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Linguistic Insights

Studies in Language and Communication

Daniela Cesiri (ed.)

Adapting Food-Related Communication to Children

Interdisciplinary
and Multicultural Insights

Peter Lang

This collection of essays examines the multifaceted nature of food-related communication for children, an area that has become increasingly significant within the digital age. Beyond its nutritional value, food has always served as a powerful social and cultural connector, with traditions and rituals transmitted across generations. In addition, the contemporary media landscape, characterized by the excessive visibility of both children and food on social media, has given rise to the concept of the 'consumer-child'. This has led to concerns about the negative health impacts of marketing that often promotes unhealthy dietary options.

While other fields, such as marketing, media studies, and literary and cultural studies, have explored the symbolic and socio-political dimensions of food representation for children, the volume identifies a significant gap in linguistics and communication studies. To address this gap, the chapters included in the volume aim to shed light on how food is represented, narrated, promoted, and translated for younger audiences across various genres, including corporate communication, digital media, and translation. Finally, the volume also presents the results of the two-year SPIN2023 research project funded by "Ca' Foscari" University of Venice.

Daniela Cesiri is Associate Professor of English Language, Linguistics, and Translation in the Department of Linguistics and Comparative Cultural Studies at University of Venice. Her research interests include ESP/EAP, corpus linguistics, discourse analysis, Computer-Mediated Communication, food studies and pragmatics.

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Studies in Language and Communication

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Conclusions

Daniela Cesiri

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The chapters included in this volume have explored food-related communication for children across a wide range of its applications. The volume has indeed intentionally adopted a multifaceted approach to capture the complexity and dynamic nature of this field. To do so, the chapters in the collection have delved into various areas, including the semiotics of advertising, the complexities of translation, the rigorous use of corpus linguistics and the cultural pedagogy found in children’s literature. By bringing these contributions together, we have seen a rich and detailed picture of how language, in its broadest sense, influences and creates the world of food for young people and their families.

Each author has approached the topic of food-related communication for children from a unique disciplinary and methodological standpoint. The richness of this collection lies in fact in its multiplicity of voices and perspectives, which, when taken together, offer a comprehensive and deeply insightful exploration of the subject. For instance, Chapter 1 has provided a compelling opening to the volume by unmasking the subtle yet pervasive ways in which food advertising constructs and reinforces social hierarchies. Drawing on the theoretical frameworks of indexicality and enregisterment, Di Martino has demonstrated that food brands are not merely selling sustenance; they are selling social status, parenting ideologies and class-inflected identities. Through a meticulous multimodal analysis of “premium” and “budget” food brands, her study has revealed the stark contrasts in the semiotic strategies employed to target different segments of the market. The “aspirational class”, as Di Martino herself terms it, is targeted by advertisements that emphasize naturalness, simplicity and a foodie aesthetic, often embodied by the figure of the “yoga mom”. In contrast, budget brands often utilize a more direct and functional approach, with busy layouts and a focus on convenience and affordability. Chapter 1 is a reminder that the choices parents make in the supermarket aisle are not simply about nutrition but are also deeply entangled with broader societal narratives about class, taste and even morality.

Chapter 2 has investigated the use of the so-called “fold and swap” strategies in baby food advertisements to influence consumer perception. This approach has involved modifying a product’s established “script” or setting. Giordano has

clearly described a swap, which entails altering the context, such as depicting baby food in a garden rather than a kitchen, while fold introduces an unexpected element, such as a doctor, to suggest an alternative function for the product. The research conducted in Chapter 2 has analyzed Instagram advertisements from five prominent US baby food brands between 2020 and 2024. Giordano's findings have indicated that swaps occur more frequently than folds. The study has also identified four key domains where these strategies are employed to reframe the product's image, namely, as a celebratory item, in which advertisements embed baby food in holiday contexts (e.g. Christmas or Halloween, presenting it as a treat or gift), as a pharmaceutical product, in which the use of folds, such as doctors, medical terminology or medical equipment imagery implies that the food serves as a health treatment. As a learning tool or game, when swaps are used to place the product in school or game settings, framing it as a component of educational or recreational activities, while in baby food as a premium or exclusive product folds, including tuxedo-shaped bibs or champagne flutes, are utilized to suggest that the product is luxurious or of superior quality. The study has concluded that these strategies are widely utilized and effective in expanding consumer perception and fostering new market opportunities.

Chapter 3 by Stefania M. Maci has offered us a compelling example of how language can be used to cultivate intercultural curiosity and positive associations with food and travel. Through a sophisticated blend of critical discourse analysis and corpus linguistics, Maci has revealed the multifaceted linguistic strategies at play in the text, from playful wordplay and alliteration to the use of sensory language and direct address. She has persuasively argued that the book functions as a form of "armchair tourism", allowing young readers to explore the world through the enticing lens of food. Maci's analysis has also highlighted the potential of children's travel texts to broaden horizons and foster a sense of global citizenship. However, she also maintains a critical perspective, acknowledging the ways in which such texts can subtly promote consumption behaviours and a particular, often romanticized, view of other cultures.

