

“Food x Language – Lengua y Comida”

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BOOK OF ABSTRACTS

LIBRO DE RESÚMENES

Cornelia Gerhardt (Saarland University)

Exgredients: gluten-free, non-dairy, low-sodium

In this talk, the focus will be on foods or substances that are being omitted in recipes or dishes: exgredients. Terms such as gluten-free or senza lattosio can be found on packages, restaurant menus or food blogs. They appear to proliferate in current food discourses due to the surge of health issues such as allergies, the rising interest in ecological concerns, and the increase of specific food lifestyles such as veganism. Exgredients are socially constructed: they can be negotiated, reaffirmed or contested in discourse.

The paper will look at examples from English, German, French and Italian indicating that exgredients are not tied to a specific language. Instead, the data, vegan food blogs, suggest that their rise seem to represent a concern in many Western, highly-industrialised countries. A consideration of older English food discourses will attempt to answer the question when exgredients first appeared on the menu.

Sara Robles Ávila (Universidad de Málaga)

"Ganarnos por la comida" o cómo se construye la publicidad de alimentos en el s. XXI

El poder persuasivo –y a veces incluso manipulador– del lenguaje publicitario encuentra en los productos alimenticios un sector idóneo para su desarrollo y representación. El culto al cuerpo, el cuidado por la salud y el respeto al medioambiente y la importancia del disfrute y el gozo culinarios forman parte de nuestra cultura capitalista y se convierten en elementos clave, *topoi* recurrentes en la publicidad con los que se crean valiosos argumentos de venta. En esta conferencia nos adentraremos en el fenómeno publicitario como género semiológico complejo y en el análisis específico del sector de los alimentos para analizar sus claves lingüístico-discursivas, sus recursos apelativos de la audiencias y ponderativos de los propios productos; igualmente, nos detendremos en dos subáreas de este sector que gozan de una enorme popularidad en los últimos tiempos: la publicidad de alimentos ecológicos y la publicidad de productos para niños; caracterizaremos cada tipo y extraeremos sus rasgos verbales identificadores.

Esterino Adami / Alex Borio (University of Turin)

Exploring the linguistic mestizaje of food/comida in Belize across texts and discourses

This presentation intends to offer a preliminary investigation of the linguistic and cultural dimension of food discourse with regard to Belize, a postcolonial country whose context displays a range of Spanish, English and Indigenous (e.g. Garifuna) influences. The choice of working on such apparently 'peripheral' context, an English colony until 1981 known as British Honduras, is justified by the fact that actually it represents a complex sociocultural scenario, where the sense of identity, which has much to do with food and foodways, has been subjected to centripetal and centrifugal forces (Canepari 2011; Sered 2022; Welsh 2018). Our research question addresses how stylistic *mestizaje* intermixes different languages to denote traditional food and dishes such as tamales, cochinita pibil and chimole, and how these appear in a selection of texts, both traditional (such as recipe books and menus) and digital (such as blogs and institutional webpages), written in standard English or Belizean English, a diatopic variety (Escure 2008) utilised along with Spanish, Creole and other 'minority' languages. In reality, Belizean food words and expressions are much more than mere 'folkloristic' elements (Ayora-Diaz 2010; Güemes Ricalde and Ramírez Cordero 2012) to attract international tourists since they bespeak of century-old mestizo values and rituals. Methodologically, the paper adopts a sociolinguistic and sociocultural approach in order to investigate the textual and discursive representation of Belizean food, with the aim to reach a better understanding of the connection between food, language and identity (Cavaliere 2019; Cunin and Hoffmann 2019; Gerhardt 2013; Schneider 2016).

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Anthony Baldry (University of Messina) / Davide Taibi (Consiglio Nazionale delle Ricerche)

An illustration of analytics role in critical multimodal text analysis

Part of the EU Food & Farming YouTube channel (<https://www.youtube.com/@EUagri>), Un viaje a Europa en cada bocado aka A trip to Europe in every bite is a YouTube playlist (PLFj-DFMoOMbGp8L4gmCollm5uVpIloopZW) consisting of 53 EU-sponsored videos that were part of a similarly-named campaign in the 2020 and 2022 period encouraging Mexican consumers to discover authentic European foods and the safety and quality of EU foodstuffs.

