inductive coding approach using MAXQDA.

Most of the comments reflected a rejection of Nutri-Score as an evaluation scheme for the quality of food. Within the comments, three main narratives shaping the decision-making process behind consumer selection were identified: nutritional values, natural food (vs. industrial foods), and food knowledge as a basic competence. Other considered factors included financial resources as pre-condition, taste and pleasure, the individual valuation of good/healthy foods based on a balanced diet and daily needs. Psychological, cultural and social factors were underrepresented. We did not detect differences among the five newspaper outlets.

The discourse analysis of Nutri-Score showed a low acceptance for the simplified evaluation of food. Nevertheless, most of the comments demonstrated a functional understanding of good food, focusing on quantitative measure, saturation or degree of processing. Studies show that social, environmental and psychological aspects are one of the main influences of food choice, influencing the effectiveness of FOPL (Batista et al., 2023; Donini et al., 2023). However, this complexity was neither portrayed in the journalistic articles nor user comments. Future studies might investigate the impact of a more multidimensional framing of food choices in journalistic articles on user discourse.

Keywords: FOPL research, consumer preferences, user comments, qualitative discourse analysis

References

Batista, MF., de Carvalho- Ferreira, JP., Thimoteo da Cunha, D., DeRosso, VV. (2023). Front-of-package nutrition labeling as a driver for healthier food choices: Lessons learned

and future perspectives. *Compr Rev Food Sci Food Saf*, 22(1), 535-586.
<https://doi.org/10.1111/1541-4337.13085>

Donini, LM., Berry, EM., Folkvord, F., Jansen, L., Leroy, F., Şimşek, Ö., Fava, F., Gobbetti, M., Lenzi, A. (2023). Front-of-pack labels: "Directive" versus "informative" approaches. *Nutrition*, 105:111861. <https://doi.org/10.1016/j.nut.2022.111861>

Hercberg, S., Touvier, M., & Salas-Salvado, J. (2021). The nutri-score nutritionlabel, *International Journal for Vitamin and Nutrition Research*, 92(3-4), 1-11.
<https://doi.org/10.1024/0300-9831/a000722>

Gross-out activism: spectatorship, revulsion, and the food industry in documentary film

Susan Ericsson, Concordia University Chicago, US

ABSTRACT

This paper addresses several documentaries which use gross-out narrative tropes typically reserved for fiction films. Unlike fictional works which employ the generic tactic for comedic effect, the documentaries instead utilize the approach for political purposes – to persuade viewers to oppose unhealthy industrial food practices. In seeking to gross-out viewers, the documentaries rely on audience identification with ingesting the foods discussed and their ensuing feelings of revulsion towards the presented food practices. This approach employed by documentaries such as *The Corporation* (Mark Achbar and Jennifer Abbott, 2003) and *Life and Debt* (Stephanie Black, 2001) aligns with what Linda Williams calls *body genres*, films genres that cause a physical reaction in spectators – such as melodramas (a.k.a *weepies*) making viewers cry or horror flicks causing viewers to scream. The documentaries discussed in this paper seek to impact viewer's emotions and bodily knowledge to motivate bodily disgust towards industrial food practices. Drawing on Sayak Valencia's 2018 book *Gore Capitalism*, I argue that the documentaries utilize the grotesque to critique neoliberal industrial food practices that are backed by corporate greed, *The Corporation* investigating antibiotics in the milk industry and *Life and Debt* critiquing chicken preparation in the meat industry. My paper presents Agnes Varda's *The Gleaners and I* (2000) as a counterpoint to the gross-out documentary tactics, noting how this film presents methods of food grazing and gleaning that circumvent industrial, capitalist methods of food preparation.

Keywords: body genres, dairy farming, trade

Gastrónoma: representations of Spanish cuisine in *Gourmet* magazine, 1941-2009

Dr. Beth M. Forrest, Culinary Institute of America, United States of America

ABSTRACT

Between 1941-2009, *Gourmet* magazine was the leading periodical that introduced “good” food, or in the words of the inaugural issue, “the *summum bonum* of living” to budding gourmands from the United States. Throughout its tenure, it became a glossy cultural icon that constructed cultural capital (largely around French food in the early decades), in an age of a growing middle class and increasing cosmopolitanism. In the shadow of the Cold War, however, the political and power dynamic of food was not necessarily divorced from the sensorial pleasures of the table. During its first years of the magazine, it was clear which nations were allies and which were enemies to the US government and to its readership; but in the case of Spain, in the years following WW2, the dictatorship of Franco caused a more ambivalent relationship. Yet, by the time *Gourmet* ultimately folded, not only was the best restaurant in the world, El Bulli, Spanish (San Pellegrino’s World’s 50 best) but of the top eight, four were in Spain. Using quantitative and qualitative analysis, this paper considers how Spain and its cuisine and wine was portrayed in the pages of *Gourmet* magazine across the decades, against shifting geo-political relationships between the two nations. It asks the question of how seemingly non-political actors can create discourses of power and politics, all in the search for “good” food.

Keywords: taste, politics, media, identity

References

- Anderson, L. (2020). *Control and resistance. food discourse in Franco Spain*. University of Toronto Press.
- Ayora-Diaz, S. I. (2021). Food, taste, and identity in the global arena. *The Cultural Politics of Food, Taste, and Identity*, 15–30. <https://doi.org/10.5040/9781350162754.0007>
- Elias, M. J. (2017). *Food on the page: Cookbooks and american culture*. PENN, University of Pennsylvania Press.

“Always packed fresh and clean”: The construction of Australian rice for local and global markets, c.1945 to the present.

Dr Ruth Gamble and Dr Emma Robertson, La Trobe University, Australia

ABSTRACT

Conventional understandings of the history of rice consumption in Australia typically associate the product with the arrival of migrants from South-East Asia during and after the 1970s. Rice and its cultural dimensions have primarily been seen through the lens of consumption as Australia developed as a multicultural country. In reality, there has been a longer history of rice in Australia: the domestic rice industry has existed for over a century, producing what is perceived as high-quality rice for both a local and global market. Today, around 80% of the annual crop is for export, and in 2014-5 this market was worth approximately A\$450 million. The Australian brand of Sunwhite rice is exported around the world, including to major rice-producing countries, with the incorporation of “sun” and “white” in the brand name encapsulating some of the ways in which Australian-grown rice has been historically marketed as a ‘good’ food. Constructions of Australia as a sun-drenched and scrupulously clean environment have suffused both domestic and overseas marketing campaigns. Through a study of post-WW2 advertising and other ephemera (including recipe books), we examine how the Australian rice industry, especially the Rice Marketing Board (established in the late 1920s), constructed Australian rice as a good ‘clean’ food through harnessing powerful gendered and racialized discourses of a modern nation leading the way in scientific agribusiness, interwoven with the language of health and nutrition.

Keywords: rice consumption; marketing; gender; race; Australian national identity

Exgredients – Delimiters of 'good food'?

Cornelia Gerhardt, Saarland University, Germany

ABSTRACT

At may be an obvious choice to analyse 'good food' from the perspective of what we choose to eat or what we choose to construct as ingredient when communicating about food, be it implicitly or explicitly. However, 'good food' may also be delimited by excluding certain items or preparation methods. Also, Bourdieu in his classic discussion of 'distinction' characterizes taste in the sense of 'good taste' as being asserted negatively by the distaste of others (1984). In this paper, exgredients will be in focus, items that are discursively excluded in order to produce 'good food'.

Methodologically, the paper is based on empirical data, vegan food blogs in three different languages, English, German, and French. The linguistic, discourse analytic approach focusses both on the bloggers' texts as well as the commentary by the users.

The paper illustrates that vegan discourse does not only ban animal products, but also an array of other food items and preparation methods, such as frying or palm oil to produce 'good food'. In order to do so, the traditional 'list of ingredients' is often juxtaposed with an enumeration of exgredients, e.g., "Sweet Potato Crumble Casserole: vegan, gluten-free, refined sugar-free, soy-free" (Gerhardt 2020). Accounts for exgredients include health reasons, ecological considerations, personal dietary lifestyle choices or (pseudo)-scientific explanations, such as food "resonating" in different ways. In contrast to what one may expect, in this small specialized corpus personal taste or religious grounds are not discussed as reasons for excluding food items. The accounts normalizing the exclusion of foods are interpreted as practices or member methods to construct 'good food'.

