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Introduction to the Second Edition
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Foundations

1. The Problem of Changing Food Habits
   *Margaret Mead* 17
   Mead’s early government work explores recommendations for changing American food habits and establishes the importance of food studies.

2. Toward a Psychosociology of Contemporary Food Consumption
   *Roland Barthes* 28
   French structuralists explain how food acts as a system of communication and provides a body of images that mark eating situations.

3. The Culinary Triangle
   *Claude Lévi-Strauss* 36
   This classic structuralist statement, often critiqued, shows how food preparation can be analyzed as a triangular semantic field, much like language.

4. Deciphering a Meal
   *Mary Douglas* 44
   Hebrew dietary laws are not irrational but rather precoded messages about purity, defilement, and holiness as wholeness.

5. The Abominable Pig
   *Marvin Harris* 54
   Materialists like Harris reject symbolic and structuralist explanations and explain food prohibitions based on economic and ecological utility.

6. The Nourishing Arts
   *Michel de Certeau and Luce Giard* 67
   The “practice of everyday life” includes how French women constitute tradition as they carry out daily meal preparation.
7. The Recipe, the Prescription, and the Experiment
   *Jack Goody*
   Shopping lists, menus and recipes are among the earliest and most enduring evidence of written instructions for food use, reflecting significant advances in human knowledge.

8. Time, Sugar, and Sweetness
   *Sidney W. Mintz*
   Colonialism made high-status sugar produced in the Caribbean into a working class staple.

9. Anorexia Nervosa and its Differential Diagnosis
   *Hilde Bruch*
   Renowned eating disorder psychiatrist Bruch defines true anorexia nervosa as involving distorted body image, inaccurate perception of hunger, hyperactivity, and an overwhelming sense of ineffectiveness.

**Gender and Consumption**

10. Fast, Feast, and Flesh: The Religious Significance of Food to Medieval Women
    *Caroline Walker Bynum*
    Medieval women used food for personal religious expression, including giving food away, exuding foods from their bodies, and undertaking fasts to gain religious and cultural power.

11. The Appetite as Voice
    *Joan Jacobs Brumberg*
    The origins of anorexia nervosa can be found in the nineteenth century fasting of Victorian girls, who used control of appetite as an important form of self-expression.

12. Anorexia Nervosa: Psychopathology as the Crystallization of Culture
    *Susan Bordo*
    Anorexia nervosa can be viewed as a culturally over-determined psychological disorder resulting from longstanding cultural ideologies related to mind-body dualism, control, and gender power.

13. Feeding Hard Bodies: Food and Masculinities in Men's Fitness Magazines
    *Fabio Parasecoli*
    Men's fitness magazines define masculinity through discussions of food and body, increasingly involving men in concerns about constructing corporeal perfection and regulating consumption to build muscle and strength.
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14. The Overcooked and Underdone: Masculinities in Japanese Food Programming  
   T. J. M. Holden  
   Cooking shows featuring male chefs predominate on Japanese television and propagate one-dimensional definitions of masculinity based on power, authority, and ownership of consumer commodities.  
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15. Japanese Mothers and Obentōs: The Lunch-Box as Ideological State Apparatus  
   Anne Allison  
   Japanese mothers, in preparing elaborate lunch-boxes for their preschool children, reproduce state ideologies of power.  
   221

16. Conflict and Deference  
   Marjorie DeVault  
   In feeding others, women sometimes reproduce their own subordination by deferring to men’s preferences and thus reinforce the “naturalness” of women’s service and undermine progress toward reciprocal nurturance.  
   240

17. Feeding Lesbigay Families  
   Christopher Carrington  
   Because feeding work is complex, laborious, and highly gendered, it is problematic in lesbigay families because a full accounting of it would destroy illusions of equality and call into question masculinity of gay men who do it and femininity of lesbians who do not.  
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### Food and Identity Politics

18. How to Make a National Cuisine: Cookbooks in Contemporary India  
   Arjun Appadurai  
   Cookbooks written for an Anglophone audience tell unusual tales about the development of a national cuisine, the boundaries of edibility, and the logic of meals in post-colonial India.  
   289

19. “Real Belizean Food”: Building Local Identity in the Transnational Caribbean  
   Richard Wilk  
   Transformations in Belizean food from colonial times to the present demonstrate transnational political, economic and culinary influences that have affected the ways Belizean people define themselves and their nation.  
   308

20. Let’s Cook Thai: Recipes for Colonialism  
   Lisa Heldke  
   Cultural food colonialism is reproduced by food adventurers who seek out ethnic foods to satisfy their taste for the exotic other.  
   327
21. More than Just the “Big Piece of Chicken”: The Power of Race, Class, and Food in American Consciousness

   Psyche Williams-Forson

   Ethnographic, historical, and literary research reveals not only controlling and damaging stereotypes about African Americans and chicken but also the ways Black women have used chicken as a form of resistance and community survival.

