

The Politics of Food

Module Handbook

AHAN7037

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Module Overview

Food lies at the centre of a myriad of human practices, and has consequently been the focus of various forms of inquiry. From field and farm, to laboratory and production line, to kitchen and dining table, the supermarket shelf and restaurant, food is a profoundly social and political substance; one through which social relations and cultural phenomena are (re)produced and transformed. This module will address the historically and culturally variable forms of food production, exchange, preparation, and consumption as the means through which both individual and social bodies are constructed and reproduced. The course will serve as a vehicle to examine how social subjectivities, political and economic relations, and hierarchies have been and are produced through the medium of food.

Following the introductory sessions, the module begins with an examination of food preferences and prohibitions, unpacking, in the process, the concept of ‘choice’ and, in thinking about what is deemed edible and inedible in different cultural contexts, asking what food actually is. The remainder of the course is dedicated to examining how food is enacts political and economic relations at various scales, from the family, to the ethnic or religious group, to the nation. Thus it investigates the ways in which eating can both create and rupture relations, challenge and maintain boundaries, and facilitate belonging and alienation.

In addition to their participation in the structured programme topics, students will also work on an individual research project based on the concept of ‘food journeys’. Although structured as discrete, the multiple topics covered throughout the module are designed to build upon each other, and the food journey exercise will further encourage students to identify the linkages between the topics and develop their understanding of key themes and approaches. The topic should be decided, in consultation, with Emma-Jayne at least two months before the final assessment deadline.

ASSESSMENT

Coursework 100%

- 1 x written commentary on a specific food related issue of your choosing (1,000 words) 20%
- 1 x research assignment on food journeys (3,500 words) 70%
- 1 x conference proposal based on research assignment, (500 words) 10%

Your research assignment will involve the selection of one foodstuff or dish, and the tracing of the social, cultural and/or historical trajectories through which it has travelled – its ‘social life’. You should consider the multiple social and cultural networks in which

your chosen food is entangled and view it – together with its producers, procurers, preparers and consumers – from a range of disciplinary perspectives.

READINGS

Try to read the essential readings for every topic and browse the suggested readings for other piece of interest. You are not required to read everything on the list.

Key books that we will draw on throughout the module are:

Abbots, Emma-Jayne and Anna Lavis (eds.) (2013) *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies*

Counihan, Carole & Penny van Esterik (1997) *Food and Culture: A Reader* (Routledge). (See also second edition, 2007)

Lien, Marianne E. & Brigitte Nerlich, eds. (2004) *The Politics of Food* (Berg).

Watson, James L & Melissa L Caldwell (2004) *The Cultural Politics of Food and Eating* (Blackwell).

Journals:

Food and Foodways

Food, Culture & Society

Journal of the Association for the Study of Food and Society

British Food Journal

Journal of Rural Studies

AgBio Forum

Agricultural History

Agriculture and Human Values

Sociologia Ruralis

Journal of Agricultural and Environmental Ethics

Gastronomia: The Journal of Food and Culture (<http://www.gastronomia.org/>)

Anthropology of Food Web Journal: <http://www.aofood.org/>

Websites:

The Institute for Agriculture and Trade Policy: <http://www.iatp.org/>

Via Campesina: www.viacampesina.org

The Corporate Agribusiness Research Project: <http://home.earthlink.net/~avkrebs/CARP/>

The National Family Farm Coalition: <http://www.nffc.net/>

Organic Farming Research Foundation: <http://www.ofrf.org/>

Food First: <http://www.foodfirst.org/>

Slow Food: <http://www.slowfood.com/>

Oldways: <http://www.oldwayspt.org/>

Nyeléni 2007 – Forum for Food Sovereignty: <http://www.nyeleni2007.org/>

GRAIN: www.grain.org

Topic 1	Introduction to the Anthropology of Food
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There is no required reading this week, but you may want to take a look at the suggested reading, in order to familiarize yourself with some of the ideas and approaches we will be exploring throughout the module. They will provide you with an overview of some of the themes and topics that are addressed in the subdiscipline of the Anthropology of Food, and interdisciplinary Food Studies more generally

Suggested readings:

Abbots, Emma-Jayne and Anna Lavis (eds.) (2013) *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies*. Aldershot: Ashgate (The introduction will give you a good overview of recent debates in the anthropology of food)

Mintz, Sidney & Christine Du Bois (2002) "The Anthropology of Food and Eating," *Annual Review of Anthropology* 31: 99-119.