Based on an empirical linguistic study of vegan discourse, the paper proposes an ex-negativo definition of 'good food' as based on the exclusion of 'bad' food items or preparation methods.

Keywords: exgredients, food blogs, veganism, discourse analysis, good food

Writing good recipes: authorship and originality in recipe development

Ariana Gunderson, Indiana University, United States

ABSTRACT

Writing a 'good' recipe is a difficult task: how does one effectively translate messy, smelly food into neat, imperative prose for a potentially unknown reader? Recipe developers translate ephemeral food into fixed text by mulling over memories of past meals, imagining new tastes, and combing the written recipes of others to author a new recipe. But how new is 'new'? What creative acts constitute recipe authorship? And how do recipe developers navigate the murky brackish waters of originality and theft to make a living publishing recipes? Recipe developers in Germany and the publishers they work for have developed norms and institutions to govern the authorship and ownership of recipes, profiting from the re-combination of past recipes and successfully producing new recipes by traversing the gap between materiality and language. Drawing on ethnographic research in Hamburg and textual analysis of recipes, this paper examines the strategies recipe writers use to create good-enough and new-enough recipes for their customers and readers. Recipe writers produce value and make a living by meeting the media market's demand for novelty, even when there is nothing new under the sun.

Keywords: recipes, originality, authorship

Good value for who? *The Michelin Guide's* conception of "Good Food for Good Value" in the Bib Gourmand

Anson Hunt, Carleton University, Canada

ABSTRACT

The Michelin Guide is the most dominant and influential culinary guide in the world of fine dining and plays a critical role in defining "good food" (Lane 2013). Starting in 1997, Michelin also started publishing the *Bib Gourmand*, an additional list of restaurants which Michelin claims is "good food for good value" and represents a "simpler style of cooking". This lesser award is underrepresented in both popular media and academic work, but I argue is a central piece in how Michelin continues to define "good food" and what constitutes fine dining. While recognizing a much wider variety of restaurants and national cuisines, the *Bib Gourmand* also simultaneously excludes these restaurants from consideration for the *Michelin Guide*. In other words, the "simpler style of cooking" and "reasonable" price tag differentiate these restaurants from inclusion in the elite upper echelon of fine dining, relegating them to the category of "good value". This reinforces particular notions of what fine-dining is, and importantly, who it is for.

The Michelin Guide's recent publication in Toronto and Vancouver, the first in Canada, also include *Bib Gourmand* lists. This new entry allows for a timely and modern view into how Michelin classifies "good food" in 2023. What kinds of restaurants, at what price point and with what atmosphere, are present in these lists? Through a combination of close reading of the published lists, as well as my field notes on eating at some of the *Bib Gourmand* restaurants in Toronto, I aim to illustrate and unpack many of the assumptions and ideas present in what Michelin considers what "good food for good value" is, and how it may be different from the food included in the main *Michelin Guide*.

Keywords: Michelin guide, Bib gourmand, defining good food, cultural tastemaker

References

Lane, C. (2013). Taste makers in the "fine-dining" restaurant industry: The attribution of aesthetic and economic value by gastronomic guides. *Poetics*, 41(4), 342–365. <https://doi.org/10.1016/j.poetic.2013.05.003>

Multimodal rhetoric in marketing of plant-based alternatives to meat and dairy products

Iben Bredahl Jessen, Aalborg University, Denmark

ABSTRACT

Incentives to consume more climate friendly and plant-based are prevalent in the media. In the official Danish dietary guidelines from 2021, health and climate concerns go hand in hand with advice on more plant-based meals and less meat, and numerous online as well as print resources are available for consumers in search for inspiration to increase the use of vegetables in their cooking. Over the years, the supply of plant-based alternatives to meat and dairy products has expanded with more product providers and new types of products to replace, for instance, milk in the coffee or the minced meat in the burger. Among the range of approaches to enhance consumption of plant-based food, this paper examines how plant-based alternatives to meat and dairy products are communicated as *alternatives*. Based on a sample of product representations featured on plant-based food producers' websites and social media, the paper identifies types of rhetorical relations to the non-plant-based counterparts and how climate concerns are articulated as rationale for plant-based consumption. Multimodal rhetoric, including theories of figurative language as well as visual tropes and figures, serves as an analytical basis to map the communicative strategies and rhetorical operations involved in proposing, for instance, likeness, connection, difference, or opposition to other product categories. The mapping provides a framework for understanding and evaluating communication associated with climate friendly food and its relation to ongoing societal debates.

Keywords: marketing, media, multimodal rhetoric, representation, plant-based food

The creation process in gastronomy today: An anthropological assessment

Aïda Kanafani-Zahar, Emeritus Research Director, Centre National de la Recherche Scientifique, Laboratoire d'Anthropologie Sociale, Collège de France, Paris, France

ABSTRACT

The creation process in gastronomy is a complex construct encompassing a wide range of dimensions among which the imponderable characteristic that which cannot be learned or transmitted. Other dimensions pertain to the explicit discourse put forth by chefs as they delineate the founding thought upholding their cuisine. Examples of such discourse, retrieved in culinary documentaries and reportage broadcasted in French and other Western media, will be given from chefs of different cultural backgrounds who, at least a decade ago, set fundamentals for a renovated gastronomy, henceforth shaping the culinary scene in their respective cultures as well as worldwide.

Keywords: gastronomy, chef's discourse, culinary documentaries, cross-cultural cuisine

References

Kanafani-Zahar, A. (2020). Le grand livre du mezzé libanais. Anthropologie d'un savoir séculaire (Sindbad/Actes Sud - L'Orientdes Livres).

“Good” food as communicated on TikTok: A multimodal critical discourse analysis of #healthyrecipes on FoodTok

Dr. Lame Kenalemang-Palm, Örebro university, Sweden

ABSTRACT

The purpose of this paper is to examine how “good” food is communicated through the hashtag #healthyrecipes on TikTok. TikTok is a popular social media platform mainly used by young people to create, watch, and share videos. Food-related content, sometimes referred to as Food Tok, is common on the video-sharing platform and has come to shape food culture. Despite this, there are limited studies that examine food content on TikTok. Furthermore, very little is known about what characterizes “good” food on TikTok. One subset of popular food-related content is #healthyrecipes, in which creators share healthy recipes with other users. Drawing on the method of Multimodal Critical Discourse Analysis (MCDA), this paper analyzes the top most liked 40 videos on TikTok using the hashtag #healthyrecipes downloaded in August 2023. The analysis focuses on video visuals, audio, music, captions, and hashtags to answer the research question: How do healthy recipe videos define what is considered “good” food on TikTok?

Keywords: good food, #healthyrecipes, multimodal critical discourse analysis, TikTok

The taste script of foodiness in the development of a contemporary Swedish food culture

Marcus Klasson, Lund University, Sweden

ABSTRACT

Ten years ago, I started an ethnographic endeavour in the Swedish food scene. A culinary journey that brought me into a contemporary food culture through conversations and interactions with foodie consumers and entrepreneurs such as male foodies, food truck owners and food market organisers (Klasson and Ulver, 2015; Ulver and Klasson, 2018). And the journey also made me aware of an omnipresent mediatised food reality that was communicating shifting and fluctuating meanings of what “good food” is.

Central insights from my past studies are that food authorities such as celebrity chefs and pioneering foodie entrepreneurs (for example, celebrated food truckies) are talked about as sources of inspiration and a reference for identification, both in terms of food personalities but also in terms of what actually constitutes “good food”. In several empirical examples such as in Ulver and Klasson (2018), a taste script emerged that was centred around a new kind of Western food culture, guiding actors of how to act and succeed as proper foodies and giving certain entrepreneurial food initiatives advantages in the foodie sphere.

The foodie sphere as a popular cultural domain is a competitive field with great possibilities to display social status in peoples' everyday life. From a Bourdieusian (1992; 1999) perspective, socio-political conditions are seen as part of discourses that exists in sublimated forms and I argue that through the concept of *illusio* – the underlying basis of understanding the sublimation process – we can get further insights to understand how people interpret what they refer to as good food. By understanding that *illusio* is emotionally granted by the *social magic* of the authorities within the foodie sphere – such as celebrity chefs – we are given important insights of how food and communication is closely linked in interpreting what constitutes good food from the broader public.