What is of special interest to the text analyst is the playlist's predominant use of written discourse and visual communication throughout. With the exception of a few videos focusing mostly on interactions involving chefs, restaurant owners and their customers, oral discourse is replaced with background music and written discourse in Spanish; the latter is used to describe the name of a particular dish, its country of origin, and to support the visual illustration of how each dish is prepared and presented to Mexican consumers.

The presentation will exemplify how systematic analysis of the playlist, hosted as a video corpus on the OpenMWS platform (<http://openmws-dslcc.pa.itd.cnr.it>), is enhanced through the support of the analytics functionality recently added to the OpenMWS project (Baldry et al. 2023). Thanks to the provision of quantitative data, the text analyst is assisted in the task of providing a critical account of the nature and incidence of the actions

performed in the videos and of the descriptive labels used to describe them, especially when assessing their correspondence.

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Allison Burkette (University of Kentucky) / Susan Tamasi (Emory University)

Varieties and Varietals: Linguistic Variation as a Reflection of Cultural Change

Wine drinking is a sensory experience, one that is negotiated and created by the language used to describe a wine's taste, smell, feel, and appearance. These descriptions have traditionally served a gate-keeping function that made "good wine" seem unapproachable to the masses. Previous work on oinoglossia, (e.g. Silverstein 2006), has highlighted the cultural significance of this specific lexicon. More recently, there has been a call to democratize, decolonize, and demystify the language of wine to make the product accessible to a wider range of consumers (e.g. De Leon 2020). This paper takes a mixed methods approach to explore the cultural significance of variation and change within the oinoglossic arena, combining quantitative and qualitative analyses of corpus data.

The corpus in question is comprised of wine descriptions written by industry experts for *Wine Spectator* from 2010 – 2023 (~670,000 words over ~12,000 entries). Entries were coded for the types of adjectives and verbs used, the perceived formality of sentence structure, the presence of non-standard orthography, etc. Entries were also analyzed for correlations between oenologic variables (region, varietal, wine maker) and specific terms for taste and smell, both traditional (e.g. blackberry jam, tobacco) and contemporary (e.g. handsome, friendly), paying attention to how the use of these descriptors have changed over time. Selected corpus entries will be subject to qualitative analysis in effort to demonstrate the connections between the macro-level trends in word choice and micro-level statements about taste and smell descriptors.

In exploring changes over time, we discuss how oinoglossic variation reflects both industry and consumer ideologies with regard to who drinks wine and who creates the systems of knowledge that surround wine tasting and drinking.

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Sara Corrizato (University of Verona)

From local to international: the promotional linguistic strategies of Italian agri-food companies on Instagram

Over the past decades, a number of Italian industrial sectors have achieved significant growth in their foreign market share, leading to hitherto unheard-of levels of export activity. Italy has emerged as a key player in the globalization of agri-food products, enhancing both their international marketing campaigns and the socio-cultural context of their production, by popularizing the Made in Italy concept worldwide. Hence, the Italian agri-food products are not only sold as a means of nutrition alone, but they fully represent their producers' culture and culinary traditions.

As a consequence, there has been a surge in scholarly interest in the marketing strategies used by Italians in the international arena, aiming to investigate the persuasive techniques typically used by agri-food companies to promote the "Italianicity" of their products (Bertoli and Resciniti 2013).

The present study explores this question in an attempt to investigate how and to what extent the linguistic narrative of the products/producers within the international framework can play a crucial role in combining two different but intertwined aspects: a) the distinctive national/regional characteristics of the Italian agri-food products, promoting both Made-in-Italy key concepts and enhancing the Country-of-Origin effect; and b) the traditional socio-cultural background of the target audience (Kelly-Holmes 2005).

To this end, a mixed-methods approach has been used in this study to analyze the English version of a set of Instagram accounts of agri-food Italian companies selling their products worldwide. The aim is to investigate if and to what extent Italian products fit into the culinary traditions of the target audience and how the typical culturally-bound traits merge with the Anglophone context.