General readings of relevance to the course:

Barthes, Roland (1997 [1961]) "Toward a psychosociology of contemporary food consumption," in *Food and Culture*, eds. C. Counihan & P. Van Esterik (New York: Routledge), pp. 20-27.

Belasco, Warren (2008) *Food: The Key Concepts*. Oxford and New York: Berg.

Caplan, Pat (1997) "Approaches to the study of food, health and identity," in *Food, Health and Identity*, ed. Pat Caplan (London: Routledge), pp. 1-31.

Counihan, Carole & Penny van Esterik (1997) *Food and Culture: A Reader* (Routledge). (See also second edition, 2007)

Pottier, Johan (1999) *Anthropology of Food: The Social Dynamics of Food Security* (Cambridge: Polity Press).

Gremov, John & Lauren Williams, eds. (1999) *A Sociology of Food and Nutrition: The Social Appetite* (Oxford University Press).

Mennell, Stephen, Anne Murcott and Anneke H. van Otterloo (1992) "The sociology of food: eating, diet and culture," Special issue of *Current Sociology* 40 (2).

Watson, James L & Melissa L Caldwell (2004) *The Cultural Politics of Food and Eating* (Blackwell).

Griffiths, Sian and Jennifer Wallace (1998) *Consuming Passions: Food in the Age of Anxiety*. Manchester: Mandolin.

Parasecoli, Fabio (2008) *Bite Me: Food in Popular Culture* (Oxford: Berg).

Messer, E (1984) "Anthropological perspectives on diet," *Annual Review of Anthropology* 14.

Lang, Tim & Michael Heasman (2015) *Food Wars: The Global Battle for Mouths, Minds and Markets*, 2nd Edition (Earthscan), especially chapter 5.

Topic 2	Anthropology of Food and the Body
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This week we introduce 'the Body' and explore the ways in which bodies have been, at times, somewhat and maybe surprisingly ignored in studies of food, which have tended to focus on the symbolic and political economic aspects of food and eating and have arguably 'glossed over' the ways that food is material and felt in the body. Consequently, discussion of the body have been situated in the domain of medical anthropology and sociology and specialist disciplinary fields, such as Fat and Obesity Studies. This week we also start to consider the methodological challenges inherent on focusing on the body, and ask whether auto-ethnography is a possible solution.

Essential Reading:

Scheper-Hughes, N. and Lock, M. (1987) The Mindful Body: A Prolegomenon to Future Work in Medical Anthropology. *Medical Anthropology Quarterly*. Volume 1, Issue 1, pp. 6–41.

Longhurst, R. (2012) 'Becoming Smaller: Autobiographical Spaces of Weight Loss' in *Antipode* 44(3): 871-888

Recommended Reading:

Lavis, A, Abbotts, E-J and Attala, L. (2015) Reflecting on the Embodied Intersections of Eating and Caring, in *Careful Eating: Bodies, Food and Care*, pp 1-21. See also the chapter by Lavis in this volume and also in *Why We Eat, How We Eat* (2013), Abbotts & Lavis (eds.) if you are interested in the topic of anorexia.

Abbotts, E-J and L. Attala (2014) 'It's Not What You Eat but How and That You Eat: Social Media, Counter-Discourses and Disciplined Ingestion among Amateur Competitive Eaters' in *Geoforum*, available online before print.

- Douglas, M. (1970) *Purity and danger: an analysis of concepts of pollution and taboo*. Middlesex: Penguin. Chapter 7, External Boundaries.
- Rabinow, P. 'Introduction', *The Foucault Reader*, London: Penguin Books
- Mol, AM. (2002) *The body multiple: Ontology in Medical Practice*. Durham, NC: Duke University Press.
- Counihan, Carole. (1999) *The Anthropology of Food and the Body: Gender, Meaning and Power*. London: Routledge.
- Kulick, D. and Meneley, A. (Eds.) (2005) *Fat: Anthropology of an Obsession*. New York: Tarcher.
- Turner, B. (2008) *The Body and Society: Explorations in Social Theory*. 3rd Ed. London: Sage.
- Mascia-Lees, F. (Ed.) (2011) *A Companion to the Anthropology of the Body and Embodiment*. Oxford: Wiley-Blackwell
- Aphramor, L., Brady, J., and Gringas, J. (2013) 'Advancing Critical Dietetics: Theorizing Health at Every Size' in *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies*. E-J Abbots and A. Lavis (eds.) pp. 85-102. Aldershot: Ashgate
- Colls, R. and Evans, B. (2009) Critical Geographies of Fat/Bigness/Corpulence: Introduction, Questioning Obesity Politics. *Antipode* 41(5): 1011-1020
- Eli, K. and Ulijaszek, S. (eds.) 2014 *Obesity, Eating Disorders and the Media*. Farnham: Ashgate
- Guthman, J. 2011 *Weighing In: Obesity, Food Justice and the Limits of Capitalism*. Berkeley, CA: University of California Press
- Hayes-Conroy, A. and Hayes-Conroy J. 2008 Taking Back Taste: Feminism. Food and Visceral Politics. *Gender, Place & Culture: A Journal of Feminist Geography* 15(5): 461-473
- Lupton, D. 1996 *Food, The Body and the Self*. London: Sage