Keywords: foodiness, food culture, taste script, *illusio*, social magic

References

- Bourdieu, Pierre. (1992). *Language and Symbolic Power*. Cambridge, UK: Polity Press
- Bourdieu, Pierre. (1999). *Den Manliga Dominansen*. Translated by Boel Englund. Göteborg: Daidalos.

- Klasson, Marcus, and Sofia Ulver. (2015). "Masculinising Domesticity: An Investigation of Men's Domestic Foodwork." *Journal of Marketing Management*, 31 (15-16): 1652-75.
- Ulver, Sofia, and Marcus Klasson. (2018). *Social Magic for Dinner? The Taste Script and Shaping of Foodiness in Netflix's Chef's Table*. In Arsel, Zeynep and Jonathan Bean (eds.), *Taste, Consumption and Markets* (26-44), New York: Routledge

Good food for whom? British-Chinese cuisine, chefs, and belonging

Jakob Klein, SOAS University of London, United Kingdom

ABSTRACT

The paper explores approaches to “British-Chinese cuisine” among British-born Chinese chefs and restaurateurs in Britain. “British-Chinese” refers here to the takeaway cuisine developed by Cantonese-speaking settlers from Hong Kong in the second half of the twentieth century. It was considered by restaurateurs and customers to be “good food” for British palates, but not for Chinese settlers themselves who distinguished it from the food they ate in the home or in Hong Kong-style teahouses in the larger cities. Since the 1990s, “British-Chinese cuisine” has become somewhat marginalized in cities like London and Manchester where the Chinese restaurant scene has been transformed by new waves of Chinese migrants offering an array of regional cuisines to Chinese and British diners in search of “authenticity.” At the same time, there has been a rise of Chinese consciousness among the British-born children of the earlier wave of Cantonese migrants, expressed in a search for belonging and a desire to increase the visibility of Chinese in British society.

What role does “British-Chinese cuisine” play in this search for belonging and recognition? To what extent can it now be “good food” for the British-Chinese community, as a marker of their contributions to British culture? In recent years, several new restaurants in the casual and fine dining sectors have been established by British-born Chinese chefs and restaurateurs. These chefs often grew up in their parents’ restaurants or takeaways. They were university educated and entered the catering trade after a period working in white-collar professions. Drawing on interviews with chef-owners and documentation of restaurant spaces and websites, I will be discussing three restaurant businesses. Each represents a different approach to “British-Chinese” cuisine in their menus and self-presentation, ranging from rejection to ambivalent reinvention to full-on celebration.

Keywords: cuisine, belonging, Chinese diaspora, Britain

Challenges in communicating about fish and aquaculture

Johannes Simons, Rheinische Friedrich-Wilhelms-Universität Bonn, Germany

ABSTRACT

The EAT-Lancet Commission on Food, Planet, Health attached great relevance to the growth of sustainable aquaculture in the context of a healthy diet for a future population of 10 billion people within the planetary boundaries (Willett et al., 2019). The importance of aquaculture is also emphasized in the context of the EU Green Deal and the German National Strategic Plan for Aquaculture (AG NASTAQ, 2020).

In order to achieve the necessary importance for future nutrition, social acceptance of aquaculture is required in addition to the development of appropriate production systems. The need to improve social acceptance is emphasized at both the EU and German levels.

Societal acceptance can be enhanced by appropriate communication about the issue. However, communication needs to be based on an in-depth understanding of the psychological aspects of the perception of fish and aquaculture, and the role of fish in everyday life. Regarding Germany, these topics were addressed in a qualitative study. The results confirm the low level of knowledge about fish and aquaculture found in other studies. The rather vague and fragmentary ideas and images can be separated into two overarching subjective narratives: a bright and a dark side of fish. While fish can be perceived as valuable food and trigger positive (bright) memories, the dark side is characterized by negative images, such as pollution, low product quality. The same applies to the term aquaculture, which can trigger a variety of different ideas.

Individual perception is not fixed, but flexible. Communication can easily trigger the bright and dark side and, in doing so, influence perception. Tailored communication considering the role of fish in daily life as well as the narratives bound to fish and aquaculture can influence perception; however, due to the negativity bias, negative messages appear to have a stronger impact than positive ones.

Keywords: communication, aquaculture, perception

References

AG NASTAQ. (2020). *Nationaler Strategieplan Aquakultur. NASTAQ 2021 - 2030 für Deutschland.* https://www.portal-fischerei.de/fileadmin/SITE_MASTER/content/Dokumente/Bund/Aquakultur/NASTAQ_2021-2030.pdf

Willett, W., Rockström, J., Loken, B., Springmann, M., Lang, T., Vermeulen, S., Garnett, T., Tilman, D., DeClerck, F., Wood, A., Jonell, M., Clark, M., Gordon, L. J., Fanzo, J.,

Hawkes, C., Zurayk, R., Rivera, J. A., De Vries, W., Majele Sibanda, L., Afshin, A., Chaudhary, A., Herrero, M., Agustina, R., Branca, F., Lartey, A., Fan, S., Crona, B., Fox, E., Bignet, V., Troell, M., Lindahl, T., Singh, S., Cornell, S. E., Srinath Reddy, K., Narain, S., Nishtar, S., & Murray, C. J. L. (2019). Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems. *The Lancet*, 393(10170), 447–492. [https://doi.org/10.1016/S0140-6736\(18\)31788-4](https://doi.org/10.1016/S0140-6736(18)31788-4)

Framing “small” food: Considering scale in food policy discussions

Irena Knezevic, Carleton University, Canada

ABSTRACT

In 2017, Canada launched an extensive consultation process for *The Food Policy for Canada*, the nation's first earnest attempt to develop a comprehensive food policy. This was in response to decades of calls by food activists and practitioners to take a systems approach to food, which considers food access, nutrition, agriculture, fisheries, trade, planning, and food literacy together. The subsequent policy-related documents reflected much of the language that food activists and researchers used in the consultations and their policy submissions, even if the resulting policy changes have been slow to come. Notably absent in those documents, however, is mention of scale – size of operations in farming, processing and distribution – and the critical role that small producers, processors, and other food actors play in food systems. Numerous expert and activist groups have in recent years called for consideration of scale in food systems, and a recognition that enterprises of all sizes are necessary for food security. In this paper I draw on the concept of “intractable policy problems” (policy disputes that are hard to resolve) to examine the “conflict of frames” (McIntyre, Patterson and Mah, 2016) in Canadian food policy development. I argue that while food systems encompass a variety of small food enterprises that make community contributions extending far beyond economic productivity, official policy continues to resist recognizing those more-than-market contributions. I examine this conflict of frames and propose ways in which questions of scale can be centered in future policy development, to redefine (and reframe) efficiency, productivity, and what policy-makers communicate to the public as “good food”.

Keywords: food policy, Canada, scale in food systems, intractable policy problems

References

McIntyre, L., P.B. Patterson & C.L. Mah. (2018). A framing analysis of Canadian household food insecurity policy illustrates co-construction of an intractable problem. *Critical Policy Studies*, 12(2), p. 149-168.

The sustainable life of a food celebrity

Stinne Gunder Strøm Krogager, Aalborg University, Denmark

ABSTRACT

In the beginning of January 2023, restaurateur Umut Sakarya announced that his two Copenhagen based restaurants Guldkroen and Guldgrillen are closing. In an Instagram post, Sakarya explains how his restaurants, projects, and concepts have always been closely linked to him personally, and as he has changed and had time for self-examination, his professional image – and so his restaurants – must change too.

Sakarya's brand has been traditional Danish food and junk food heavy on meat and fat served in nostalgic and kitsch surroundings often with a provocative and sexualized 'take' (Leer & Krogager, 2022). Building on an analysis of Sakarya's professional image and branding of Guldkroen on Instagram during the first half of 2019 (Leer & Krogager, 2022), this development is interesting, as celebrity chefs are seen as cultural icons possessing powerful ethical capital (Lewis & Huber, 2015), and it indicates how contemporary ideals of the professional food celebrity are also subject to rather narrow ethical, moral, and political norms.

Today, a sustainable life of a food celebrity must adhere to contemporary standards of ethical and environmental food consumption and an attuned moral and political compass. Contemporary 'good food' – understood as caring for ourselves and the planet – has attained a so far unseen moral, ethical, and political level, that change our relationships to brands (Eriksson & Machin, 2020), and so, to uphold a sustainable professional image, Sakarya's ethical capital must comply with contemporary norms of political correctness and 'good food' understood as healthy for both the human body and the planet.