Daniela Cesiri's contribution has shifted our focus from the visual rhetoric of advertising and tourism texts to the linguistic intricacies of online communication by major food corporations. This chapter makes a significant methodological contribution to the field by showcasing the power of corpus linguistics to reveal subtle patterns in language use that might otherwise go unnoticed. By analysing the digital texts of infant and baby food brands such as Nestlé, Danone and Abbott, Cesiri uncovers a fascinating hybrid discourse that blends promotional language with the dissemination of specialized scientific knowledge. These companies, Cesiri argues, strategically position themselves as authoritative sources of

information on child nutrition, thereby building trust with parents and subtly promoting their products. Cesiri's research highlights a key challenge for parents in the digital age: how to navigate the vast and often overwhelming sea of online information about children's health and nutrition, particularly when this kind of information is produced by commercial entities with an entrusted interest in selling their products. This study underscores the urgent need for critical digital literacy skills, not only for children but also for the adults who care for them. The FoRCCE Corpus, as presented in this chapter, emerges as an invaluable resource for future research in this area, offering a rich dataset for further linguistic and critical analysis.

On a similar note, Chapter 5 has provided a crucial methodological anchor for the volume in that it offers a detailed account of the process of compiling the manual corpus of online discourse about children's nutrition, namely, the same FoRCCE Corpus at the basis of Daniela Cesiri's Chapter. Reggi thoroughly discusses the theoretical and practical challenges involved in the project, from defining the scope of the corpus and selecting appropriate sources to navigating the ethical complexities of working with online data. In this regard, Reggi not only shares the work behind the compilation of a particular corpus but also provides a roadmap for other scholars who are embarking on similar projects while making a compelling case for the continued importance of manual corpus compilation in an age of big data and automated analysis.

The volume is concluded in Chapter 6 by Silvia Masi. Her specific case study has focused on the English-to-Italian language pair when dealing with the translation of food-related language in children's literature. Food, as Masi eloquently argues in her chapter, is not merely a collection of ingredients but a powerful symbol of cultural specificity, imbued with a rich combination of connotations and associations. The translator, therefore, must be not only a linguistic expert but also a cultural mediator, navigating the delicate balance between fidelity to the source text and accessibility for the target audience. Through a series of carefully chosen examples from both fiction and non-fiction, Masi illustrates the creative and often ingenious solutions that translators employ to bridge the cultural and linguistic divide. Her work highlights the transformative power of translation, demonstrating how a skilled translator can not only make a text understandable to a new audience but also enrich it with new layers of meaning. Chapter 6 is a vital contribution to the field of translation studies, and it also serves as a powerful reminder of the importance of cultural sensitivity and awareness in all forms of cross-cultural communication.

Taken together, these six chapters offer a rich and multifaceted exploration of food-related communication for children. They demonstrate the power of a

multidisciplinary approach, offering insights from sociolinguistics, corpus linguistics, critical discourse analysis, translation studies and digital humanities. While each chapter stands on its own as a significant contribution to its corresponding field and methodological approach, the true strength of this volume lies in the dialogue that emerges between them. They are united by a shared commitment to understanding the complex and often subtle ways in which language shapes our relationship with food, and they all, in their own way, point to the urgent need for a more critical and informed approach to the production and consumption of food-related media for children in order to better understand the complex and often questioned world of childhood itself, especially in the contemporary world full of challenges and changes posed by society and social media.

Its many achievements notwithstanding, this volume shows some limitations, mostly constituted by studies that investigate materials in English with only some contrastive analysis in Italian to broaden the perspective. In addition, while some studies offer an invaluable contribution to the state of the art, they can be framed against relatively under-researched topics, therefore offering originality and innovation on the one hand, and scarcity of data to be contrasted with on the other. For this reason, this volume as a collective endeavour makes a considerable contribution to the advancement of the state of the art in the field of food-related communication for children. It does so in a number of key ways. First and foremost, the volume champions a multidisciplinary approach. The individual chapters draw on a wide range of theoretical and methodological frameworks, from sociolinguistics and corpus linguistics to critical discourse analysis, translation studies and digital humanities. This disciplinary diversity is one of the volume's greatest strengths, as it allows for a more comprehensive and nuanced understanding of the complex and multifaceted nature of food-related communication in more general terms. The dialogue that emerges between these different perspectives is particularly fruitful, as it highlights the points of intersection and divergence between different disciplinary approaches, and it points to new and exciting avenues for future research.

The volume constitutes an example of the crucial importance of a critical and informed approach to the analysis of food-related media for children. As demonstrated by the chapters, food-related communication is not a neutral or transparent process but a highly ideological one, shaped by means of power relations and commercial interests. In this respect, as outlined in the course of the volume, one of the most pressing areas for future research is the impact of new media and digital technologies on food-related communication for children. The digital landscape is constantly evolving, and new platforms and technologies are constantly emerging. We need more research on how children are using these new

technologies to communicate about food, and we also need to better understand the ways in which food-related media are being produced and consumed in these new digital environments.

Another important area for future research is the role of food communication in educational settings. Schools are key sites for the socialization of children into food cultures, and yet we know surprisingly little about the ways in which food is communicated in these environments, such as the classroom. We need more research on the language of school lunch menus, the content of nutrition education programmes and the role of teachers and other school staff in shaping children's attitudes towards food. We also need to better understand how food-related communication in schools can be used to promote healthy eating habits and to foster a more positive and inclusive food culture.

Finally, there is a need for more longitudinal research on the long-term effects of food-related communication on children. Most of the research in this field has been cross-sectional, and as a result, we know very little about how children's exposure to food-related media at a young age affects their attitudes and behaviours later in life. Therefore, we need more longitudinal studies that track children over time, from childhood into adolescence and adulthood. Naturally, this kind of research is challenging and expensive to conduct, but it is essential if we are to gain a more thorough understanding of the long-term impact of food-related communication on our children's health and well-being.

Notes on Contributors

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