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5. Gerhardt, Cornelia, Maximiliane Frobenius, and Susanne Ley, eds. 2013. *Culinary Linguistics: The Chef's Special*. Amsterdam/Philadelphia: John Benjamins, xvi + 347pp.

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Both eating and talking are universal human traits that are highly socially charged and culturally dependent. While Brillat-Savarin, one of the earliest food writer claimed “Tell me what you eat: I will tell you what you are” (1825), linguists could claim “Let me hear you talk: I will tell you who you are.” Since both food and language do more than cater for bare necessities, they represent perfect site for social studies. The present volume attempts to delimit the field at the interface between these two social phenomena, language and food, and contains a collection of original research articles revolving around the common theme of language and food, and the manifestation of the two within their cultural frameworks.

Similar to the intricate task of composing a four course meal for invited guests, the assembling of an edited volume demands a sense of “what goes together.” The metaphor of the menu serves as the vehicle for the order of contributions: the book starts with Antipasti, an introduction to the field of research. Primi Piatti and Secondi Piatti represent the main parts with contributions in the form of original research articles. The book closes with Dolci, a comprehensive bibliography of language and food, and an index. The first set of articles, Primi Piatti, has been grouped together for its clear focus on language as it is used in specific genres whose main themes are food related. These encompass both spoken and written genres in both electronically mediated settings and printed or even hand-written documents. The second set, Secondi Piatti, represents research on food related language use within specific cultural settings, where it represents a tool to shape and construct the context it is situated in. These contexts range from the perpetuation of gender roles, controlling the degree of formality in a work setting, or expressing a commercial register through the naming of businesses. Thus, we might say that the Primi Piatti

contributions work from a more specifically linguistic perspective, or a micro level analysis, compared to the *Secondi Piatti* studies, which take a macro level stance in that they investigate phenomena of the cultural setting and therefore go beyond a purely linguistic analysis.

Cornelia Gerhardt's introduction to this volume, the mouth-watering *Antipasti*, represents an extensive review of the literature revolving around food and food practices. It begins with classic early literature like Lévi-Strauss' structural account of "The raw and the cooked" (1964) in anthropology and stresses the interdisciplinary nature of food studies by also introducing work from sociology, psychology, more text-based disciplines like American studies or philology, or gender studies. The main part provides a broad overview of studies that focus more specifically on language at this interface. Works from all linguistic fields are considered: starting with comparative linguistics, morphology and word formation, syntax and grammar, words and meaning, to interactional studies and discourse analysis focussing on spoken discourse such as dinner table talk to food writing like cookery books and recipes, it ends with research on (computer-)mediated discourses like food blogs. The references in this chapter represent the main part of the "Bibliography: Food and Language", the *Dolci* at the end of the volume.

Primi Piatti is a set of papers that each investigates one particular food-related genre. It covers the text type recipe in its written form both diachronically as well as synchronically in several contexts. Furthermore, spoken discourse on TV and the relatively new genre food blog, as mediated genres, form the data of some of the contributions. *Primi Piatti* is headed by Stefan Diemer and Maximiliane Frobenius: "'When making pie, all ingredients must be chilled. Including you": Lexical, syntactic and interactive features in online discourse - a synchronic study of food blogs". Their study of food blogs illuminates the written CMC (computer-mediated communication) genre qualitatively and quantitatively. Delia Chiaro's "Passionate about food: Jamie and Nigella and the performance of food-talk" researches the genre of TV cookery shows. Following a brief history of this genre on British television, the study moves on to investigate two popular TV chefs and their (linguistic) presentation skills. Kerstin Fischer demonstrates the applicability of the notion of recipient design to the text type recipe in "The addressee in the recipe: How Julia Child gets to join you in the kitchen". The comparison of four cookbooks, including Julia Child's famous *Mastering the Art of French Cooking*, is also a contribution towards a more thorough description of strategies of reader involvement in document design. Jenny Arendholz, Wolfram Bublitz, Monika Kirner, and Iris Zimmermann's "Food for thought – or, what's (in) a recipe? A diachronic analysis of cooking instructions" compares two recipes of the same dish, one from Middle English, the other from a

contemporary source, i.e. Jamie Oliver's website. The historical perspective is continued by Stefan Diemer in "Recipes and food discourse in English – a historical menu". The contribution provides a diachronic overview of the discourse of food based on various examples of recipes and more general food related texts, from Old English to the late 20th century. Finally, Claudia Bubel and Alice Spitz' "The way to intercultural learning is through the stomach – Genre-based writing in the EFL classroom" discusses the text type recipe as a genre that can be fruitfully used in classroom settings to develop intercultural communicative competence.

Secondi Piatti combines papers that approach the study of food discourse and food genres as they are embedded in larger discourse patterns and (cross-) cultural settings. This section thus contributes to our understanding of the effects these genres have on societal structures in that they can be employed as tools to express various kinds of meaning. Secondi Piatti starts with Janet Holmes, Meredith Marra and Brian King: "How permeable is the formal-informal boundary at work? An ethnographic account of the role of food in workplace discourse". Talk about food makes a contribution similar to that of other aspects of relational workplace interaction, such as humor, small talk and narrative. Helga Kotthoff's "Comparing drinking toasts – Comparing contexts" is a study on toasting practices in Georgia, Russia and Sweden, where the toasting tradition is central to everyday life, and Germany and the Netherlands, where toasting plays a comparatively smaller role. Astrid Fellner's "The flavors of multi-ethnic North American Literatures: Language, ethnicity and culinary nostalgia" adopts a literary and cultural critic's perspective in analyzing the function of culinary nostalgia in narratives of dislocation. Janet M. Fuller, Janelle Briggs and Laurel Dillon-Sumner's "Men eat for muscle, women eat for weight loss: Discourses about food and gender in Men's Health and Women's Health magazines" discusses the construction of hegemonic femininities and masculinities with regard to food choices as found in two magazines targeted at women and men respectively. Stefan Karl Serwe, Kenneth Keng Wee Ong and Jean François Ghesquière's "'Bon Appétit, Lion City': The use of French in naming restaurants in Singapore" explores the use of French on restaurant signs in Singapore, giving both a quantitative and qualitative account of the forms and meanings of the names in relation to their respective business. Finally, Carrie A. Ankerstein and Gerardine M. Pereira's "Talking about Taste: starved for words" is a psycholinguistic study of the taste vocabulary of English speakers.