The qualitative analysis of the posts shows that authenticity and craftsmanship are key concepts of promotional strategies. Special attention is also drawn to multilingual techniques, which contribute to bringing together the local and international contexts.

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Joseph Farquharson (The University of the West Indies, Mona) / Juliet Jackson (Northern Caribbean University)

Act Sequence and the Anatomy of Jamaican Cooking Shows on YouTube

The internet has provided an additional space for the dissemination of Creole languages and has been a game changer for these codes which were subjected to heavy gatekeeping in traditional media. In the current paper, we look at the language use of Jamaicans on the internet with a focus on YouTube cooking shows. Televised cooking shows constitute a genre that is familiar to most Jamaicans. This familiarity comes via cooking shows such as “Grace Foods Creative Cooking” which ran for several years on one of the local television stations, as well as American and British cooking shows which have been available to a good portion of the Jamaican population over the past two and a half decades. Over the past decade, much of the viewership for cooking shows has shifted from traditional media to social media, but as far as we are aware, there has been no academic engagement with cooking shows in the Jamaican context. Therefore, this paper attempts the first academic engagement with Jamaican cooking shows, but we focus our attention on the content of six Jamaican channels that are dedicated to streaming/posting cooking-related content. Our interest is in understanding these cooking shows as speech situations and mapping the ethnographic space in which they are produced. To accomplish this aim, we employ Hymes’ (1972) ethnography of communication as a methodological framework for studying the patterning of speech acts in this speech situation and for constructing what we believe to be “the anatomy of a Jamaican (YouTube) cooking show”. This small investigation is the first phase of a larger project that seeks to conduct a full ethnography of these cooking shows from the perspective of the ethnography of communication and other relevant approaches in linguistic anthropology.

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Deirdre Kantz (University of Pavia)

Micronutrients and supplements: A CMDA approach to contemporary food fortification

In May 2023, the World Health Agency, a Department of the World Health Organisation, put forward a resolution to accelerate efforts on food micronutrient fortification arguing that:

“Fortification is an evidence-informed intervention that contributes to the prevention, reduction and control of micronutrient deficiencies. It can be used to correct a demonstrated micronutrient deficiency in the general population (mass or large-scale fortification) or in specific population groups (targeted fortification) such as children, pregnant women and the beneficiaries of social protection programmes.” (<https://www.who.int/news/item/29-05-2023-new-wha-resolution-to-accelerate-efforts-on-food-micronutrient-fortification>).

The focus in this paper will be on how food fortification, often described as “hidden hunger” (Gödecke et al. 2021; Lowe 2021), is marketed as a vital strategy in achieving universal health. As such, the paper provides a brief introduction to what food fortification is, how it is promoted, and how it competes with other global food industries, most notably the dietary supplement industry and global food sustainability initiative.

The paper uses a CMDA (Critical Multimodal Discourse Analysis) investigation of food fortification to characterise the strategies used to promote this procedure to different audiences: the lay public; the food manufacturing industry; governments and healthcare professionals. Based on the analysis of a videocorpus, the paper also suggests how food

fortification is presented as distinct from other often more dominant issues in food and hunger management.

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Takako Kawabata (International Professional University of Technology in Nagoya)

Translating Taste: Strategies for Marketing and Communicating Japanese Cuisine in the Anglophone World

This research explores the marketing and communication strategies for Japanese food in English-speaking countries, focusing on the United Kingdom. The research analyzes translation strategies and cultural adaptations by examining menus from several Japanese restaurants.

Key findings include the use of bilingual descriptions and photographs, which aid comprehension and maintain authenticity. Detailed ingredient lists often include Japanese terms, educating customers and enhancing their dining experience. Cultural context is provided through explanations of traditional foods and preparation methods, complemented by clear labeling of spicy and vegetarian options. Fusion and adaptation are critical strategies, with traditional dishes modified or combined with local ingredients to appeal to local tastes. Emphasis on distinctive Japanese sauces and condiments introduces new flavors to customers. Authenticity is emphasized, with menus featuring traditional dishes described in detail to convey their cultural roots. Menu structures reflect a mix of traditional and contemporary options, catering to varied preferences.

