



Edible Ideologies: Representing Food and Meaning

Kathleen Lebesco

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Contributors explore the relationship between food and the production of ideology.

Edible Ideologies argues that representations of food—in literature and popular fiction, cookbooks and travel guides, war propaganda, women's magazines, television and print advertisements—are not just about nourishment or pleasure. Contributors explore how these various modes of representation, reflecting prevailing attitudes and assumptions about food and food practices, function instead to circulate and transgress dominant cultural ideologies. Addressing questions concerning whose interests are served by a particular food practice or habit and what political ends are fulfilled by the historical changes that lead from one practice to another in Western culture, the essays offer a rich historical narrative that moves from the construction of the nineteenth-century English gentleman to the creation of two of today's iconic figures in food culture, Julia Child and Martha Stewart. Along the way, readers will encounter World War I propaganda, holocaust and Sephardic cookbooks, the Rosenbergs, German tour guides, fast food advertising, food packaging, and chocolate, and will find food for thought on the meanings of everything from camembert to Velveeta, from salads to burgers, and from tikka masala to Campbell's soup.

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