



Πανεπιστήμιο Δυτικής Μακεδονίας
Παιδαγωγικό Τμήμα Νηπιαγωγών

Νεότερη Ελληνική Ιστορία

Ενότητα 9: Food and Cultural Identity: between Market, Social Sciences and Humanities.

Cultural Studies: Semiotic Structures and Practices

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Παιδαγωγικό Τμήμα Νηπιαγωγών



Πανεπιστήμιο Δυτικής Μακεδονίας



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ & ΘΡΗΣΚΥΜΑΤΩΝ, ΠΟΛΙΤΙΣΜΟΥ & ΑΘΛΗΤΙΣΜΟΥ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ
Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



ΕΣΠΑ
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Ευρωπαϊκό Κοινωνικό Ταμείο

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Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Σκοπός

- Η ανάδειξη της ελληνικότητας και των πολλαπλών ταυτοτήτων στην εθνική Ιστορία όπως αυτές διαμορφώνονται στην καθημερινή ζωή.



Ενότητες

- Εισαγωγή στην σημειωτική ανάλυση με άξονα το φαγητό ως στοιχείο της ελληνικής πολιτιστικής ταυτότητας.
- Περιγραφή της έρευνας των ελληνικών διαφημίσεων.
- Προβολή και σχολιασμός ερευνητικού δείγματος.



Usefulness of Foods - Foods as Signs

- The wide use of food as signs and also as social codes. (Leeds-Hurwitz, 1986).
- Foods are so useful as signs and social codes:
 - They are separable.
 - Easily adaptive to new environments.
 - Not difficult to be cooked or eaten.
- Food is a major part of our daily lives, not only for survival, but it plays a substantial social role in our lives.



Food in Semiotics

- The accessibility of food made it one of the top choices used in explaining semiotic theory.
- An important contributor to the semiotics of food is Mary Douglas. She applied her assumptions of semiotics of food as a social code.
- Douglas and her assistant had generated a hierarchical description of the events when people take food.



Food as Semiotics

- 1. Food Event**-- it is the most general; it refers to an occasion when food is taken, without prejudice as to whether it constitutes a meal or not.
- 2. Structured Events**-- this refers to social occasions that have been thoroughly organized.
- 3. Meal**-- this is when food is taken as part of a structured event.
- 4. Snacks**--these are unstructured food events in which there are more than one food item served (Leeds-Hurwitz, 1986).



Food as Identity Markers

- The most significant function of food that Leeds-Hurwitz includes in her article is that "food serves as an indicator of social identity, from region to ethnicity, from class to age or gender (Leeds-Hurwitz, 1990).
- Thus we can indicate particular identities with either the absence or presence of it to make a deliberate statement about one's identity.
- For example, deliberately eating only man made food products to protest cruelty to animals. Food conveys information about many things.
- Some of them are: *ethnicity, social class, and relationship status.*



Food indicates ethnicity

- This is because different ethnicities, families, and social groups tend to eat foods that are alike.
- When looking at social class every single food can be a signifier of wealth.
- When looking at relationships, food can serve as an indicator as to whether you are starting a relationship, or ending one.



Greek ads, stereotypes, global and local identities

Technical and material documentation of the ads in a paradigmatic axis:

- A. The name - the brand.
- B. The genre.
- C. Date .
- D. Duration .
- E. Space / Place.
- F. Time.
- G. Oral verbal material.
- H. Written text .
- K. Music.
- L. Dominant colour.
- M. Animation .
- N. Self presentation of the product.
- O. Participants .
- P. Narrator.
- Q. Action.
- R. Speaker.
- S. Company .
- T. Website.



1. Milk (*Olympus*)

Beverage: Greek elements in typography – **Signified in verbal material:** life, new, taste, Olympus.

Male participants.

Action: agricultural life stereotypes of motherhood.

Ideological signified: Greek identity using as a channel the geographical and mythological context.



The basic message refers to the diet as “a new taste, as a newborn child, as a sense, as a growth”. The dominant gender refers to the masculine and the outdoor agricultural action.

[youtube.com/watch?v=7-bVt3Ieses](https://www.youtube.com/watch?v=7-bVt3Ieses)



2. Cold Meat (*Creta Farms*)

Food: English elements in typography.

Signified in verbal material: marriage, province, Greek island, metonymy on the commodity's promotion as the scenario of the marriage: the white cheese as the bride and the olive oil as the bridegroom.

Ideological signified: Greek identity using as a channel the geographical, touristic context.

The basic message refers to the diet as a Greek, traditional custom and the semiotic channel is the proof of a relation between two basic Greek products (cheese and oil).

[youtube.com/watch?v=qnhdO2jdExs&feature=related](https://www.youtube.com/watch?v=qnhdO2jdExs&feature=related)



3. Cold Meat (*Nikas*)

Food: Greek elements in typography.

Signified in verbal material: newborn child, family and feeding, favour taste.

Ideological signified: family, birth and taste.