Beyond menu analysis, the research investigates the role of Japanese food diplomacy and communication strategies in English-speaking countries. Food is identified as a tool for cultural exchange and political relations, fostering understanding and appreciation of Japanese culture. Japanese food menus in English-speaking countries blend authenticity

with accessibility through strategic translation, detailed descriptions, cultural context, and clear labeling. Adapting traditional dishes to local tastes enhances appeal, facilitating cultural exchange and positive diplomatic relations. This research provides insights into effective marketing and communication of Japanese cuisine in the Anglophone world, highlighting the interplay between food, culture, and diplomacy.

Stefania Maci (University of Bergamo)

“You might not want to eat bugs”. Food sovereignty and the food conspiracy theory

Food sovereignty is a political-economic guideline that aims to affirm the right of nations to define their own sustainable policies and strategies for the production, distribution and consumption of food based on small and medium-scale production. According to the proponents of food sovereignty, nations must be able to define their own agricultural and food policies according to their needs, in cooperation with farmers' and consumers' organisations.

As climate change intensifies, there is growing pressure to find sustainable food sources that reduce greenhouse gas emissions and environmental degradation. For this reason, the Food and Agriculture Organisation of the United Nations (FAO) and various sustainability advocates have promoted entomophagy (the consumption of insects) as a sustainable alternative to traditional livestock farming. The idea of eating insects was initially met with scepticism and cultural resistance in many Western countries where entomophagy is not a traditional practice. Misinformation spread via social media and various online platforms claiming that global elites and organisations (such as the World Economic Forum) were conspiring to force the population to eat insects while reserving traditional meat for themselves. The conspiracy theory about eating bugs has since emerged and gained traction, partly in response to genuine discussions and initiatives around sustainable food sources, particularly the promotion of insects as a viable protein alternative. The conspiracy theory has become intertwined with broader political and ideological conflicts, particularly among right-wing and populist groups. These narratives often portray the promotion of insect consumption as an attack on personal freedoms and traditional values. Mass media amplified these conspiracy theories, framing the promotion of insect consumption as part of a larger, sinister agenda by global elites to control food sources and populations.

In such circumstances, a linguistic approach to food communication can help to understand social responses by examining ideological representations of food and beliefs about healthy living in mass media. The aim of this paper is therefore to explore the 'anti-languages' (Demata, Knoblock, Zummo 2022; Demata, Zorzi, Zottola 2022; Halliday 1976) that underlie

the counter-discourses supporting (mis/dis)information and conspiracy theories in direct opposition to official discourses and challenge social and political hegemony (Terdiman 1985; Van Dijk 1997).

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Nicoletta Vasta / Pietro Manzella (University of Udine)

"Leave no one behind": social bonding and the right to food in FAO's World Food Day promotional videos 2019-2023

This paper presents a detailed critical multimodal investigation of a corpus of ten videos (long and short versions) launched by FAO on World Food Day (WFD, October 16th), in the 2019- 2023 period, to promote global awareness of hunger and the need for healthy diets. Recent WFD themes, supporting SDG2 of achieving zero hunger by 2030, are typically reflected both in the campaign titles – Our actions are our future. Healthy diets for a #ZeroHunger world (2019); Grow, nourish, sustain. Together (2020); Safe food now for a healthy tomorrow (2021); Leave NO ONE behind (2022); Water is life, water is food. Leave no one behind (2023) – and in many of the videos' striking initial catchphrases – e.g. "sustainability starts with equal opportunity" and "for each and every one of us food tells a story". In line with two of the conference main foci, this paper investigates the themes of "social bonding" and "right to food" in terms of the ITFs (Lemke 1988, 2008) guiding the multimodal exploration of the highly-compressed visual-verbal strategies used in these videos to promote FAO's memorable and impactful social responsibility message.

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Michał B. Paradowski (University of Warsaw)

What makes menus and cookbooks a distinct genre: Slicing and dicing the language of food with corpus tools

Recipes, menus and cookery books are governed by their own laws not only in the choice of vocabulary and fixed expressions, but also grammar and style, and require specialised knowledge of the culinary arts in both source and target cultures (see e.g. Colina 1997; Tagnin & Teixeira 2004; Teixeira 2004, 2008). Their translations should accordingly not only be linguistically impeccable and technically accurate, but also read as if written by a professional (see e.g. Nordman 1996).

