

Tim Roufs Inspecting Durians in Singapore Market, 2017

Anthropology of Food Week 6

- 1.0 **What's Happening?**
- *5.0 **Other Assignments**
- 9.0 (optional) **For Fun Trivia**
- (optional) **Live Chat**
Tuesday 7:00-8:00 p.m.
- 2.0 **Video Explorations**
- 6.0 ***Final Exam**
- 10.0 (optional) **Extra Credit**
- (optional) **Questions / Comments**
- 3.0 **Slides**
- 7.0 **Project "Units of Analysis"**
- 11.0 (optional) **Other**
- 4.0 **Readings Semester Readings**
- *8.0 **Discussion**
- click links for details = leave page
- Items DUE this week:**
*enter on-line
**upload file

1.0 What's Happening Week 6?

We'll look at Food Design this week.

Designed for what? And what are the consequences?

Ever wonder how much exercise it takes to wear off a “Big Mac” and fries? This week we find out in our [For Fun Food Trivia](#) section.

Speaking of burgers, how much water does it actually take to get you that “Big Mac” you're working on working off? We'll see that too in this week's Trivia.

This week we have everything from “Soup” to nuts—we'll *almost* to nuts (we'll get to the nuts next week in our Trivia, along with a look next week at potatoes in Irish history, speaking of “fries”).

With “Soup” we'll have a look at an amazing farm-to-shelf story about what actually goes into your commercial can of soup—besides the broth, vegetables, and maybe meat—and how your canned soup arrives on your table, unless, of course, you make your own.

And as we approach the time when you most likely begin serious research for your Project, we'll have a look at “Units of Analysis” and how that is most important in coming to grips with your class Project.

2.0 VIDEO EXPLORATIONS WEEK 6 . . .

Real People . . . Real Places . . .

[Videos for the Semester](#)

“How People Get Their Food in Industrial Societies”

and what that means to various groups of people around the world. We'll continue to explore the social, corporeal, sacred/religious, psychological, political, economic, and cultural aspects of food *via* the texts, slides, and videos.

And hopefully, also as noted last week, in the remainder of the term you will be **applying your analytical anthropological**—including your perception skills which you should check with the Selective Perception Tests.

And we're going to have a look at what goes into

Food Design

(52 min., 2009)

On-line access[↗](#)

[click ↑ here]



Let's have a look at how your food is designed nowadays . . . basically how it's engineered, and how it's sometimes engineered to match your bio-physical cravings—that is, **to be “addictive”**. Martha Rosenberg long ago pointed out that foods nowadays are ***engineered*** to be *addictive*, and, hence, fattening . . .

5 Unhealthy Foods Engineered to Be Addictive

-- Martha Rosenberg, Hungry for Change (10 July 2014)

And that's all related to your basic bio-physical makeup, which you saw in Week 4. But, take your pick: Genes control body weight or food intake/lack of moving controls body weight, or, both.

“. . . a beautifully filmed look at the complex process of food product design, in which the appeal of foods to all the senses is considered and manipulated, using sophisticated science and psychological insights.”

—J. Peter Clark, *Food Technology Magazine*

“The sound of sausage: When a bite produces a distinct crunch, they taste particularly good.”

“Fish sticks, on the other hand, don't make such great noises, but they can be arranged nicely in the pan. And is it merely a coincidence that bologna fits perfectly onto a slice of bread, and that when combined, they make up a popular snack? Designers create clothes, furniture, cars and all kinds of useful items. So why not food? Food designers work on things to eat, giving them a certain style and function. They not only make sure that food and drink fill our stomachs, but also that the eating process is practical and appeals to all the senses—so that we're hungry for more. *FOOD DESIGN* takes a look at the secret chambers of a major manufacturer of food, where designers and scientists are defining your favorite mouthful of tomorrow. It shows how form, color, smell, consistency, the sounds made during eating, manufacturing technique, history and stories are all aspects of food and eating that both influence food design, and are created by it.”

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And watch . . .