Topic 3	Food Safety, Risk and Regulation
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Industrial food production and mass consumption poses specific problems for the maintenance of a safe food supply. This week, we will examine growing consumer anxieties over food safety, the risks associated with eating, and examine debates about where responsibility lies for the safety of food. Plenty has been written in the popular press on food scares, and you may want to do some research into a selected scare that is particular

interest to you, especially if it relates to the food you have selected for your ‘food journey’ assessment.

Essential Reading:

Abbots, Emma-Jayne and Ben Coles (2013) ‘Horsemeat-Gate: The Discursive Production of a Neoliberal Food Scandal’ in *Food, Culture and Society* 16(4)

Caplan, P., 2000. ‘Eating British beef with confidence: A consideration of consumers’ responses to BSE in Britain’ in *Risk Revisted*, edited by P. Caplan. London & Sterling, Virginia: Pluto Press, 184-203

Recommended Reading:

Abbots, Emma-Jayne (2013) ‘Negotiating Foreign Bodies: Migration, Trust and the Risky Business of Eating in Highland Ecuador’, *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies* eds. E-J. Abbots and A. Lavis (Ashgate)

Nestle, Marion (2003) *Safe Food: Bacteria, Biotechnology, and Bioterrorism* (University of California Press), especially chapter 1.

Schwartz, Maxime & Edward Schneider (2004) *How the Cows Turned Mad: Unlocking the Mysteries of Mad Cow Disease* (University of California Press).

Marsden, Terry, Andrew Flynn and Neil Ward (1994) “Food Regulation in Britain: A National System in International Context,” *From Columbus to ConAgra*, eds. Bonanno et al.

Fox, Nicols (1998) *Spoiled: The Dangerous Truth About a Food Chain Gone Haywire* (Penguin), especially chapter 11.

Kjaernes, Unni, Mark Harvey, and Alan Warde (2006) *Trust in Food: A Comparative and Institutional Analysis* (Palgrave).

Lien, Marianne E. & Brigitte Nerlich, eds. (2004) *The Politics of Food* (Berg).

Rowell, Andrew (2003) *Don’t Worry [It’s Safe to Eat]: The True Story of GM Food, BSE and Foot and Mouth* (Earthscan).

Packer, Richard (2006) *The Politics of BSE* (Palgrave).

Thorpe, A & C Robinson (2004) “When Goliaths Clash: US and EU Differences over the Labelling of Food Products Derived from Genetically Modified Organisms,” *Agriculture and Human Values* 21(4): 287-298.

Topic 4	Food avoidances and prohibitions: the edible and the inedible
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The social significance of food is apparent not only in what people eat, but also in what they do *not* eat. Indeed, definitions of ‘edible’ and ‘inedible’ vary greatly, and anthropologists have long argued that such definitions – and their related behaviours and practices – help define and regulate relations both within and between societies. At the same time, people sometimes transgress or even invert dominant definitions of ‘edibility’ and norms of ‘proper eating’. This week we encounter different theoretical approaches to a variety of food avoidances and prohibitions, ranging from ordinary dislikes to voluntary abstinence and exclusions to deep-seated ‘taboos’. We will approach the topic through a focus on the meanings of meat consumption and vegetarianism.

www.vegsoc.org (Vegetarian Society)

www.vegan.com (Vegan Society)

Essential reading

Clark, Dylan (2004) “The raw and the rotten: punk cuisine,” *Ethnology* 43 (1): 19-31. Available online.