How can the translation profession, especially pre-service translators, as well as people training to join the food and beverage service sector, be assisted in the face of the new demands? The presentation will discuss how recipe websites and cookery software, susceptible to instantaneous analysis with corpus tools, can help choose the most appropriate and universally acknowledged collocation or turn of phrase from among superficially synonymous ones, validate hypotheses concerning crucial but non-salient grammatical choices, stylistic, spelling and punctuation conventions. Holding hundreds of thousands of edited recipes, these judiciously selected resources are a mine of knowledge – particularly stand-alone software recipes (such as MasterCook 14), organised into cookbooks which are stored as text files, and susceptible to instantaneous thorough analysis with corpus tools. The Wikipedia will also be mentioned as a special case of a parallel

corpus. Several categories of snares lurking for the unsuspecting translator will be outlined with the help of a self-compiled corpus (1m tokens, <12k types), key characteristics of English-language recipes discussed, and numerous concrete examples vindicating the brownie points gained through analyses of recipe websites and cookery software in ways remote from the ones envisaged by their creators in teaching language for special purposes (LSP) and specialised translation presented from the author's extensive experience (Author 2010; 2018). The presentation will benefit translators of cookbooks, cookery shows, and restaurant menus, translator trainers, as well as all persons dealing with LSP – in this particular case, culinary lingo.

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Mary Paster (Pomona College)

Language and food as sites of shaming and resistance

This paper explores parallels between language and food as sites of class-, race- and ethnicity-based shaming and resistance. Within academic linguistics, it has been thoroughly demonstrated and accepted that no language or dialect is inherently inferior to another;

judgments about languages or dialects almost invariably reduce to judgments about the people who speak them (see Giles & Niedzielski 1998 and Lippi-Green 2012, among many other overviews of this topic). One small example is the fact that double negation (“I don’t want nothing”) is cited as evidence that African-American English is illogical and deficient, while Spanish, which also employs double negation (“No quiero nada”) is not subject to such judgments. Similarly, judgments about foodways can also be read as cultural judgments by proxy. For example, in the US, eating certain animal products or parts (lard, feet, offal) may be dismissed as disgusting or unhealthy in the context of Mexican or African-American food while being praised as creative or virtuous when served in a “nose-to-tail” fine dining restaurant. This work examines the further parallels between these two domains, considering how some key insights from the study of language variation, change, and attitudes may extend to food. The goal is to develop a framework of resistance and the reclamation of stigmatized foodways on the part of marginalized communities, based on parallels to successful language-focused initiatives for destigmatization such as liberation pedagogy (Smitherman 1983) and Indigenous language reclamation.

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Wanda Punzi Zarino (University of Naples "Parthenope")

La terminología del arte de hacer queso: un recurso bilingüe para la valorización de las técnicas y de los productos locales

El patrimonio enogastronómico de Campania (Italia) es reconocido por su riqueza y diversidad, teniendo entre sus excelencias los productos lácteos como la mozzarella de búfala, el provolone del Monaco y el caciocavallo. Sin embargo, la especificidad de la terminología utilizada en la producción de estos quesos a menudo representa una barrera lingüística y cultural, limitando la comprensión y la apreciación internacional de tales delicias. A partir de estas consideraciones preliminares, el presente trabajo tiene como objetivo desarrollar un recurso bilingüe, italiano-español, dedicado a la terminología del arte de hacer queso en la región Campania. El recurso consiste en un glosario terminológico