The promotion of the commodity as a noun and a diminutive. The diet refers to the family's meeting and the specific commodity is presented as a connotation of a child birth in an interior space.

www.youtube.com/watch?v=ur6h6Y8bAAI&feature=relmfu



4. Spaghetti (*Misko*)

Food: English and Greek elements in typography.

Signified in verbal material: tradition diet and Greek traditional products.

Action: a woman's hand serves the meal.

Ideological signified: the diet as a traditional, woman's occupation – in a domestic space.

[youtube.com/watch?v=lnJxBHvWRJc&feature=plcp](https://www.youtube.com/watch?v=lnJxBHvWRJc&feature=plcp)



5. Tomato Juice (*Pummaro*)

Food: Greek and English elements in typography.

Signified in verbal material: countryside and factor, geographical and tasteful literals.

Ideological signified: the agricultural production and the industry, the collectivistic, the diet as the product itself.

[youtube.com/watch?v=e055cnoyZZY](https://www.youtube.com/watch?v=e055cnoyZZY)



6. Ouzo (*Plomari*)

Drink: Greek elements in typography and geographical touristic definition, outside.

Signified in verbal material: product's truth.

Ideological signified: entertainment, artistic attribution of a love story. The joy of love and ouzo.

[youtube.com/watch?v=M06VA8_Nt-M](https://www.youtube.com/watch?v=M06VA8_Nt-M)



7. Nut (*Kritis Gi*)

Food: Greek elements in typography – Indoor and outdoor geographical touristic definition.

Signified in verbal material: the relation of tradition with the modern diet, the continuity among grandfather and the grandson, the longevity and the Mediterranean diet.

Ideological signified: old people, the masculinity, from the local tradition to the Mediterranean tradition, the tradition as relationship.

[youtube.com/watch?v=Oi46s0R1Hhc](https://www.youtube.com/watch?v=Oi46s0R1Hhc)



8. Biscuits (*Papadopoulou*)

Food: Greek elements in typography and family name definition, inside and outside places for entertainment.

Signified in verbal material: our biscuits, the pleasure, American music, swing (1930), erotic signified.

Ideological signified: young people, dancing international vs local, vs ethnocentric.

[youtube.com/watch?feature=fvwrel&NR=1&v=vMThivqW1d8](https://www.youtube.com/watch?feature=fvwrel&NR=1&v=vMThivqW1d8)



9. Coffee (*Loumidis*)

Coffee: Greek elements in typography and family nick name definition, inside traditional coffee shop.

Signified in verbal material: financial crisis, newsreel in everyday life, humor and references to Greek History, taste and flavour.

Ideological signified: nationality plus tradition, masculine identities, the continuity of generations.

[youtube.com/watch?v=YFIUXshSgWU](https://www.youtube.com/watch?v=YFIUXshSgWU)



10. Yogurt (*Fage*)

Food: mixed elements in typography, the elements of the product.

Signified in verbal material: music and universe, planetic signified, flavour.

Ideological signified: classic European identity. Woman and boys in growth, educational action.

<http://www.youtube.com/watch?v=9lmqZYeen24&feature=related>



11. Beer (*Fix*)

Drink: mixed elements in typography, inside a traditional coffee shop.

Signified in verbal material: financial crisis, newsreel in Greek everyday life vs German, humor and references to European and international History, Greek immigrants and communications in other languages, friendship and the product, politics, entertainment and erotic connotation. Folk Greek music.

Ideological signified: tradition and stereotyped masculine identities promote the commodity.

[youtube.com/watch?v=cGiJHFz-XVQ](https://www.youtube.com/watch?v=cGiJHFz-XVQ)



12. Beer Amstel

Drink: beer- mixed elements in typography, inside a traditional coffee shop, a store and outside in Greek countryside.

Signified in verbal material: young boys are drinking the beer instead of bringing the product to the coffee shop. The workers enjoy drinking.

Ideological signified: tradition and stereotyped masculine identities promote the commodity.

[youtube.com/watch?v=BstF2pkWOFA](https://www.youtube.com/watch?v=BstF2pkWOFA)



13. Greek Feta (*Minerva*)

Food: Greek elements in typography, Greek countryside, geographical and agricultural touristic definition, metonymy of the commodity to the village.

Ideological signified: tradition and stereotyped masculine identities promote the commodity.

[youtube.com/watch?v=qgAD_S5kdoM](https://www.youtube.com/watch?v=qgAD_S5kdoM)



14. Cheese (*Epirus*)

Food: Greek elements in typography, inside and outside, more women in action singing, serving and eating.

Signified in verbal material: alternative, light flavour.
Ideological signified: tradition and alternative product emphasizing the women's role.

[youtube.com/watch?v=ISlrOYGuAqc&feature=related](https://www.youtube.com/watch?v=ISlrOYGuAqc&feature=related)



15. Olive Oil (*Elais*)

Food: Greek elements in typography, inside and outside the house, the factory and the countryside .

Signified in verbal material: a young boy eating and playing as an indication to the adult expert for the product, the nature and the oil-press as the proper place for the experts to test the circumstances of the production. The diet as the test for the quality.