Keywords: food celebrity, sustainability, ethics, consumption

References

Eriksson, G. & Machin, D. (2020). Discourses of 'good food': The commercialization of healthy and ethical eating. *Discourse, Context & Media*, 33.

Leer, J. & Krogager, S. G. S. (2022). Transgressive Food Practices on Instagram: The Case of Guldkroen in Copenhagen. In Contois, E. & Kish, Z. (eds.) *Food Instagram. Identity, Influence and Negotiation*. University of Illinois Press.

Lewis, T. & Huber, A. (2015). A revolution in an eggcup? SUPERMARKET WARS, CELEBRITY CHEFS AND ETHICAL CONSUMPTION. *Food, Culture & Society*, 18(2), 289-307.

Where's the beef? Ranching, culinary tourism, and the imagined future of the American west

Kathleen LeBesco (co-authored with Peter Naccarato, who is not attending),
Marymount Manhattan College, USA

ABSTRACT

Ranching and livestock industries are the fastest growing agricultural sector in the world. In the US national imagination, cattle ranching in the west has long symbolized hard work and rugged independence, but the industry is threatened by loss of profits, the heat and drought characteristic of climate change, consolidation of ownership, multinational ownership, COVID-wrought food-chain disruptions, and changing consumer preferences. This project uses a mixed methods approach involving political economy analysis and textual analysis to explore the role of culinary tourism as an imagined remedy for this ailing sector of the US food economy. We examine popular cultural discourses about ranching and tourism in news media and mainstream entertainment, and analyze the proliferation of culinary tourism experiences that offer themselves as forward-thinking solutions to the problems of the US food system in general and the ranching industry in particular. Is tourism a potential solution for sustaining this industry, or does it signal its demise? How is tourism positioned in relation to other visions of the future of meat production, including production of cultured meat from animal cells or the transition to plant-based meat production? How are these future visions impacted by concerns about the environmental, economic, and health impacts of meat production and consumption? How are these futures depicted in contemporary media? In addressing these questions, this essay engages current theoretical and cultural work on tourism and ecotourism, food science and technology, and food media.

Keywords: meat, ranching, culinary tourism, food media

The Portuguese food semiosphere: The brand products of supermarkets spread on their magazines

Cynthia Luderer, University of Minho, Portugal

ABSTRACT

This paper is based on two supermarkets' customized magazines which have been circulating for over a decade: Continente Magazine(monthly) and Sabe Bem(bimonthly). They are promoted by the two biggest Portuguese food retailers, Continente and Pingo Doce, respectively, and have the largest print run on the culinary genre in Portugal. Their target audience is women and in addition to dozens of recipes, those vehiclesdisseminate topics that align with the concepts of health and sustainability. Sabe Bemreinforces this commitment by highlighting the Mediterranean Diet(Luderer & Baptistella, 2022). Continente Magazinealso defends the principles of this diet that the scientists' discourses recognize as beneficial to health. Moreover, Portugal is one of the countries that applied for this diet classification to the Intangible Cultural Heritage, by Unesco(Freitas et al, 2015). These topics contribute to these magazines highlighting the Mediterranean Diet's quality as a good food option. However, there is a paradox to investigate on that, because this diet promotes some Sustainable guidelines, such as lower animal protein consumption and more fresh and local productsand the private-label products of Portuguese supermarkets endorse meat and processed foods. In turn, since 2018, these brands are increasingly spread in special editions of their magazines. For the purpose of understanding this contradiction, were select thoseeditions, from 2018 until 2022, to analyze own-label items publicized in these magazines. After listing and organizing these products in categories,the support of the theoretical-methodological approach ofthe Semiotic of Culture(Lotman, 1996)contributed to reflecting on these data. More precisely, the categorized elements were positioned on a map, representing the food semiosphere, in order to visualizethe Supermarkets' absorption process of what is preached as good food. It was possible to see the increase in plant-based proposals and icons that signal theMediterranean Diet.

Keywords: Mediterranean diet, semiotic of culture, meat consumption, plant-based products.

References

Freitas,A, Bernardes,J,Palma,M, & Bras, N. (Eds.).(2015). Dimensões da dieta mediterrânica: Patrimônio cultural imaterial da humanidade. Universidade do Algarve.

Lotman, I. (1996). La semiosfera I: Semiótica de la cultura y del texto. Madrid, Cátedra.

Luderer, C., & Baptistella, E. (2022). Supermarket culinary magazine: A telescope to observe Portuguese contemporary food culture. *Popular Culture Studies Journal*, 10(1),115-138.

Strategies and actions of dieticians and nutritionists in social networks to help achieve a better diet: the Spanish case

Iñigo Marauri-Castillo, María del Mar Rodríguez-González, Flora Marín-Murillo,
University of the Basque Country (UPV/EHU), Spain

ABSTRACT

A growing number of people are interested in proper diet and nutrition, and this is reflected in social networks. However, the quality of the messages is not always as good as it should be (Byrne, Kearney & MacEvilly, 2017; Kabata et al., 2022). This is why the presence of a qualified, trained dietician or nutritionist on social networks is so important. We want to find out what these professionals publish and how they manage their social networks in order to achieve their most relevant goal, which is to ensure that society eats better. We present the results of a quantitative and qualitative study on how ten of the most prominent nutritionists in Spanish-language social networks report on food and on which networks they do so. Through a content analysis of their activity on three social networks - Instagram, Twitter and Facebook - we have analyzed in depth the ten messages with the highest engagement on each. We have also described the 100 that have the highest level of interaction on Twitter and Facebook, and the top 200 on Instagram. In addition, in-depth interviews were conducted with seven of the ten nutritionists about their habits, preferences and influences of social media on their careers. The study suggests that, although most of the thematic categories present in these messages are directly related to food, there are also those of a confessional type or those that can be considered self-help. Likewise, marked differences are detected in the influence achieved by nutritionists on each social media network. The point of view of the dietitians confirms the importance of Instagram as the most prominent network in terms of nutrition. Nevertheless, the majority of the dieticians interviewed criticize the lack of real interaction and its superficiality compared to other networks, such as Twitter.

Keywords: dieticians, social networks, Instagram, Twitter

References

Byrne, E., Kearney, J. & MacEvilly, C. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*, 76 (OCE3), E103. <https://doi.org/10.1017/S0029665117001768>

Kabata, P., Winniczuk-Kabata, D., Kabata, P.M., Jaśkiewicz, J. & Połom, K. (2022) Can Social Media Profiles Be a Reliable Source of Information on Nutrition and Dietetics? *Healthcare (Basel)* 10(2):397. <https://doi.org/10.3390/healthcare10020397>

Framing sustainable food production: a genealogy of the EU organic agricultural governance

Dora Matejak, Faculty of Social Sciences, University of Ljubljana, Slovenia

ABSTRACT

Organic farming is rapidly growing in the EU. The areas under organic farming have increased by around 70% in the last ten years, while the value of the organic food market in 2020 was totaling around EUR 45 billion, which is 150% more than in 2009. It is defined on the EU level as a system of farm management and food production that combines best environmental practices, a high level of biodiversity, the preservation of natural resources and the application of high animal welfare standards. Apart from sharing the definition, the EU Member States share the extensive set of rules on organic farming as well as the control and certification procedures that structure organic farming. Through a genealogy of organic production in the EU, its narratives and strategies, this article aims to expose how organic farming has been created and recreated through time and emerged as the most regulated way of producing food in the EU. This historical style of inquiry will illuminate and emphasize the historical moments, events, processes and conditions of transformation that lead to modern ways of understanding what the organic food system is and how organic farming should be practiced. In following organic production from its origins that trace back to 1920s, when organic agriculture was seen as a niche market, to the present-day rationalization of organic farming as a perspective sustainable farming practice and a good investment for farmers, the article exposes how organic farming and organic food consumption have been politicized in the EU, and what were the discursive underpinnings that justified this occurrence.

