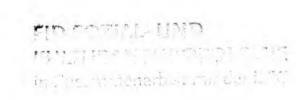
Jörg Dürrschmidt • York Kautt Editors

Globalized Eating Cultures

Mediation and Mediatization



palgrave

Contents

	Mediating Concepts Jörg Dürrschmidt	1
Part	I Nation and Region	31
2	The Formation of a National Cuisine in Costa Rican Cookbooks and its Impact on Regional Cuisines as Markers of Identity Mona Nikolić	33
3	Mediating National Identity, Practicing Life Politics: Visual Representations of a Food Education Campaign in Japan Stephanie Assmann	53
4	Mediatization and Mediation of Parenthood: Politics of Infant Feeding in Hong Kong Veronica Sau-Wa Mak	69

Introduction: Globalization and Mediatization as

1

1

5	Myths of the Health-Giving Properties of Korean Cuisine Chan Young Kim and David Carter	91
Part	II Tradition and Modernity	107
6	Technological Change and Contemporary Transformations in Yucatecan Cooking Steffan Igor Ayora-Diaz	109
7	Traditional Food Knowledge in a Globalized World: Mediation and Mediatization Perceived by Tswana Women in South Africa Nicole Claasen and Shingairai Chigeza	129
8	Cooking the Past: Traditionalism in Czech Culinary Magazines Michal Bočák	157
Part	III Celebrity Culture	181
9	Celebrity Chefs and the Limits of Playing Politics from the Kitchen Raúl Matta	183
10	Ethnodelicious: Mediatized Culinary Anthropology and the Mediation of Global Food Cultures Isabelle de Solier	203
11	Creating and Routinizing Style and Immediacy: Keith Floyd and the South-West English Roots of New Cookery Mediatizations David Inglis and Anna-Mari Almila	221

		Contents	ix
Par	t IV Social and Cultural Complexity		245
12	Mediating Fish: Mediatization, Consumer Cho Media Morality Elspeth Probyn	oice, and	247
13	Halal Crab, Haram Crab: Understanding Islam Southern Thailand Through the Lens of Seafoo Saroja Dorairajoo		267
14	"It's Only Cannibalism if we're Equals": Consu Lesser in <i>Hannibal</i> Michael Dellwing	ming the	289
15	Mediatization and Global Foodscapes: A Conc Outline York Kautt	eptual	309
Ind	ex		355