Food as Communication Communication as Food

EDITED BY Janet M. Cramer, Carlnita P. Greene, Lynn M. Walters

FID SOZIAL- UND
KULTURANTHROPOLOGIE
in Zusammenarbeit mit der DFG



Lausanne • Berlin • Bruxelles • Chennai • New York • Oxford

Table of Contents

	Food as communication/Communication as food Carlnita P. Greene and Janet M. Cramer
FOO	TION ONE D DISCOURSE: MEDIA, MESSAGES, AND FOOD AS A IMUNICATIVE PRACTICE
1	Feasts for our eyes: Viewing films on food through new lenses Laura A. Lindenfeld
2	Play with your food: The performativity of online breakfast cereal marketing Deborah Morrison Thomson
3	Remembering past(s): The construction of cosmopolitan Istanbul through nostalgic flavors Defne Karaosmanoglu
4	Faith-based homespace: Decoding good taste in a monastery Adele Wessell and Andrew Jones
СОМ	TION TWO IMUNICATING SELVES: FOOD AND THE CONSTRUCTION/ IMUNICATION OF SOCIAL IDENTITIES
5	Competing identities at the table: Slow food, consumption, and the performance of social style Carlnita P. Greene
6	It's the cheese: Collective memory of hard times during deindustrialization Kristen Lucas and Patrice M. Buzzanell

7	"We still had to have tortillas":		
	Negotiating health, culture, and change in the Mexican American diet		
	Kevin-Khristián Cosgriff-Hernández, Amanda R. Martinez,		
	Barbara F. Sharf, and Joseph R. Sharkey		
8	Memory, identity, and resistance:		
	Recipes from the women of Theresienstadt		
	Kathleen M. German		
9	Looking at men's tables: Food and masculinities in		
	blockbuster movies		
	Fabio Parasecoli		
SEC	TION THREE		
	TURE AND SOCIETY: FOOD AND THE COMMUNICATION		
	SOCIAL AND CULTURAL VALUES		
OI 3	OCIAL AIVO COLTORALI VALOLO		
10	Dinner time discourse: Convenience foods and industrial society		
	John R. Thompson		
11	"A four-legged duck?":		
	Chinese restaurant culture in the United States from a		
	crosscultural/inter-cultural communication perspective		
	Vincent (Tzu-Wen) Cheng		
12	The white farm imaginary: How one farmers market		
	refetishizes the production of food and limits food politics		
	Christie McCullen		
13	Quantifying the American Eater:		
	USDA nutrition guidance and a language of numbers		
	Jessica Mudry235		

Table of Contents vii

SECTION FOUR
ENVIRONMENTAL ISSUES: FOOD COMMUNICATION
AND THE NATURAL WORLD

14	Hunting, gardening, and the original work of art: A homological analysis Barry Brummett
	Darry Brummeu
15	A critical crisis rhetoric of seafood
	Michael S. Bruner and Jason D. Meek
16	Eating the view: Environmental aesthetics,
	national identity, and food activism
	Anne Marie Todd
17	Discourses of consumption and sustainability on the Food Network
	Janet M. Cramer
	D AND COMMUNICATION IN RELATIONSHIPS: GANIZATIONAL AND INTERPERSONAL CONTEXTS
18)	Youth empowerment in family conversations
	and decision-making about food
	Matthew Vatlan I sum I amos Engagos Alloway
	Matthew Kaplan, Lynn James, Frances Alloway
	Matthew Kaplan, Lynn James, Frances Alloway and Nancy Ellen Kiernan
19	
19	and Nancy Ellen Kiernan
19	"Mama thinks I'm feeding you":
19 20	"Mama thinks I'm feeding you": Using food rules to restructure school meal programs Marianne LeGreco
	"Mama thinks I'm feeding you": Using food rules to restructure school meal programs Marianne LeGreco

21	The corporate colonization of communication about global hunger: Development, biotechnology, and discursive closure in the Monsanto pledge	
	Ross Singer	405
22	High school students' perceptions of environmental and communicative influences on eating behavior	
	Lynn M. Walters	429
Contr	ibutors	445
Index		453