Keywords: organic farming, organic regulations, genealogy, EU food policy

What is 'good food' for patient wellbeing? Contradictory discourses in talk about hospital food, health and rehabilitation

Kerry McSeveny (coauthors Alaster Yoxall and Kathy Doherty), Sheffield Hallam University, UK

ABSTRACT

Discourses around hospital food tend to focus on the role of food in providing good nutrition – health is positioned as contingent on access to nutritious 'good' food, and the quality of meal provision is one which is constantly under scrutiny (e.g. Walton et al., 2006; Osmen et al., 2021). However, our analysis of food practices on a ward in a UK hospital reveals a range of conflicting discourses around food in the hospital context, where foods traditionally considered 'bad' (like sweets, fried foods, and takeaways) play a key role in patient wellbeing in certain contexts - representing care, homeliness, and independence. Rather than being considered an inconvenience or something to be discouraged, hospital staff demonstrated a pragmatic attitude to patient food choices, recognising the 'good' qualities of these 'bad' foods for many patients.

In this paper we use a thematic approach (Braun and Clarke, 2006; 2021) to compare the representation of food in the recent Independent Review of NHS Hospital Food (Shelley, 2020) to the discursive construction of 'on the ground' food practices on a rehabilitation ward in a hospital in the North of England. Using data collected via an ethnographic methodology comprising observations on the ward, food preparation and dining areas, and interviews with patients and ward and catering staff, we examine how patients and staff navigate these discourses around food, its provision and its consumption. We consider how these conflicting narratives coexist in the hospital context, and suggest that acknowledging and exploring the complexity of hospital food practices can help us to understand more about the role of food in patient identity, experience and rehabilitation.

Keywords: hospital food, patient identity, discourse

References

Kofod, J. (2012). Building community through meals in the care home setting: Experience from Denmark. *Food, Culture & Society*, 15(4), 665-678.

Richardson, S., McSweeney, L., & Spence, S. (2022). Availability of Healthy Food and Beverages in Hospital Outlets and Interventions in the UK and USA to Improve the Hospital Food Environment: A Systematic Narrative Literature Review. *Nutrients*, 14(8),

1566.

Shelley, P. (2020). *Report of the Independent Review of NHS Hospital Food*. Department of Health and Social Care.

Trinca, V., Duizer, L., & Keller, H. (2022). Putting quality food on the tray: Factors associated with patients' perceptions of the hospital food experience. *Journal of Human Nutrition and Dietetics*, 35(1), 81–93

International food festivals: A place for the globalization of haute cuisine?

Sidonie Naulin, Sciences Po Grenoble – Pacte, France

ABSTRACT

What role do professional gatherings (fairs, festivals, exhibitions, etc.) play in the globalization of professions? A study of the programmes of five international food festivals held in Europe over a three-year period shows that the globalization displayed in the communication of these events remains in fact limited. The strong presence of chefs working in the festival's host country, the festival's language, and the origin of the exhibitors and media coverage tend to show that, despite food festivals promoting their international dimension, they focus mostly on national professional communities, albeit to varying extents. The field-shaping power of these trade events, both in terms of defining and organizing hierarchies, seems to be restricted to the configuration of a national professional community.

Keywords: chef, food, international, profession, trade show

Ideas about ‘good’ food among people with eating disorders – Perspectives from clinicians

Maria Nyberg, Kristianstad University, Sweden

ABSTRACT

The symbolic value of food and eating impacts food choice, but also rejection of certain food. While most individuals consider it important to eat healthy, interpretations of ‘healthy food’ varies greatly. Moreover, having an eating disorder further challenges ideas of what is healthy to eat and how ‘good’ food is understood as well as communicated. The aim of this study was to investigate clinicians’ perceived food-related obstacles in the treatment of people with eating disorders (ED), by focusing on their ideas about food and eating in relation to their patients. Four qualitative focus groups with 16 clinicians involved in eating disorder treatment was conducted to get an understanding of their perceptions and beliefs regarding food and eating among EDpatients. The results demonstrated ideas about what food that was perceived by the ED patients to be ‘healthy’/good, as well as ‘unhealthy’ food. Food was described to be a symbol of threat and something to avoid, or at least controlled. Discourses of healthy food and ‘good’ food were framed by ideas that ‘good’ food represented food where no ingredients were hidden, minimum number of items on the plate as well as few calories. In understanding eating behaviour and ideas about food among people with ED, this study demonstrated the need to understand how food choice is influenced by rejection rather than selection, and where food consumption represents loss rather than gain. Moreover, there is a need to understand how ideas about food and eatingamong clinicians also might affect how ED patients are approached when it comes to food and eating.

Keywords: eating disorder, healthy food, food choice, clinicians

References

Chen PJ & Antonelli M (2020). Conceptual models of food choice: influential factors related to foods, individual differences, and society. *Foods*, 9(12).

Forbush KT & Hunt TK (2014). Characterization of eating patterns among individuals with eating disorders: what is the state of the plate? *Physiology & Behavior*, 134, 92-109.

Rowley J & Spence C. (2018). Does the visual composition of a dish influence the perception of portion size and hedonic preference? *Appetite*, 128, 79–86.

Communicating Spain's culinary heritage design tools for the identification, support, and promotion of food traditions

Fabio Parasecoli, Gloria Rodríguez-García, New York University, U.S.A & Spain

ABSTRACT

In Spain, food heritage is increasingly perceived as a key factor for local cultural identity, the economic development of rural regions, and sustainable tourism. All levels of public administration and private actors have strived to obtain its recognition and to include it in regional, national and international lists, such as UNESCO's intangible cultural heritage. However, these actors have not always been able to leverage and communicate the richness and cultural value of the food heritage from the various regions of Spain, both domestically and outside the national borders.

The number and diversity of actors, each with different goals, and the lack of a shared understanding of what the country's food heritage is (or should be), is the perfect breeding ground for a cacophony of messages around it. Discourses generated around Spain's food by these diverse actors (whether they are generated consciously or unconsciously) often diverge, or even contradict each other. In this scenario, it is difficult to maintain sustained attention towards the support and promotion of this intangible heritage, to organize long-term initiatives, and to integrate it into the daily activities of public institutions and private actors at local, regional, and national levels.

This paper presents the results of a two-day workshop that took place in Madrid in March 2023 with the participation of designers and various stakeholders in the food and tourism sectors. The workshop, which had the goal of identifying viable initiatives, is also an opportunity to elaborate and test methodologies and approaches of participative design in addressing community-based needs and dynamics revolving around food.

Keywords: gastronomic heritage, culinary diplomacy, food politics, food design

References

- Bortolotto, C. and Ubertazzi B. (2018), 'Editorial: Foodways as Intangible Cultural Heritage', *International Journal of Cultural Property*, 25, pp. 409–418.
- Eichler, J. (2021), 'Intangible cultural heritage, inequalities and participation: who decides on heritage?', *The International Journal of Human Rights*, 25:5, pp. 793–814.
- Leroy Biderman, J. (2017), 'Embracing complexity in Food, Design and Food Design', *International Journal of Food Design* 2:1, pp. 27–44

Zampollo F. and Peacock M. (2016), 'Food Design Thinking: A Branch of Design Thinking Specific to Food Design', *The Journal of Creative Behavior*, 50:3, pp. 203–210.

Propagating Korean food culture through K-dramas in urban India : An analysis

Dr Vasundara Priya M, Bangalore University, India

ABSTRACT

“Bap meogeosseoyo”? is a common phrase one would come across while watching any K-Drama. Little do we understand that in Korean culture it is nothing more than a casual greeting and a sign of interest or concern regarding the other’s well-being. This greeting is often recognized as an equivalent to the ‘How are you?’ in the English language, which shows us the level of importance food has in this cultural system. This idea is also seen to reflect visually in Korean Dramas that are extremely popular with audiences globally. An Article published in the ‘Economic Times’ in October 2021 read “The K magic is taking over India-People find comfort in Korean dramas, music and food”. People are found gorging over the most popular cuisines of Korea in every single drama series. With K-dramas becoming popular its content among urban audiences there is also an increasing demand for Korean brands and Korean food. Indian markets which sold Maggie and Top Ramen are now stocking up on Ramyeon which is a Korean version of the same noodle. The growing demand has not just placed Korean brands in supermarkets but products like kimchi, bibimbap, kimbap/gimbap, teokbokki, jjajangmyeon, japchae, etc. are all becoming popular with increasing dine in options in major metros. One can definitely owe this growing popularity to k-dramas. Hence this study would look into understanding the role media is playing in propagating and popularizing Korean food culture in urban cities. To get a better understanding of the study on hand a survey method would be used to analyze the extent of influence media has on promoting food culture in a city like Bangalore. A city like Bangalore is chosen for the study due to its existent diverse population and diverse food culture. This study also aims to understand the different levels at which media and the market are closely associated with each other with regard to creating the demand.

