



Alternative Food Politics : From the Margins to the Mainstream /

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Monografía

Media interest in food has intensified in recent years, leading to a contemporary food landscape where 'alternative' food practices are increasingly visible. Concerns that were once exclusively the domain of activist movements motivated by environmental, animal rights, health and anti-corporate agendas are now central to primetime television cooking shows, mobile apps and social media. This book is the first to explore the impact of popular media and culture on contemporary food politics. Through examination of a range of media and cultural texts, including news, digital media, advertising and food labelling, it brings together leading and emerging scholars in food studies, media and communications, sociology, law, policy studies, business, and geography. The book explores the practices of alternative food movements, the marketing techniques of conventional and alternative food producers, and the relationships between food industries, media, and the public. Covering topics ranging from agtech start-ups and social justice projects, to new ways of mediating food waste, celebrity, and 'ethical' foods, *Alternative Food Politics* reveals the importance of media as a driver of food system transformation. This is a pivotal time for media and food industries, and this book is essential reading for scholars and students seeking to better understand the futures, possibilities and limits of food politics today

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Contenido: Introduction: Thinking 'With' Media: Margins, Mainstreams and the Media Politics of Food Michelle Phillipov PART 1: Limits and Paradoxes 1. The (Continuing) Paradox of the Organic Label: Reflections on US Trajectories in the Era of Mainstreaming Julie Guthman 2. Mainstreaming New Nordic Cuisine? Alternative Food

Politics and the Problems of Scale Jumping and Scale Bending Anders Riel Mller and Jonatan Leer 3. When Carrots Become Posh: Untangling the Relationship Between Heritage Foods and Social Distinction Abigail Wincott PART 2: New Political Platforms 4. Promising Sustainable Foods: Entrepreneurial Visions of Sustainable Food Futures Tanja Schneider 5. The Welcome Dinner Project: Food Hospitality Activism and Digital Media Rick Flowers and Elaine Swan 6. Food sovereignty: Deep Histories, Digital Activism and the Emergence of a Transnational Public Alana Mann PART 3: Personal Food Politics and Entanglements 7. Its Not (Just) About the F-ckin Animals: How Veganism is Changing, and Why that Matters Stephen Harrington, Christy Collis and Ozgur Dedehayir 8. Vitalities and Visceralities: Alternative Body/Food Politics in Digital Media Deborah Lupton 9. The Ethical Masquerade: (Un)masking Mechanisms of Power Behind Ethical Meat Paula Arcari PART 4: Reframing Production and Consumption 10. The Consumer Labelling Turn in Farmed Animal Welfare Politics: From the Margins of Animal Advocacy to Mainstream Supermarket Shelves Christine Parker, Rachel Carey and Gyorgy Scrinis 11. Confronting Food Waste in MasterChef Australia: Media Production and Recalcitrant Matter Luke van Ryn 12. Supermarkets, Celebrity Chefs and Private Labels: The Alternative Reframing of Processed Foods Michelle Phillipov and Katherine Kirkwood

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