que incluye los términos técnicos, las metodologías de producción, las descripciones de los productos y las peculiaridades culturales relacionadas con la quesería local. La elección de un recurso bilingüe italiano-español está motivada por la creciente importancia del mercado hispano para los productos italianos y la necesidad de fomentar un intercambio cultural y comercial entre estas dos áreas lingüísticas, así como por la importancia de proporcionar una herramienta útil en los ámbitos académico y educativo para el estudio de la terminología específica del dominio relativa a las técnicas queseras. A este objetivo se suma otro, no menos importante, que tiene que ver con la posibilidad de preservar y valorizar el patrimonio cultural vinculado a las tradiciones lácteas de la región de Campania. La metodología adoptada incluye una investigación terminológica en el campo, entrevistas con queseros locales, análisis de textos especializados y la colaboración con expertos en la materia. El glosario va acompañado de notas explicativas y contextuales para garantizar una comprensión completa y precisa de los términos. En conclusión, este estudio podría contribuir a una mayor difusión y apreciación de los productos queseros campanos a nivel global y servir como modelo para la valorización lingüística de dichas tradiciones enogastronómicas regionales.

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Valeria Reggi (University of Venice / University of Bologna)

No cricket flour, please, we're Italian.

A multimodal study of politicians' food-related online communication

The paper presents an exploratory study of food-related discourse in politicians' online communication, based on two premises. First, contemporary politics is widely dependent on a direct dialogue with the audience, in which political leaders present themselves as 'normal' people with routines and personal tastes (Stanyer, 2013). Second, culinary habits play a pivotal role in defining individual and national identities (Fischler, 1988), as they contribute to construct an ingroup against an outgroup (the Other). For this reason, food can become a source of political identity and a site of hegemonic struggle (Martin, 2010).

The study focuses on food-related messages by European political leaders with the aim to understand the emotional and evaluative content (RQ1), and the concepts – personal identity, nationalism, and ingroup-outgroup definition – they are associated to (RQ2). The ultimate purpose is to outline possible recurring patterns and their function to construct political personas. A sample of social media posts in English, French and Italian by leading politicians (Nigel Farage, Richard Tice, Jordan Bardella, Marine Le Pen, Giorgia Meloni and Matteo Salvini) are analysed qualitatively in their textual and visual components. The methodological framework includes the classification of basic emotions (Plutchik, 1991) and image composition (Kress and Van Leeuwen, 2006).

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Valentina Russo (University of Naples "Parthenope")

Lengua y comida: discursos gastronómicos en el cine español

La comunicación pretende resaltar los procesos sociales, culturales y económicos que se desarrollan en torno a las perspectivas culinarias y gastronómicas en los estudios del hispanismo moderno, aún poco investigado por los Estudios Culturales Españoles (Spanish Cultural Studies), por algunas obras maestras de la cinematografía española, como películas de Luis Buñuel (*Viridiana*, *Tristana*, *Le fantôme de la liberté*) y Fernando Colomo (*El*

próximo Oriente). Se analizará cómo el tema de la comida y el acto de comer se convierten en una denuncia de las contradicciones de la moral burguesa y en una expresión de sexualidad reprimida y ocasiones en las que surgen dinámicas multiculturales y poscoloniales derivadas del reciente proceso migratorio. Premisa fundamental será delinear el camino tomado por el desarrollo de los estudios sobre el hispanismo, que, bajo el influjo de la orientación de los estudios anglosajones y norteamericanos, han adquirido una dimensión interdisciplinaria y multicultural que reconoce otras formas a través de las cuales transmitir cultura, como las artes audiovisuales, incluido el cine. A diferencia del hispanismo tradicional, caracterizado por el logocentrismo centrado en la dimensión literaria y filológica del texto, la nueva orientación de los estudios de hispanismo, abierta a la interconexión entre las diversas áreas de investigación científica, revierte completamente esta tendencia, dando voz precisamente a las culturas periféricas con las que la cultura del centro se ve obligada a reunirse debido a los flujos migratorios continuos y cada vez más conspicuos que afectan a la península ibérica y al contexto global en el que se inserta. De esta nueva concepción surge la tendencia del cine de inmigración, que da voz a las culturas periféricas que crean situaciones de conflictos interculturales, expresándose en diferentes dimensiones, como la que investigaremos en este artículo, concretamente la dimensión culinario-gastronómica.