Ideological signified: the workers in the fields and in the oil-press as a sign for the production and the quality itself.

[youtube.com/watch?v=wSncntPJ14g&feature=related](https://www.youtube.com/watch?v=wSncntPJ14g&feature=related)



16. Frozen Vegetables (Barba Stathis)

Food: Greek elements in typography, inside and outside the house and in the countryside.

Signified in verbal material: the Greek nature as a “teacher” for the producers.

Ideological signified: the diet as purity, quality, and process of the production in the context of the family.

[youtube.com/watch?v=sBC6E3GrO3o](https://www.youtube.com/watch?v=sBC6E3GrO3o)



17. Sesame Bar (Jannis)

Sweet: Greek and English elements in typography, the name and the year of the company as definition.

Signified in verbal material: verses in Greek pop music about the sweet love. Women and men of different ages in action, singing and dancing in a recording studio holding the commodity.

Ideological signified: collectivism, diachronic, entertainment and delight.

[youtube.com/watch?v=us7Sv8K0dgE&feature=related](https://www.youtube.com/watch?v=us7Sv8K0dgE&feature=related)



18. Fruit Juice (Olympos)

Beverage: Greek elements in typography, the place is outside in a field.

Signified in verbal material: geographical and mythological definition. Greek proverb, Greek identity, Greek fruits and production.

Ideological signified: the diet refers to the Greek production and the hard work.

[youtube.com/watch?v= MG1aa9ifmE&feature=relmfu](https://www.youtube.com/watch?v=MG1aa9ifmE&feature=relmfu)



19. Spice (*Knorr*)

Spice: Greek and English elements in typography, the noun “household” as notation for the product.

Signified in verbal material: the modern recipe vs the traditional recipe. The place is into the kitchen, the action is totally woman’s job. Three old women and one young are cooking.

Ideological signified: the diet refers to the Greek recipe and to woman’s chef identity.

[youtube.com/watch?v=L6ljpoKrOrQ](https://www.youtube.com/watch?v=L6ljpoKrOrQ)



Discussion

- *Thus we remark that the Greek, traditional, local signifiers and signified are dominant in these Greek ads vs the European, international signifiers and signified.*
- *More over the most signifiers and signified in verbal and iconic signs refer to stereotyped identities for men who produce, drink and work outside the house vs the women who act into the kitchen, cooking, serving and caring.*



Particular identities

- Greek food and drink seems to serve as an indicator of local, ethnocentric identity, from region to ethnicity, from class to age or gender.
- The old ages and the children.
- The hard workers in the fields.
- The workers in the cities.
- The mothers, women, grandfathers and young men.
- The family's diet as an relation.
- and the lover's diet as an affair.



More over Greece is represented as:

- As a clean environment.
- As a touristic place.
- As an agricultural area.
- As an index of the traditional family.



Video Index (1/2)

- <http://www.youtube.com/watch?NR=1&v=We85mkprqp0&feature=endscreen>
- www.youtube.com/watch?v=JxFMulva1S4[http://](http://www.youtube.com/watch?v=JxFMulva1S4)
- <http://www.youtube.com/watch?v=7-bVt3leses>
- <http://www.youtube.com/watch?v=ISlrOYGuAgc&feature=related>
- <http://www.youtube.com/watch?v=qnhdO2jdExs&feature=related>
- <http://www.youtube.com/watch?v=ur6h6Y8bAAI&feature=relmfu>
- <http://www.youtube.com/watch?v=wsRcYu6mthc&feature=related>
- <http://www.youtube.com/watch?v=lnJxBHvWRJc&feature=plcp>
- <http://www.youtube.com/watch?NR=1&feature=endscreen&v=e055cnoyZZY>
- <http://www.youtube.com/watch?v=KuohOqhOTUk>
- http://www.youtube.com/watch?v=M06VA8_Nt-M



Video Index (2/2)

- <http://www.youtube.com/watch?v=YFIUXshSgWU>
- http://www.youtube.com/watch?v=Ui3kPfpj_0
- <http://www.youtube.com/watch?v=WvqvUOfvEyU>
- http://www.youtube.com/watch?v=qgAD_S5kdoM
- <http://www.youtube.com/watch?v=gSJTdQXNc1U&feature=related>
- <http://www.youtube.com/watch?v=Oi46s0R1Hhc>
- <http://www.youtube.com/watch?feature=fvwrel&NR=1&v=vMThivgW1d8>
- <http://www.youtube.com/watch?v=mQb8RFReRRU>
- <http://www.youtube.com/watch?v=9ImqZYeen24&feature=related>
- <http://www.youtube.com/watch?v=sBC6E3GrO3o>
- <http://www.youtube.com/watch?v=vkVJIRZN7mg>
- <http://www.youtube.com/watch?v=fkgCshsndZ4>
- <http://www.youtube.com/watch?v=wSncntPJ14g&feature=related>
- <http://www.youtube.com/watch?v=AWaCKB9NtIE>



Τέλος Ενότητας



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<https://eclass.uowm.gr/courses/NURED273/>



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