

Food Culture

Part 1

Food practices are culturally, socially, and historically rooted in everyday life. Whereas it is often presumed that people's food practices are often due to their internal state, the drive behind these practices is, however, more complex (Phillipov 97). Some of the food practices are in response to external cues, for instance, such as sight. In the last couple of decades, technological innovation and development have had a significant influence on our lives. One area that has been significantly impacted is culture and society. Digital media has had a great influence on food culture. Various digital media channels have been used to communicate various food practices and practices. These digital channels range from magazines, websites, and blogs, televisions, and influencers.

Food Magazines

1. The art of eating. The magazine provides information about the best foods and wine and how they are produced.
2. Food and Wine. Food and wine contain recipes and articles on entertaining and traveling.
3. Cook's Illustrated. The magazine is filled with contents and illustrations on step by step cooking methods. It provides proven and tested recipes.
4. Fine Cooking. The magazine contains recipes. Much of the space in the magazine is devoted to teaching people the art of cooking.
5. Eating Well. This is a bimonthly magazine that contains delicious recipes and science-based journalism. The magazine seeks to inspire people to make informed food decisions and celebrate food.

Food blogs

1. The recipe critic. The blog contains recipes that have been family approved and tested.
2. Skinny taste. This blog features health, low fat, and delicious recipes.
3. Chef in training.
4. Cookies and cups.
5. Café delights

Food television shows

1. Flavorful origins
2. Chopped
3. America's test kitchen
4. Good eats
5. Master chef

Food Influencers

1. Fit men cook. This is a platform operated and controlled by Kevin Curry that shares recipes with people around the world.
2. Gimme some oven. The platform is operated by Ali Ebricht shares recipe development methods and cooking.
3. Minimalistic baker. Dana Shultz operates the online platform and seeks to teach people how to prepare meals with fewer ingredients and time.
4. Natasha's kitchen. The blog is operated by Natasha Kravchuk and shares mainly Ukrainian-American recipes.
5. Our food stories. Food bloggers Laura Muthesius and Nora Eisermann share vegetarian and gluten-free dishes.

Part 2

Culture can be described as what makes people different from where they originate and who they are. Culture embraces various aspects of human life, ranging from their communication to their interaction with others. Food is essential and plays an integral part in our daily life. It is not only important as a means of survival, but it is also a major factor that influences how people view and differentiate others and their effects on their culture. Food has a significant influence on our health and wellbeing. Lewis and Phillipov (210) state that you are what you eat. As food practices have significant impacts on people's health and wellbeing. It is crucial to understand the factors influencing these food practices and how. Digital media significantly affect the food practices from the eating behaviors and patterns to what is essentially consumed. It plays a significant role in retaining and supporting food culture and identity (Phillipov 93). The myriad of digital channels and platforms, magazines, blogs, television shows, influencers, and culinary festivals have greatly impacted the food culture. Digital channels food communication is a crucial matter as it impacts people's health either positively or negatively. Kirkwood (287) asserts that food content in digital channels and social media platforms serve a symbolic purpose regarding socio-cultural communication aspects and disclosure. According to Sachdeva (980), food communication in digital media impacts people's food practices and dietary behaviors.

In the assignment, I researched digital media influence in food culture. The research aimed at exploring the effect of digital media on the cultural and individual understanding of food as well as their relationship. Various channels were examined to determine their connection with food practices. These channels included food magazines, blogs, televisions, show, and influencers. The study determined that these platforms have a great significance on people's food practices and culture. These digital channels and platforms were similar in that they provided information about recipes, food items, and meal ideas to people. Therefore, they can shape

people's social norms in terms of food culture and practices. Whereas these digital media channels provide information about food, others have nutritional limitations. Therefore, it is important for people who use these platforms to be aware of the disadvantages and shortcomings of these food digital media channels and platforms. The world is constantly changing, and digital media connects people to information about food and other practices. The digital channels researched and presented in the paper present a major theme of food technologies being futuristic, efficient, healthy, and sustainable.

Part 3

Technological innovations and developments have transformed the world of food. The developments have brought about digital devices and platforms that have made it possible to access food content and information easily. In America, digital media have brought about food practices that have become habitual from making food orders via online platforms to searching and reviewing food joints using electronic devices. Media content has undergone tremendous shifts with many people depending on the digital realm. One significant technological advancement is embracing digital media platforms by food enthusiasts and food activists. The digital media platforms and channels adopt an innovative approach to make food culture and practice representations across. These channels make food cultures and practices diversity available online. It is nearly impossible to go through a digital media platform without seeing something related to food. From Instagram, blogs, and YouTube, the platforms are often filled with pictures and videos of food and recipes that influence other people. Lewis (190) argues that food-related posts in digital channels trigger certain behaviors and thoughts that influence food practices and even culture. Digital media use is widespread; therefore, it is no surprise that there is much communication that is taking place at these platforms concerning food practices. Studies

conducted by Holmberg et al. (127) shows that sharing and dissemination of food content are common in these digital channels. Kirkwood (281) argues that communication of food is a reflection of cultural and social values. Kirkwood further asserts that the social aspects of people's food practices are essential to their health and wellbeing. Digital media provides an opportunity to study people's food communication and practices without interfering with it. To understand what people food practices and cultures, it is essential to study their digital media food communication.

Works Cited

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