Hurn, Samantha (2013) ‘Confessions of a Vegan Anthropologist’, *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies* eds. E-J. Abbots and A. Lavis (Ashgate)

Staples, James (2008) “‘Go on, just try some!’ Meat and meaning-making among South Indian Christians,” in Caroline Osella and Filippo Osella (eds), *Food: Memory And Politics, South Asia: Journal of South Asian Studies*, 31 (1): 36-55. Available online.

Recommended reading

Harris, Marvin (1998 [1985]) “The abominable pig,” in *Good to Eat: Riddles of Food and Culture* (Long Grove, Ill.: Waveland Press), pp. 67-88. Also in C. Counihan and P. Van Esterik (eds) (1997) *Food and Culture*, London: Routledge, pp. 67-79. See also his ‘Riddle of the Sacred Cow’ in *Good to Eat*

Douglas, Mary (1991 [1966]) “The abominations of Leviticus,” in *Purity and Danger* (London: Routledge), pp. 42-58. *Or:*

Douglas, Mary (1997 [1975]) “Deciphering a meal,” in *Food and Culture: A Reader*, eds. C. Counihan & P. Van Esterik (New York: Routledge), pp.36-54.

Sutton, David (1997) “The vegetarian anthropologist,” *Anthropology Today* 13: 5-8. Available online.

Mennell, Stephen (1985) “Food dislikes,” in his *All Manners of Food: Eating and Taste in England and France from the Middle Ages to the Present* (Oxford: Basil Blackwell), pp. 291-316.

Singer, Peter (2002) “Animal liberation and vegetarianism,” in Gregory E. Pence (ed.), *The Ethics of Food: A Reader for the Twenty-First Century*. Lanham, MD: Rowman & Littlefield.

Fiddes, Nick (1991) *Meat: A Natural Symbol* (London and New York: Routledge). See, for example, Chapter 7, “The barbarity of meat,” pp. 94-118; Chapter 8, “The reluctant cannibal,” pp. 121-31; and chapters in Part IV: Modern Meatologies, pp. 165-230.

Lien, Marianne Elisabeth (2004) “Dogs, whales and kangaroos: transnational activism and food taboos,” in M. E. Lien & B. Nerlich, eds. *The Politics of Food* (Oxford: Berg), pp.179-97.

Willetts, Anna (1997) “‘Bacon sandwiches got the better of me’: meat-eating and vegetarianism in South-East London,” in *Food, Health and Identity*, ed. Pat Caplan (London: Routledge), pp. 111-130.

Beardsworth, Alan and Teresa Keil (1997) “The vegetarian option,” in their *Sociology on the Menu: An Invitation to the Study of Food and Society* (London: Routledge), pp. 218-241.

Messer, Ellen (2007) “Food definitions and boundaries: eating constraints and human identities,” in Jeremy MacClancy et al. (eds), *Consuming the Inedible* (New York and Oxford: Berghahn Books), pp. 53-65.

Lévi-Strauss, Claude (1997 [1965]) “The culinary triangle,” in C. Counihan and P. Van Esterick, eds. *Food and Culture: A Reader*. New York and London: Routledge, pp. 28-35.

Topic 5	The Industrialization and Globalization of Cuisine
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Whether in supermarkets, or in the restaurant and fast food industry, an ever greater number of people encounter an increasing proportion of their food already prepared. Using examples from various locations, we ask: How and why has this industry - not least the fast-food trade – grown so rapidly in so many places and what are the effects of this

development on social relations, on diet and health, and on the construction of national, local and ethnic identities?

Essential reading

Counihan, Carole (1999 [1984]) "Bread as world: food habits and social relations in modernizing Sardinia," in her *The Anthropology of Food and Body: Gender, Meaning, and Power* (New York: Routledge), pp. 25-42.

Pilcher, Jeffrey (2002) "Industrial tortillas and folkloric Pepsi: the nutritional consequences of hybrid cuisines in Mexico," in *Food Nations: Selling Taste in Consumer Societies*, eds. W. Belasco & P. Scranton (New York: Routledge), pp. 222-39.

Recommended Reading

Goody, Jack (1982) "Industrial food: towards the development of a world cuisine", in *Cooking, Cuisine and Class: A Study in Comparative Sociology* (Cambridge: Cambridge University Press), pp. 154-74. (Reprinted in *Food and Culture: A Reader*, eds. C. Counihan & P. Van Esterik (New York: Routledge), pp. 338-56).