Silvia Masi / Gianmarco Vignozzi (University of Pisa)

'Good food is like music you can taste, color you can smell': Food-centred experiences in audiovisual translation

Food has become increasingly topical in TV shows and films over the last fifteen years in particular (Chiaro 2013, Zimmerman 2010), and a peak of interest in interdisciplinary research on food and translation was reached in the mid-2010s (Chiaro and Rossato 2015). The present contribution builds and expands on preceding work started in those years, on the analysis of food-centred situations in English-to-Italian dubbing (Bruti and Masi 2019, Bruti, Masi, Vignozzi 2015, Masi and Vignozzi 2016).

Food in films is indeed a modulating device of individual/cultural identities and interpersonal relationships in different types of situations (Bruti and Masi 2019). A strong interdependence was noticed between the verbal and non-verbal codes in the portrayal of food-related cultural associations and stereotypes, along with a high degree of creativity in the dubbing of speech turns in which food modulates interactional functions such as those involving holistic descriptions (Masi and Vignozzi 2016). The article intends to broaden the scope of the analysis by focusing precisely on the multisemiotic representation of holistic

experiences afforded by the audiovisual text, and as emerging from a small corpus of films that are representative of different narrative environments and culinary traditions (e.g., French, Italian, Latin American, Indian).

Because of the relative lack of taste words in the English lexicon (Ankerstein and Pereira 2013), a range of food-related multisensory dimensions (Bagli 2021) – also beyond the five senses – appear to be prominent in our corpus. Preliminary results of our investigation have highlighted different types of interplay between semiotic codes and a widespread use of clusters of figurative uses, which reinforce some cultural stereotypes and appear to be more ‘intense’ in the Italian dub, with a consequent different impact on the target audience.

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Matilde Vivancos Machimbarrena (Universidad Complutense de Madrid)

Semantic Analysis of English & Spanish Culinary Lexicon

To be able to compare the coding of reality and the semantic complexity of words in different languages would be a great advance in the field of translation and of great use in the creation of bilingual dictionaries.

Since Saussure and his *Course in General Linguistics* (1916), linguists have accepted that a language is a classification of reality, and that each language classifies reality in a different way.

Linguists, especially those whose field of work is translation (M. Baker (1992) *In Other Words. A Course Book on Translation* & M.L. Larson (1984) *Meaning-based Translation: A Guide to Cross-language Equivalence*) have shown great interest in studying the ways in which different languages encode reality, because this knowledge will help to improve translation. The different ways in which languages encode reality is one of the reasons why it is often impossible to find equivalent terms between two languages. Another important aspect of translation is the semantic complexity of words. A word usually has more than one semantic component. And the number and the semantic components contained in words vary from one language to another.

In this paper we will compare the culinary lexicon of English and Spanish, specifically some verbs related to the different methods used in the cooking process to illustrate this. It will also explain the linguistic resources offered by the languages to translate words that cause difficulties, such as the English verbs 'simmer' & 'dice', where the hyperonyms 'boil' and 'cut' respectively are accompanied by the lexicalised semantic components '(boil) + over low heat' and '(cut) + into dice'. It should be noted that translation in the field of gastronomy is a very difficult task due to the great weight of the cultural component.

Daniela Wawra (University of Passau)

Savoring Politics with Burgers, Ice cream, Pizza, and Doritos: Decoding the 2024 Food Campaigns of Biden, Harris, and Trump

This paper investigates the role of food in the 2024 presidential campaigns of Joe Biden and Donald Trump. It analyzes the semiotics of food representations as part of the candidates' political impression management, media narratives and media framing. By examining the codification of food, this study explores its standard and slang denotations, connotations, affective & social meanings, as well as its broader cultural and archetypal significations that reflect on the candidates' political communication and its reception. The research reveals how food contributes to the construction of the candidates' identities, including their values, roots them in cultural history and heritage, and fosters a bond with the public by personalizing and emotionalizing the presidential race.

The analysis is based on a cross-media, modally mixed research corpus comprising visual and verbal communication: It includes prominent pictures and memes of the candidates found in online articles and on internet platforms, as well as online articles commenting on the candidates' culinary displays. Critical Discourse Analysis is employed to scrutinize the multimodal discourse, focusing on the iconography and the semantics of food representations, interpretations by the media and the general public, and their political implications.

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