Sondersammelgebiet Velks- & Völkerkunde





Food as Communication Communication as Food

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



PETER LANG

New York • Washington, D.C./Baltimore • Bern Frankfurt • Berlin • Brussels • Vienna • Oxford

Table of Contents

	beyond mere sustenance:
	Food as communication/Communication as food
	Carlnita P. Greene and Janet M. Cramerix
SEC	TION ONE
	DD DISCOURSE: MEDIA, MESSAGES, AND FOOD AS A
	MUNICATIVE PRACTICE
001	
1	Feasts for our eyes: Viewing films on food through new lenses
	Laura A. Lindenfeld3
2	Play with your food: The performativity of online
	breakfast cereal marketing Deborah Morrison Thomson
	Deborah Morrison I nomson25
3	Remembering past(s): The construction of cosmopolitan
	Istanbul through nostalgic flavors
	Defne Karaosmanoglu39
4	Faith-based homespace: Decoding good taste in a monastery
	Adele Wessell and Andrew Jones57
SEC	TION TWO
CON	MMUNICATING SELVES: FOOD AND THE CONSTRUCTION/
CON	MUNICATION OF SOCIAL IDENTITIES
5	Competing identities at the table: Slow food, consumption,
	and the performance of social style
	Carlnita P. Greene75
6	It's the cheese: Collective memory of hard times during
-	deindustrialization
	Kristen Lucas and Patrice M. Buzzanell95

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		
¢E∕~	TION THREE		
	TURE AND SOCIETY: FOOD AND THE COMMUNICATION		
	OCIAL AND CULTURAL VALUES		
OF 3	OCIAL AIND COLI ORAL VALUES		
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 Mudry		

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
15	A critical crisis rhetoric of seafood Michael S. Bruner and Jason D. Meek
	Triunaei 3. Bruner ana jason D. Trieek
16	Eating the view: Environmental aesthetics,
	national identity, and food activism
	Anne Marie Todd297
17	Discourses of consumption and sustainability on the Food Network
	Janet M. Cramer
	D AND COMMUNICATION IN RELATIONSHIPS: ANIZATIONAL AND INTERPERSONAL CONTEXTS
18	
	Youth empowerment in family conversations
	Youth empowerment in family conversations and decision-making about food
	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway
	and decision-making about food
19	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway
19	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway and Nancy Ellen Kiernan
19	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway and Nancy Ellen Kiernan
19 20	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway and Nancy Ellen Kiernan
	and decision-making about food Matthew Kaplan, Lynn James, Frances Alloway and Nancy Ellen Kiernan

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
Cont	ributors	445
Index	x	453