Mintz, Sidney W. (2006) "Food at moderate speeds," in *Fast Food/Slow Food: The Cultural Economy of the Global Food System*, ed. Richard Wilk (Lanham, MD: Altamira Press), pp. 3-11.

Schlosser, Eric (2002) *Fast Food Nation: The Dark Side of the All-American Meal* (New York: Perennial). Especially: Chapters 2, 5, 9 & 10.

Ritzer, George (2004 [1993]) "An introduction to McDonaldization," in his *The McDonaldization of Society* (Thousand Oaks, CA: Pine Forge Press), pp. 1-22.

Kalra, Virinder S (2004) "The political economy of the samosa," *South Asia Research*, 24 (1): 21-36. Available online.

Fischler, Claude (1999) "The 'McDonaldization' of culture," in *Food: A Culinary History*, eds. J.-L. Flandrin & M. Montanari (New York: Columbia University Press), pp. 530-47.

Murcott, Anne (1997) "Family meals – a thing of the past?", in P. Caplan (ed.), *Food, Health and Identity* (London and New York: Routledge), pp.32-49.

Bestor, Theodore C. (2006) "*Kaiten-zushi* and *Konbini*: Japanese food culture in the age of mechanical reproduction," in *Fast Food/Slow Food: The Cultural Economy of the Global Food System*, ed. Richard Wilk (Lanham, MD: Altamira Press), pp. 115-30.

Jung, Yuson (2009) 'From canned food to canny consumers: cultural competence in the age of mechanical production', in Melissa L. Caldwell (ed.), *Food and Everyday Life in*

the Postsocialist World. (Bloomington and Indianapolis: Indiana University Press), pp. 29-56.

Yan, Yunxiang (2000) "Of hamburger and social space: consuming McDonald's in Beijing," in *The Consumer Revolution in Urban China*, ed. Deborah S. Davis, Berkeley: University of California Press, pp. 201-25. [Reprinted in *The Cultural Politics of Food and Eating: A Reader*, eds. J. L. Watson & M. L. Caldwell (Oxford: Blackwell), pp. 80-103.]

Caldwell, Melissa L. (2005 [2004]) "Domesticating the French fry: McDonald's and consumerism in Moscow," in *The Cultural Politics of Food and Eating: A Reader*, eds. J. L. Watson & M. L. Caldwell (Oxford: Blackwell), pp. 180-97.

Freidberg, Susanne (2009) *Fresh: A Perishable History*. Cambridge, MA: The Belknap Press of Harvard University Press.

Nestle, Marion (2003) *Food Politics: How the Food Industry Influences Nutrition and Health* (Berkeley: University of California Press). Especially: Part 3. Exploiting Kids, Corrupting Schools, pp. 173-218.

Watson, James L., ed. (1997) *Golden Arches East: McDonald's in East Asia* (Stanford: Stanford University Press). Especially: Introduction and chapter by Watson; and chapters by Yan, Bak and Ohnuki-Tierney.

Penfold, Steve (2002) "'Eddie Shack was no Tim Horton': donuts and the folklore of mass culture in Canada," in *Food Nations: Selling Taste in Consumer Societies*, eds. W. Belasco & P. Scranton, (New York: Routledge), pp. 48-66.

Gillette, Maris (2000) "Children's food and Islamic dietary restrictions in Xi'an," in *Feeding China's Little Emperors: Food, Children, and Social Change*, ed. J. Jing (Stanford: Stanford University Press), pp. 71-93. Reprinted in *The Cultural Politics of Food and Eating: A Reader*, eds. J. L. Watson & M. L. Caldwell (Oxford: Blackwell), pp. 106-21.

Mennell, Stephen (1985) *All Manners of Food: Eating and Taste in England and France from the Middle Ages to the Present* (Oxford: Basil Blackwell). See, for example, chapters 6, 7, 10 and 12.

Wilk, Richard (2006) *Home Cooking in the Global Village: Caribbean Food from Buccaneers to Ecotourists*. Oxford: Berg.

Cwierka, Katarzyna J. (2003) "Eating the world: restaurant culture in early twentieth century Japan," *European Journal of East Asian Studies* 2(1): 89-116. Available online.

Topic 6	Food, identity and memory
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Eating together (and, in some cases, producing and preparing food together), exchanging gifts of food and remembering shared meals, all contribute to the construction of social identities. Similarly, social divisions are produced through the determination of who eats what, and who eats with whom. This week, we build on themes introduced in the previous weeks to examine the role of food in the creation of social identities and boundaries in a variety of contexts. We also explore the claim that it is because of its close links to memory that food plays such a significant role in the construction and maintenance of various identities.