Keywords: K-drama, food culture, popular culture, Korean culture, media

Platform-ed food: convenience, power and apartheid in urban food imaginaries

Hillary Quarles, University of Colorado Denver, USA

ABSTRACT

The urban food system is an amalgam of producers, consumers, distributors, supply chains, regulators, advertisers, corporations and food – each communicating and promoting particular values based on urban food imaginaries. Like Douglas’s *Meats* (1972), we can decipher social hierarchy and power relations within these imaginaries, drawing critical insights into urban food justice. This essay examines the role of food imaginaries within the power structures of the urban food system. It looks at how industrial food and technology companies promulgate a convenience food imaginary through platform technologies, reinforcing the systemic conditions of food apartheid and producing counter imaginaries within alternative food networks (Black, 2022). These counters respond to the inequities of corporate foods by promoting both local food and urban agriculture imaginaries. Together, the convenience and alternative food imaginaries engage sociotechnical visions of platform-ed foods as either labor-saving solutions or food justice problems to be solved through local production. Urban food imaginaries are complex and dynamic. They undergo constant transformation as notions of what is “good” and “bad” or “healthy” and “unhealthy” refract through food discourse (Goodman, 2016). They form a hybrid food system that produces both platform technology and community gardens, *as well as food apartheid*. Building on food scholarship in the fields of communications, geography, and cultural studies, this research argues that understanding how these food imaginaries are coproduced through platform technology and social relations is key to understanding the power structures that determine what foods are available to eat and who gets to eat them.

Keywords: food imaginary, platform technology, food apartheid

References

Black, S. T. (2022). Abolitionist food justice: Theories of change rooted in place- and life-making. *Food & Foodways*, 30(1-2), 123-141.
<https://doi.org/https://doi.org/10.1080/07409710.2022.2030942>

Douglas, M. (2018). *Deciphering a Meal* (1972). In *Food and culture: a reader* (Fourth edition ed., pp. 29-47). Routledge.

Goodman, M. K. (2016). Food geographies I: Relational foodscapes and the busyness of being more-than-food. *Progress in Human Geography*, 40(2), 257-266. <https://doi.org/10.1177/0309132515570192>

Addressing food insecurity and changing food-related behaviours through a BRITE Box

Ronald Ranta, Kingston University London, UK

ABSTRACT

Concerns have been raised in the UK over poor diets, unhealthy eating, and their wider socio-economic impacts. The recent 'National Food Strategy' (2021) decried a 'plague of dietary ill health' instigated by poor diets and 'unhealthy foods'. It called upon the government, food industry and the wider public, 'to change our national diet as a matter of urgency' and promote healthier food-related behaviours. Simultaneously, household and children's food insecurity levels have been rising. The most recent national surveys have indicated that around 20% of households with children are food insecure (FSA, 2023; Food Foundation, 2023).

The paper presents an empirical account of BRITE Box, an innovative approach to addressing food insecurity and positively changing food-related-behaviours in the UK. BRITE Box is a volunteer-led scheme that provides weekly, free boxes of prepared meal-kits with recipe cards (similar to Hello Fresh) to primary school children, the majority of whom receive free school meals. Over the past two years, we have researched the scheme as it has grown and expanded, from supporting a small number of children and families to operating in over 30 schools across five boroughs in greater London. In the paper we focus primarily on the tools used by the scheme to engage and communicate with children and families and the opportunities and spaces it provides children to document and post their BRITE Box activities.

Negotiating good family food on social media – how conceptions of proper food are reinforced and challenged online

Andy Ridgway, University of the West of England, England

ABSTRACT

For many parents, good food is food that is nutritious, fresh and cooked from scratch. But parents face challenges in providing good food, such as a lack of time due to their busy lives and fussy eating by their children. Existing research has explored how parents adapt and negotiate good food (Halkier, 2016; Bava, Jaeger & Park, 2008; Molander & Hartmann, 2018). But given that today's parents increasingly use social media for support (Haslam, Tee & Baker, 2017), what role does it play in this negotiation of good food? Does it even challenge conceptions of good food?

This research involved an analysis of discourse on UK parenting forum Mumsnet about food and interviews with parents who use social media in relation to food. It used a Social Practice Theory lens to explore the mechanisms linking domestic food practices in family homes and social media practices.

The study has shown how social media discourse enables good food, or a good enough version of good food, to be provided despite the time constraints parents face. This takes place through the process of competence curation. The research also highlights how media discourse enables a form of family food provisioning that deviates from what is socially-prescribed as good food.

Future research on good food and parenting needs to take into account what takes place online, as well as in the kitchen. While media discourse is typically conceptualized as a resource that practitioners draw upon to inform their practices, when it comes to social media, a recursive relationship between food practices and social media practices needs to be recognized. Understanding this recursive relationship can help inform future social marketing efforts aimed at transforming domestic food provisioning practices so they are more sustainable.

Keywords: parents, good food, social media, sustainability, family

References

Bava, C.M., Jaeger, S.R., & Park, J. (2008) Constraints Upon Food Provisioning Practices in 'Busy' Women's Lives: Trade-offs which Demand Convenience. *Appetite*. 50 (2). Pp. 486-498.

Halkier, B. (2016) *Consumption Challenged: Food in Medialised Everyday Lives*. Abingdon: Routledge.

Haslam, D.V., Tee, A., & Baker, S. (2017) The Use of Social Media as a Mechanism of Social Support in Parents. *Journal of Child and Family Studies*. 26(7). Pp. 2026-2037.

Molander, S., & Hartmann, B.J. (2018) Emotion and Practice: Mothering, Cooking and Teleoaffective Episodes. *Marketing Theory*. 18 (3). Pp. 371-390.

The power of advertising: Products with cannabis in late nineteenth-century Sweden.

Michal Salamonik, Umeå University, Sweden

ABSTRACT

Starting from the discussions and advertisement strategies in the press, the planned contribution will deal with products containing cannabis at the end of the nineteenth century in Sweden. Back then, several products containing cannabis were introduced to the market, including the Maltose-cannabis drink powder, cacao-cannabis blend, cakes with cannabis, etc. The products were announced in the press as healthy and nutritious; some were devoted solely to children, and some were suitable for all ages, both men and women. Altogether, they were seen as a new, modern way of dealing with malnutrition and sicknesses. Additionally, they became quickly recognized by international medical experts and obtained several awards and prizes. One of the leading manufacturers of these products was the Technical Factory of the Red Cross in Stockholm, which genuinely found its way to advertise its products. In one of the contemporary newspapers, Erik Taflin was described as having “an unusually clear view and understanding of the power of advertising” (Söderköpingsposten 1894-07-24). Cannabis products were regularly advertised in the Swedish press from around 1880 to around 1920; however, the advertising boom was in the mid-1890s.

Based on qualitative text analysis with quantitative components, the paper will seek the tendencies and strategies for advertising cannabis products. Additionally, the study will resonate around studying commodities and their importance for understanding consumer culture embedded in social, health, and gender discourses. The study's leading theoretical approach will be based on intersectionality to highlight the consumption of cannabis products from gender, age, and social class and to critically explore the power relations behind the formation of different consumer groups. Even if the paper aims to search for overall tendencies and strategies, some examples of advertisements will be selected to follow changes in the advertising of products, including written and visual messages.

Keywords: cannabis, newspapers, malnutrition, consumer culture

Fika a new turn in food studies – an unexplored Swedish meal practice

Henrik Scander, Mia Larson, Christina Öberg, Agneta Yngve & Stina Almroth, Örebro University, School of hospitality, Culinary Arts and Meal Science. Campus Grythyttan, Sweden, Karlstad University, CTF Service Research Center, Linnaeus University, School of Business and Economics, The Ratio Institute, Uppsala University, Department of Food studies, nutrition and dietetics, Uppsala, Sweden, Örebro University, School of Health Sciences, Örebro, Sweden, www.fikamadeinsweden.com, Södertälje, Sweden.