"Soup"

(63 min., 2020)

In [Inside the Factory: Series 5](#) ([Links to an external site.](#)),
Series 5 Episode 8

(United Kingdom: [BBC Worldwide](#) ([Links to an external site.](#)),
2020-05-08)

[On-line Access](#)

[click  here]

(UMD AVON link updated 2022.08.08)

If you are off-campus use [Virtual Private Network \(VPN\)](#) connection



3.0 WEEK 6 SLIDES . . .

[Class Slides for the Semester](#)

Review and continue these slides using the "slide show" mode:

“Holism”

[\(.pptx\)](#)

[click ↑ here]

Main Characteristics of Anthropology		
<small>WebPage Summary</small>		
week 2:	1 The four fields of anthropology	(.pptx)
week 3:	2 culture as a primary concept	(.pptx)
	• How about a little game of Jeopardy?	(.pptx)
week 3:	3 comparative method as major approach	(.pptx)
week 6:	4 holism as a primary theoretical goal	(.pptx)
	• Anthropology and its Parts Chart	(.pptx)
	◦ Enlarged Chart "Anthropology and . . . It's Parts"	
week 6:	5 fieldwork as a primary research technique	(.pptx)

“Fieldwork”

[\(.pptx\)](#)

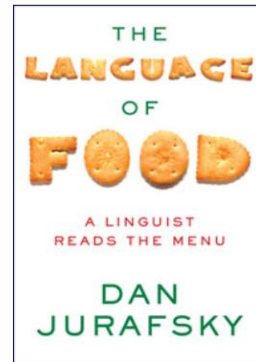
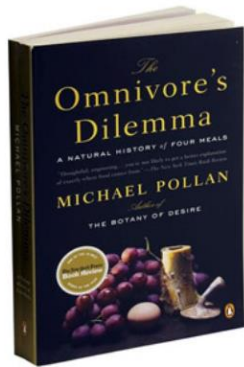
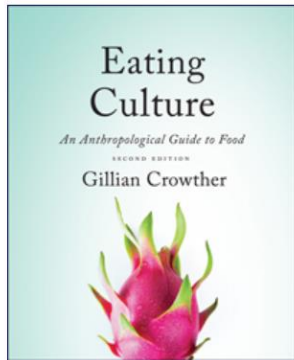
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4.0 READINGS FOR WEEK 6 . . .

[Readings for the Semester](#)

[Textbook Information](#)



- **Eating Culture, Second Edition, Gillian Crowther**
 - CHAPTER SIX: EATING-IN: COMMENSALITY AND GASTRO-POLITICS
- **The Language of Food, Dan Jurafsky**
 - Ch. 4 "Ketchup, Cocktails, and Pirates"
 - Ch. 5 "A Toast to Toast"
 - Ch. 6 "Who Are You Calling a Turkey?"
 - "Epilogue"

5.0 OTHER ASSIGNMENT INFORMATION . . .

[Main Due Dates](#)

su2024 [Module 6 – Week 6](#)

6.0 FINAL EXAM . . .

7.0 PROJECT INFORMATION . . .

[Basic Information](#)

[Main Due Dates](#)

For your Project, have a look at the "Units of Analysis" information-- just to make sure you're on track with that important aspect of your Presentation and Term Paper

8.0 DUE: DISCUSSION WEEK 6 . . .

(optional) [Online Discussions Information, Rubric, and Sample Posts](#)

DUE: “Female Farmers During Food Crises” [🔗](#)



[The Guardian](#) (21 April 2018)

9.0 (optional) FOR FUN FOOD TRIVIA . . .

[Food Trivia HomePage](#) [🔗](#)

(optional) **“How far do you have to run to burn off the calories from a burger?”**



[Answer](#)

(optional) “How much water does it take to grow a real-meat hamburger?”



[Answer](#)

(optional) “How much water does it take to produce a chocolate bar?”



[Answer](#)

Check it out at:

The FAO World Food Clock

[Class Water WebPage](#)

[Class Food and Water Waste WebPage](#)



10.0 (optional) **EXTRA CREDIT . . .**

[Basic Extra Credit Information](#)

Extra Credit is available in this class.

We'll have a closer look at Extra Credit after the Midterm Exam.

11.0 **OTHER (OPTIONAL) . . .**

(optional) **Study Abroad? Explore the World? Do it. . . .**

(optional) **LIVE CHAT: MIDTERM EXAM / OPEN
FORUM / OFFICE HOURS . . .**

[Contact Information](#)

Tuesday, @ 7:00-8:00 p.m. (CDT)

“ZOOM”

[click ↑ here]

or


e-mail anytime: <mailto:troufs@d.umn.edu>

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Live Chat is optional.

QUESTIONS? / COMMENTS . . .

If you have any **questions or comments** right now, please do not hesitate to post them on the  **canvas** “Discussions”, or e-mail troufs@d.umn.edu, or **ZOOM** <https://umn.zoom.us/my/troufs>. (E-mail is fastest, and most generally best as quite often URLs need be sent.)

Best Wishes,

Tim Roufs

<<http://www.d.umn.edu/~troufs/>>

<<https://umn.zoom.us/my/troufs>>

<[other contact information](#)>