Essential reading

Holtzman, Jon D. (2006) 'Food and memory,' *Annual Review of Anthropology*, 35: 361-78. Available online.

Sutton, David E. (2001) *Remembrance of Repasts: An Anthropology of Food and Memory* (Oxford: Berg). Chapters 3 & 4. (Other chapters according to interest.)

Recommended reading

Wilk, Richard (2002) "Food and nationalism: the origins of 'Belizean Food,'" in *Food Nations: Selling Taste in Consumer Societies*, eds. W. Belasco & P. Scranton (New York: Routledge), pp. 67-89.

Appadurai, Arjun (1981) "Gastro-politics in Hindu South Asia," *American Ethnologist* 8(3): 494-511. Available online.

Ben-Ze'ev, Efrat (2004) "The politics of taste and smell: Palestinian rites of return," in *The Politics of Food*, eds. M. E. Lien and B. Nerlich (Oxford: Berg), pp. 141-60.

Carsten, Janet (1995) "The substance of kinship and the heat of the hearth: feeding, personhood, and relatedness among Malays in Pulau Langkawi," *American Ethnologist* 22: 223-41. Available online.

Watson, James L (1987) "From the common pot: feasting with equals in Chinese society," *Anthropos* 82: 389-401.

Bourdieu, Pierre (1984) *Distinction: A Social Critique of the Judgment of Taste* (Cambridge, MA: Harvard University Press), pp. 177-200.

Roseberry, William (2005 [1996]) "The rise of Yuppie coffees and the reimagination of class in the United States," in *The Cultural Politics of Food and Eating: A Reader*, eds. J. L. Watson & M. L. Caldwell (Oxford: Blackwell), pp. 122-43.

Beoku-Betts, Josephine (1995) “We got our way of cooking things: women, food, and preservation of cultural identity among the Gullah,” *Gender and Society* 9: 535-55. Available online.

DeVault, Marjorie (1997 [1991]) “Conflict and deference,” in *Food and Culture: A Reader*, eds. C. Counihan & P. Van Esterik (New York: Routledge), pp. 180-99. (Originally published as Chapter 6 of *Feeding the Family*, see below)

Allison, Anne (1997 [1991]) “Japanese mothers and *obentos*: the lunch box as ideological state apparatus,” in *Food and Culture: A Reader*, eds. C. Counihan & P. Van Esterik (New York: Routledge), pp. 296-314.

Wilson, Thomas M., ed. (2005) *Drinking Cultures: Alcohol and Identity* (Oxford: Berg). Chapters according to interest.

Appadurai, Arjun (1988) “How to Make a National Cuisine: Cookbooks in Contemporary India,” *Comparative Studies in Society and History* 30(1): 3-24.

Onhuki-Tierney, Emiko (1993) *Rice as Self: Japanese Identities Through Time* (Princeton University Press).

Wilk, Richard (2006) *Home Cooking in the Global Village: Caribbean Food from Buccaneers to Ecotourists* (Oxford: Berg).

Cwierka, Katarzyna J. (2006) *Modern Japanese Cuisine: Food, Power and National Identity* (London: Reaktion Books).

Pilcher, Jeffrey M. (1998) *¡Que Vivan Los Tamales! Food and the Making of Mexican Identity* (Albuquerque: University of New Mexico Press).

Topic 7	Food, Social Media and the Rise of the Celebrity Chef
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The media, both established and social, arguably play a significant role in sculpting everyday food practices. This week, we explore the relationship between food and media, consider the construction of figures of food authority, and examine the phenomenon of the celebrity chef. You may also want to browse some of the celebrity chef websites and Twitter feeds, such as Jamie Oliver’s: www.jme-food.com

Essential Reading:

Abbots, Emma-Jayne (2015) ‘The Intimacies of Industry: Affect, Effect and the ‘Stuff’ of Celebrity Chefs’ *Food, Culture and Society*

Hollows, J. and S. Jones (2010) Please Don't Try This at Home: Heston Blumenthal, Cookery TV and the Culinary Field. *Food, Culture and Society* 13(4): 521-37

Recommended Reading:

Rousseau, S. (2012) *Food Media: Celebrity Chefs and the Politics of Everyday Interference*. London: Berg