ABSTRACT

Fika has appeared as a contender for the third Swedish word (in addition to ombudsman and smorgasbord) that has been introduced into the English language. We meet to *fika* in many different social contexts such as in the office morning-break, in a casually arranged business meeting, at homes as a tradition with home-baked pastries, and in cafes when friends meet and catch up. *Fika* as a cultural phenomenon is used extensively in destination marketing in Sweden and can be regarded as a food (or culinary) tourism experience. We also experience *fika* as one of the means to market Sweden, and some recent product launches try to build on *fika* as a value offering. This paper aims to conceptualise the meaning of *fika* and how it as a complex, cultural phenomenon can be marketed and thereby how a cultural tradition may enhance value created by firms in Sweden to attract customers locally as well as to reach out to other countries. The paper thereby connects *fika* as a practice and sensory taste with the destination-carrying values of *fika* for Sweden and firms, and how such values can be used in the marketing of products.

This paper is the first output from a project focusing on *fika* as a practice, destination marketing's use of *fika* and how companies use *fika* to market the value of their products. This research lays a basis for the understanding of how values and tastes are created in relation to the Swedish *fika* culture. The social practice of *fika* will help to grasp the product/service combinations' links to social interaction and what role the combinations play, how they shift both in terms of content and cultural values related to various types of interactions and contexts. This will serve as input to improve destination branding activities as well as *fika* services of tourism companies and organisations where the local and national values of *fika* are ingrained. Accordingly, the research result will result in scientific knowledge that used by tourism operators and destination organisations in Sweden can lead to an improved destination image of Swedish destinations as well as more successful tourism companies.

Keywords: commensality, meal practice, destination marketing, branding

Strengthen, fortify, meld: Building Appalachian resilience through regional food traditions

Ashli Q. Stokes and Wendy Atkins-Sayre, University of North Carolina at Charlotte;
University of Memphis, United States

ABSTRACT

For more than a century, the Appalachian region of the United States has been created, forgotten, and rediscovered for various economic, cultural, and political purposes. We join those in other disciplines explaining the relationship between Appalachian stereotypes, identity, and culture by using a rhetorical lens to explore how the perimeters of Appalachian identities have been established and are reiterated through its foods. Rhetorically analyzing Appalachian foods helps provide a more nuanced understanding of this region, illustrating how messages about its cuisine simultaneously shape, reinforce, and challenge how we view its present. Framed through the idea of resilience, or the capacity to spring back from a setback, to recover, and withstand adversity, we detail how Appalachian foodways provide examples of survival in spite of adversity but also exemplify harmful cultural elements that plague the region, such as racism, poverty, and narratives of hypermasculinity and whiteness. To explain how the ideas surrounding resilience and Appalachia are rhetorically constructed, we first illustrate how the texts that circulate best become carriers of public consciousness, constituting understanding and memory of events and cultures. We then analyze the identity-shaping qualities of regional food rhetoric, arguing that food provides *topoi*, or “commonplaces” for discussions, that offer inventional capabilities other commonly deployed *topoi* cannot. Specifically, our analysis locates three food-based messages of resilience that shape an understanding of Appalachia: a foodway that strengthens the region by preserving and resurrecting different iterations of its food traditions, fortifies its communities through food care, and melds stories together to make it possible for more people to see themselves reflected in a broader Appalachian narrative. Accounting for these multiple expressions of resilience deepens our understanding of a term that has taken on increasing significance, simultaneously demonstrating how a variety of regional food traditions help constitute resilience but also reify familiar damaging stories.

Keywords: Appalachian food, rhetoric, *topoi*, resilience

References

Billings, D. B., & Kingsolver, A. E. (2018). *Appalachia in regional context: Place matters*. University Press of Kentucky.

Dickinson, G. (2019). Space, place, and the textures of rhetorical criticism. *Western Journal of Communication*, 84(3), 297–313.
<https://doi.org/10.1080/10570314.2019.1672886>

McGreavy, B. (2015). Resilience as discourse. *Environmental Communication*, 10(1), 104–121. <https://doi.org/10.1080/17524032.2015.1014390>

Stokes, A. Q. & Atkins-Sayre, W. (2016). *Consuming identity: The role of food in redefining the South*. University Press of Mississippi.

The dinner of the speaker of the Swedish parliament and fika

Ulrica Söderlind, Umeå University, Sweden

ABSTRACT

This talk is about what has been served at both the spring and autumn dinners of the Speaker of the Swedish Parliament 1991-2022 and what message that is communicated via diplomatic gastronomy. It also deals with the coffee and cakes, in Sweden known as “talmanrundskakor” that the Speaker of the parliament offered the leaders from the different politic parties in the year 2018 in order to form a new Swedish Government, it took 134 days to do so, which is a very long time in Sweden and the role the cookies came to play in making the current Speaker of the parliament be loved by the Swedish people.

Keywords: diplomatic gastronomy, dinners, speaker of the Swedish parliament, cookies

Culinary content on Instagram: A recipe to promote food literacy? A content analysis of the recipes shared by popular food influencers on Instagram

Lauranna Teunissen, Iris Goemans, Joke Verhaegen, Sara Pabian, Kathleen Van Royen, Charlotte De Backer, Heidi Vandebosch, Christophe Matthys, University of Antwerp, Belgium

ABSTRACT

At least 15 million #recipe posts circulate on Instagram, often created by food influencers. As online recipes are recognized as a potential way to promote food literacy, especially among emerging adults, investigating what food influencers share and how they promote these recipes may reveal promising strategies to promote food literacy. Therefore, the current research presents a content and nutritional analysis to explore what popular food influencers among emerging adults portray in their Instagram recipe posts (N=166) in terms of (1) references to food literacy, (2) nutritional value, and (3) communication techniques. First, findings reveal that food influencers rarely embed references to food literacy in their recipe posts, especially regarding meal planning, food selection, meal consumption, and evaluating food-related information. Only in 28.9% of the posts information was given on how to prepare a recipe. Second, 220 recipes were included in the 166 recipe posts, of which the majority were main course meals that met at least six of the eleven nutrient criteria for a healthy main meal (65%). Finally, food influencers promote their recipe posts as positive narratives, focusing on the tastiness (66%) and convenience (40.9%) of meals. Health promoters should note the potential role of food influencers and seek ways to collaborate to provide information on how food literacy cues can be embedded in their communications and provide insights into how influencers' recipes can be optimized.

Keywords: content analysis, food influencers, Instagram, food literacy, nutritional content, recipes

Moralization of food through U.S. policy and the implications for healthcare practice

Daniel Totzkay and Alanna K. Higgins, University of Nottingham (Alanna) and West Virginia University (Daniel), United Kingdom (Alanna) and United States (Daniel)

ABSTRACT

Our paper examines governmental discourses and communication around food and health by a legal-policy archaeology to investigate governmental communications around “good” food in the context of the recent White House Conference on Hunger, Nutrition, and Health and the specific resulting discussions of “nutrition security”. This examination draws on a four-year institutional ethnography of United States (US) federal nutrition policy and related programs (Higgins, 2022); including discourse analysis, participant observation, and event ethnographies. Initial findings conclude that the moralization around health, food, and individual behavior is not only reinforced, but now codified at the federal level. We find that a reliance on specific idea of ‘health’ and ‘wellbeing’ prioritize funding distribution and program implementation around health-related food interventions. This is particularly salient given the rising “food as medicine” movement in the US couples with and the federal government’s resulting pledge of more than \$8 billion USD towards related companies and initiatives. Building on this, we discuss in the context of the Diffusion of Innovations framework (Silk & Totzkay, 2019) why these programs and view of “good” and “healthy” foods have taken hold of especially U.S. healthcare practitioners and policymakers due to the ease of incorporation into current practice and adherence to traditional norms around colonialized and classist views of health and the burden of disease. Further, implications for contemporary addressing of health disparities will be discussed. Particularly, inconsistent conceptualizations of the terms “health disparity” and “health equity” are explored and how the moralization of food and purported addressing of health disparities through classist and colonialized views of food, nutrition, and health.

Keywords: US policy, food as medicine, diffusion of innovations, health disparities, health equity

References

Higgins, A. K. (2022). Critical Perspectives on Produce Prescription Programs & US Federal Nutrition Policy. *Graduate Theses, Dissertations, and Problem Reports*. 11317. <https://researchrepository.wvu.edu/etd/11317>

Silk, K. J., & Totzkay, D. (2019). Communication research in the environmental health sciences. *Environmental health literacy*, 45-64.

