



Queen Margaret University

CENTRE FOR COMMUNICATION,
CULTURAL AND MEDIA STUDIES

**THE 1st BIENNIAL CONFERENCE ON
FOOD AND COMMUNICATION**

Edinburgh, Scotland (UK), 6–7 September 2018

The Conference Programme

Thursday, 6 September 2018

9.00–9.30 **Registration** (QMU Entrance Foyer)

Sign up for the Food and Art tour at the National Gallery of Scotland on Friday.

(15.20 departure from QMU; 15.30 train; start 15.45 at the NGS).

20 spaces available, first come first serve, £5 pp.

Tea and Coffee (3rd Floor, Halle Lecture Theatre)

9.30–9.45 **Welcome** (3rd Floor, Halle Lecture Theatre)

10.00–11.30 **Presentations** (20 min + 10 min Q&A) (all 3rd floor)

Room 3162	Room 3163	Room 3164	Room 3165
Social media & digital discourse	Cookbooks/Recipes	Politics	Environment
Chair: Barrett	Chair: Finkel	Chair: Ramsingh	Chair: Andersson
Gerhardt – Veganism in vegan food blogs	Hertzmann – Recipes and miscommunication	Farley – Global food security	Vezovnik – Micro-algae and biopolitics
Miguel – Food and Instagram	Cooke – Cookbook stories	Wilson – Raw milk in Australia	Mittal – Food and climate change
Rezvani – Food and digital games	Freeman/Moats – food advice in 21st century	Kanafani-Zahar – Respect of the product	Hey – Understanding of materiality and inter-epistemics in food comms

11.40–13.10 **Presentations** (20 min + 10 min Q&A) (all 3rd floor)

Room 3162	Room 3163	Room 3164	Room 3165
Body, gender & race	Food and Art	Foodie and appreciation of food	Food Stories
Chair: Finkel	Chair: Buscemi	Chair: Tominc	Chair: Vezovnik
Swan - Food Hospitality Activism, Race and the Digital Everyday	Flockhart – food horror in Meat Grinder (2009)	Lebesco/Naccarato – ideology and hipster foodways	Casey – home baking narratives
Flinn – food, media and masculinity	Stronciwilk – food, art and communism	Marshall – Foodies use of social media	Abbots/Benjamin/Fleming – food stories &

			cross-cultural conversation
Schwegler – online era of shameful appetite, overeating	Jones - Strategies of Transference and Emotional Displacement in Highsmith’s Ripliad	Mueller - Gustatory, Olfactory and Tactile Experiences in Cooking Shows	Woods-Brown - food and prison

13.10–14.00 **Lunch** (Ground Floor, 1875)

14.00–14.55 **Plenary Session:** Dr Stephanie Chambers, University of Glasgow (3rd Floor, Halle Lecture Theatre)

15.05–16.25 **Round tables, Restaurant Pop-up and Presentation, Film** (all 3rd floor)

Room 3162	Room 3163	Room 3164	Room 3165
Linguistic Anthropology	Food Festivals and Representation of food	Restaurant Pop-up and a Presentation	Food, film and ethnography
Round Table Yount-André Paugh Riley Cavanaugh	Round Table Iordanova Bergfelder Grgic Smyth	15.05–15.35 Kollegaeva – Selling your secret granny recipe	Shields & Grannis – Food Without Borders: A civic media and participatory ethnographic film project
		15.40 –16.20 Chevalier – film and post-apocalypse	

16.30–17.00 **Coffee and Scones Break** (3rd Floor, 3105 and 3106)

17.00–18.00 **Plenary Session:** Prof. Tania Lewis, RMIT University Melbourne (3rd Floor, Halle Lecture Theatre)

This plenary session is sponsored by QMU MSc Gastronomy.

It is open to QMU MSc Gastronomy alumni, MSc Gastronomy students and Food Researchers in Edinburgh (FRIED) Network Members.

19.30 **Dinner** at The Refinery (5, St Andrews Square, Edinburgh)

Train leaves Musselburgh Station (5 minute walk from QMU) at:

18.13 (arrival to Edinburgh Waverley 18.19) and

18.54 (arrival to Edinburgh Waverley 19.01).

From here 5 minute walk to The Refinery (<https://www.drakeandmorgan.co.uk/the-refinery-st-andrew-square/>)

Drinks, except tea and coffee, are not included in the conference dinner.

The tickets for the train are not included in the conference fee.

Friday, 7th September 2018

9.00–9.30 **Tea and Coffee** (3rd Floor, Rooms 3105, 3106) Please sign up for the tasting sessions now!

9.30-11.00 **Presentations** (all 3rd Floor)

Room 3162	Room 3163	Room 3164	Room 3165
Marketing/packaging	Food and national identity	Terroir	Environment
Chair: Barrett	Chair: Tominc	Chair: Woods-Brown	Chair: Marshall
Andersson – nationalist discourses and packaging	Mlekuž -nation building through sausage	Martinelli - Construction of terroir in Brazil	Galloway – Collaboration in food communication
Chen and Eriksson – MCDA of snacks packaging	Karaosmanoglu – new Turkey and invented traditions	Calabrese – reviving heritage grains	Campbell – disconnect between producers and consumers of beef
Ramsingh – marketing maple syrup in Canada	Finkel – Gastro leisure as cultural activism in Basque Country	Ulin – terroir as text	Leto – veganism in news media

11.05–11.35 **Communicating taste** – Tasting sessions (3rd Floor, Rooms 3162, 3163, 3164, 3165) - sign-up required in the morning for one of the four sessions available
(This session is hosted by students and staff of QMU MSc Gastronomy)

11.40–12.30 **Lunch** (Ground Floor, 1875)

12.30 –14.00 **Presentations** (all 3rd Floor)

Room 3162	Room 3163	Room 3164	Room 3165
Marketing/Advertising	Food and National Identity	Education and food	Early TV/Radio and food
Chair: Marshall	Chair: Jones	Chair: White	Chair: Eriksson
Kenalemang – health, ageing and advertising	Buscemi – Italian food and modernity	Barrett – children and food	Magruder – Early radio and Braille cookbooks
White – digital advertising and unhealthy food	Zábrodská – nationality of national cuisine	Johnson – positive food messages via public engagement events	Tominc – early food TV in Yugoslavia
Gray – postwar American advertisers and cosmopolitanism	Rodriguez – communicating food through cultural programming	Swan – Eating the Other in Museums in Australia	Geddes - Early food TV in Britain

14.10–15.00 **Plenary Session:** Fiona Richmond, Head of Regional Food, Scotland Food & Drink (3rd Floor, Halle Lecture Theatre)

15.00–15.15 **Concluding remarks and Awards announcement** (3rd Floor, Halle Lecture Theatre)
Awards are supported by Intellect Books.

END OF CONFERENCE

Note: See Book of Abstracts for full names, exact titles of presentations and abstracts.

*** 15.30 **Train to Edinburgh Waverley** - if you have signed up for the **Food and Art tour** at the National Gallery of Scotland (meeting 15.20 outside QMU). The tour will be 15.45–17.00.

Conference Organizing Committee (QMU)

Dr Ana Tominc (Chair)

Dr Rebecca Finkel

Mhairi Barrett

Thanks to our supporters:



Queen Margaret University

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The Association for the
Study of Food and Society (ASFS)



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