Adema, P. Vicarious Consumption: Food, Television and the Ambiguity of Modernity. *Journal of American Culture* 23(1): 113-123

Bower, A. L. (2004) Romanced by Cookbooks. *Gastronomica: The Journal of Food and Culture* 4(2): 35-42

Collins, K. (2009) *Watching What We Eat: The Evolution of Television Cooking Shows*. New York: Continuum

Rousseau, S. (2012) *Food and Social Media: You Are What You Tweet*. Lanham MA: Altamira

Lovegren, S. (2005) *Fashionable Food: Seven Decades of Food Fads*. Chicago: University of Chicago Press

Mitchell, C. (2010) The Rhetoric of Cookbooks. *Journal of Popular Culture* 43(3): 524-39

Smith, G. (2008) *The Jamie Oliver Effect*, London André Deutsch

Topic 8	Food and Ethical Consumption
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This week we focus on the role of the consumer and citizen in the constitution of an alternative food system. Topics include box schemes, community supported agriculture, farmers markets, the Slow Food movement, and fair trade. Among the issues to be discussed are whether or not ethical consumption can change the way food is produced, and whether or not such practices are possible for everyone.

Essential Reading:

Hayes-Conroy, J. (2014) *Savoring Alternative Food: School Gardens, Healthy Eating and Visceral Difference*. London: Routledge

DuPuis, M. Elizabeth (2000) "Not in My Body: rBGH and the Rise of Organic Milk," *Agriculture and Human Values* 17(3): 285-295.

Recommended Reading:

Goodman, D., Dupuis, M. and Goodman, M.K. (2013) *Alternative Food Networks: Knowledge, Practice and Politics*. Abingdon: Routledge

Coles, B., & Crang, P. (2011). Placing alternative consumption. In T. Lewis and A. Potter (eds.) *Ethical Consumption: A Critical Introduction*. London: Routledge, pp. 87-102

Coles, B. (2013). Ingesting Places: Embodied Geographies of Coffee. In E-J Abbots and A. Lavis (eds) *Why We Eat, How We Eat: Contemporary Encounters Between Foods and Bodies*. Aldershot: Ashgate pp. 255-270

Raynolds, Laura (2000) "Re-Embedding Global Agriculture: The International Organic and Fair Trade Movements," *Agriculture and Human Values* 17(3): 297-309.

Watts, D. C. H., B. Ilbery and D. Maye (2005) "Making Reconnections in Agro-Food Geography: Alternative Systems of Food Provision," *Progress in Human Geography* 29(1): 22-40.

Petrini, Carlo, ed. (2003) *Slow Food: The Case for Taste* (Columbia University Press).

Murray, Douglas L. & Laura T. Raynolds (2000) "Alternative Trade in Bananas: Obstacles and Opportunities for Progressive Social Change in the Global Economy," *Agriculture and Human Values* 17: 65-74.

Trentmann, Frank (2008) "Before Fair Trade: Empire, Free Trade and Moral Economies of Food in the Modern World,' in *Food and Globalization*, eds. A. Nützenadel and F. Trentmann, Berg, pp. 253-276.

Wilk, Richard, ed. (2006) *Fast Food / Slow Food: The Cultural Economy of the Global Food System* (Altamira).

Belasco, Warren (2005) "Food and the Counterculture: A Story of Bread and Politics" in *The Cultural Politics of Food and Eating: A Reader*, eds, J. Watson & M. Caldwell (Blackwell), pp. 217-234.

Guthman, Julie (2004) "Conventionalizing Organic: From Social Movement to Industry via Regulation," in *Agrarian Dreams: The Paradox of Organic Farming in California* (University of California Press), pp. 110-140.

Belasco, Warren (1993) *Appetite for Change: How the Counterculture Took On the Food Industry* (Cornell University Press), especially chapter 4.

Honore, Carl (2004) *In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed* (Harper San Francisco).

Leitch, Alison (2000) 'The social life of *lardo*: slow food in fast times' *The Asia Pacific Journal of Anthropology* 1(1): 103-118.

Smith, Michael (1996) "The Empire Filters Back: Consumption, Production, and the Politics of Starbucks Coffee," *Urban Geography* 17(6): 502-524.

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Topic 9	Food Festivals, Heritage, and the Artisan Producer
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	Food Journeys Assessment
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You will examine one food item in depth, tracing its historical origins and migrations, as well as its contemporary routes through the global food system. This research will form the basis of your assessment.

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