Are there any “good” foods in #healthyliving Instagram? A qualitative content analysis

Charmaine Voigt¹, Petya Eckler², Andrea Tonner², GESIS – Leibniz Institute for the Social Sciences¹, University of Strathclyde², Germany, UK

ABSTRACT

Due to its worldwide popularity, Instagram reflects nutritional habits of many hashtag-centered communities. Within nutrition communication, social networks emerge as strong competitors to qualified health communication (Bartelmeß, 2020). Studies found that authenticity on Instagram results from personal experience rather than from legitimate sources (Tabellion, 2019) and is increasingly a place of commercial marketing (Meinen & Gereke, 2018).

The qualitative content analysis of 517 #healthylifestyle Instagram posts from spring 2019, 2020 and 2021 aims to detect (1) how “good” foods and diets are addressed, (2) how scientific-based nutritional recommendations are reflected in posts, (3) to what extent the Covid-19 pandemic has affected content, and (4) how marketing mechanisms determine those.

The key premise of the analyzed posts (4,546 codings) is that individual health is strongly focused on weight loss. Posts highlight regular exercise and certain restrictive diets such as vegan and clean eating. Accordingly, fruit and vegetables dominate the posts. The shared information is mostly embedded in claims and consists of anecdotal stories. Health benefits of foods or ingredients are stated with very little to no scientific evidence. Within the data of 2020 and 2021, detox and supplements emerge as new topics claiming to boost the immune system. While many posts follow the logic of the advertising industry, very few posts are labelled as such. Branding and self-promotion are the most common indicators for commercialization of the #healthylifestyle community.

We conclude that #healthylifestyle can lead Instagram users to scientifically dubious eating regimes. In seeking health, users may rather find restrictive diets, a thin body ideal, and synthetic supplements. In looking for social communities of health, users may instead find content pursuing commercial goals. In our study, we detected the problematic subtext that a healthy lifestyle is only achievable by investing money and self-control. This should be explored more deeply regarding young and vulnerable user groups.

Keywords: Instagram, health communication, content analysis, nutrition communication

References

- Bartelmeß, T. (2020). Möglichkeiten der Analyse von Social-Media-Daten für die Ernährungskommunikation. In J. Godemann & T. Bartelmeß (Hrsg.), *Ernährungskommunikation* (S. 1–25). Springer VS.
- Meinen, D., & Gerecke, M. (2018). Kennzeichnung und Transparenz in der Zusammenarbeit mit Influencern. In A. Schach & T. Lommatzsch (Hrsg.): *Influencer relations* (S. 265–276). Springer VS.
- Tabellion, J. (2019). *Influencer Marketing. Zur Wirkung der Glaubwürdigkeit auf die Marke*. Verlag Dr. Kovac.

The role of the media in UK food policymaking.

Rebecca Wells, City, University of London, UK

ABSTRACT

The media is often said to have an important influence on individual and societal food choices, as well as playing an important role in setting the food policy agenda. This paper examines the role of media in the UK food policy landscape.

The paper draws on published case studies examining media coverage of food policy between 2016 and 2022. The author reflects on the interactions between media and food policy, to explore whether media coverage can effect food policy and its processes, and whether and how food policy can have an impact on media coverage. The case studies have highlighted trends in food policy reporting. Framing of food choices can set the agenda for policy makers and through dominant framings restricted policy solutions are presented for public discourse. For example dietary recommendations made through public policy and the UK National Health Service are often presented in the media as matters of individual choice rather than societal responsibility. 'Frames contests' are common in media coverage of food policy issues, and these bear witness to tensions between stakeholders with vested interests who put forward their views via the media in order to dominate policy narratives. The powerful reach of PR organisations and press releases can result in dominant stakeholders views or framing of a food policy issue being replicated across news outlets.

Mass media operate within a complex structure of forces, and these exert influence on reporting that appears and the way it is framed. In many areas of food policy reporting coverage does not reflect social or environmental determinants of health but relies heavily on individualised messaging. The extent to which this influences food policy and policy makers is not entirely clear from analysis of media reporting alone, however the research suggests that media have an agenda setting role, drawing attention towards or away from particular policy issues or framing of issues.

Keywords: media, journalism, food policy, food systems, agenda-setting

References

Carnibella, F. and Wells, R. (2022). Framing of policy responses to migrant horticultural labour shortages during Covid-19 in the Italian print media. *Journal of Rural Studies*, 95, pp. 278–293. doi:10.1016/j.jrurstud.2022.09.007.

Strong, H. and Wells, R. (2020). Brexit-related food issues in the UK print media: setting the agenda for post-Brexit food policy. *British Food Journal*, 122(7), pp. 2187–2201. doi:10.1108/BFJ-08-2019-0582.

Wells, R. (2017). Mediating the spaces of diet and health: A critical analysis of reporting on nutrition and colorectal cancer in the UK. *Geoforum*. doi:10.1016/j.geoforum.2016.05.001.

Wells, and Caraher, M. (2016). Britain's Hidden Hungry? The Portrayal of Food Bank Users in the U.K. National Press. In Servaes, J. and Oyedemi, T. (Eds.), *The Praxis of Social Inequality in Media A Global Perspective* Lexington Books. ISBN 978-1-4985-2347-9.

High seas, elite taste: Fine dining and the framing of distinction by global cruise lines

Diana Willis, University at Albany, SUNY, USA

ABSTRACT

Each year, millions of people board cruise ships, sail to all corners of the world, and eat. Almost as big of a draw as the destinations, cruise cuisine is now a major talking point for passengers. And both premium and luxury cruise lines have taken note. From Oceania Cruises' trademarked "The Finest Cuisine at Sea" to Celebrity's partnership with esteemed chef, Daniel Boulud, to Holland America's Culinary Council, cruise fare has transformed itself to rival the finest land-based restaurants. The ships' curated menus tout *authentic* food from the regions to where they travel and highlight the finest ingredients, such as kobe beef and sustainable seafood. Using textual analysis and an autoethnographic approach, this paper explores how cruise lines frame their culinary fare to shape passengers' understanding of foods and simultaneously legitimize high-status cuisine (Johnston & Baumann, 2015). This paper contributes to the intersection of communication and food studies by analyzing the framing of food by cruise lines as a key locus of identity, authenticity, and distinction.

Gastronomic sustainability: communication, cultivation, and commitment.

Daniel Östergren, Ute Walter, Inger M. Jonsson, Bernt Gustavsson, Örebro University, Sweden

ABSTRACT

In this presentation, the idea of sustainable development is elaborated on from a gastronomic perspective. Specifically, the focus is on how sustainable commitment can be cultivated by gastronomic communication. Four young culinary professionals with a bachelor's degree, referred to as gastronomes, participated in semi-annually recurring dialogic interviews (Mishler, 1999) during the first two years after they finished their education. By intertwining their knowledge with their experiences, they developed ideas of sustainability from a gastronomic point of view. They discussed how to communicate these ideas with other individuals via meals and their desired outcome from it. Data was interpreted by applying the principles of hermeneutics and a view of knowledge based on hermeneutic bildung (Gadamer, 1960). Using the Delphi technique, preliminary results were brought back to the next interview for further elaboration, and these recurring dialogues gradually brought the ideas of the researcher and the participants towards a common explanation.

In the results, ideas emerged on how gastronomic competency could contribute to sustainable development by cultivating inner capacities and fostering sustainable commitment. Two dimensions of how gastronomy can contribute to approaching a more sustainable society were identified: as cultivation-of-the-self (Larsson, 1908) and as civic bildung (Bohlin, 2018). Cultivation-of-the-self is present in sensuous meal experiences, where it can stimulate people to get involved in sustainability issues. This involvement at the individual level can engage people to further bring about sustainability at a societal level through civic bildung. These results contribute to an understanding of how a sustainable mindset can be cultivated by experiencing sustainable meals.

Keywords: gastronomy; sustainability; bildung; inner capacities; culinary arts and meal science

References

Bohlin, H. (2018). *Medborgerlig bildning: om varför man studerar på högskola. [Civic Bildung: Why People Study at University]*. Studentlitteratur.

Gadamer, H. G. (1960/2004). *Truth and method*. Continuum.

Larsson, H. (1908/2012). Om bildning och självbildning. [About Bildung and Cultivation-of-the-self] In: A. Burman & P. Sundgren (Eds.), *Bildning [Bildung]* (p. 165-194). Daidalos.

Mishler, E.G. (1999). *Storylines: Craftartists' Narratives of Identity*. Harvard University Press.