22. Mexicanas’ Food Voice and Differential Consciousness in the San Luis Valley of Colorado

   Carole Counihan

   Food-centered life histories portray the voices and perspectives of traditionally muted Hispanic women of rural southern Colorado whose food stories reveal differential behaviors and consciousness which promote empowerment.

23. Rooting Out the Causes of Disease: Why Diabetes is So Common Among Desert Dwellers

   Gary Paul Nabhan

   Skyrocketing adult-onset diabetes among desert dwelling Seri Indians of Northern Mexico suggests that changes in diet have caused this major health problem and that traditional desert foods—especially legumes, cacti and acorns—are protective.

24. Slow Food and the Politics of Pork Fat: Italian Food and European Identity

   Alison Leitch

   The Slow Food Movement has emerged as an important political force to preserve traditional, artisan foods such as lard from Colonnata, which serves as a case study revealing the politics of Slow Food in the context of European market economies.

25. Taco Bell, Maseca, and Slow Food: A Postmodern Apocalypse for Mexico’s Peasant Cuisine?

   Jeffrey M. Pilcher

   Italy’s Slow Food Movement offers strategies for the maintenance of traditional, local, and sustainable Mexican food, which is threatened by the economies of scale and market dominance of multinational giants like Taco Bell.

26. The Raw and the Rotten: Punk Cuisine

   Dylan Clark

   Punk cuisine—based on scavenged, rotten, and/or stolen food—challenges the hierarchy, commodification, toxicity, and environmental destruction of the capitalist food system.
27. Salad Days: A Visual Study of Children’s Food Culture
   Melissa Salazar, Gail Feenstra, and Jeri Ohmart
   This chapter is available with color illustrations online at www.routledge.com/textbooks/9780415977777. Photographic documentation of children’s self-serve salads at Northern California elementary schools was designed to assess the nutritional content of children’s meals, but also conveyed rich information about children’s tastes, food aesthetics, and definitions of appropriate meals.

Political Economy of Food: Transformation and Marginalization

28. The Chain Never Stops
   Eric Schlosser
   The mistreatment of meatpacking workers in the United States is linked to the high rates of trauma in this dangerous industry and reveals general problems of corporate food production.

29. Whose “Choice”? “Flexible” Women Workers in the Tomato Food Chain
   Deborah Barndt
   “Flexible,” part-time, low-wage female labor is an increasingly important component of the global food economy that insures profits for agribusinesses, fast food corporations, and supermarkets, but threatens the livelihood and food security of women and families.

30. The Politics of Breastfeeding: An Advocacy Update
   Penny Van Esterik
   The commodification of baby food has had severe consequences, but advocacy groups actively resist the promotional tactics of transnational food and pharmaceutical companies.

31. The Political Economy of Obesity: The Fat Pay All
   Alice Julier
   The culture-wide denigration of the “obesity epidemic” is not only due to its health consequences, but also to the political and economic benefits to the food corporations, the diet industry, and the health professions.

32. Of Hamburger and Social Space: Consuming McDonald’s in Beijing
   Yunxiang Yan
   In Beijing Chinese consumers associate fast food with being American and being modern. They enjoy the standardization of meals, the hospitable service, the democratic environment, and the cleanliness, which create a desirable space to socialize and linger.
33. "Plastic-bag Housewives" and Postmodern Restaurants?: Public and Private in Bangkok’s Foodscape
   Gisèle Yasmeen
   Bangkok women can pick up small plastic bags of excellent quality traditional dishes that go with rice at local vendors near their home or workplace.

34. The Political Economy of Food Aid in an Era of Agricultural Biotechnology
   Jennifer Clapp
   The advent of genetically modified organisms (GMOs) has seriously affected food aid, even in the context of famine and extreme hunger.

35. Street Credit: The Cultural Politics of African Street Children’s Hunger
   Karen Coen Flynn
   In Mwanza, Tanzania, homeless children acquire food by working at market stands and restaurants, scavenging garbage, stealing, trading sex for food, and begging. The importance of charity suggests rethinking Sen’s entitlement theory explanation of hunger.

36. Want Amid Plenty: From Hunger to Inequality
   Janet Poppendieck
   Because of great need, many U.S. volunteers feed the hungry, but charity not only fails to solve the underlying causes of hunger—poverty and inequality—but contributes to it by offering token rather than structural solutions and taking the government off the hook.

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