

Maison des Sciences de l'Homme
6, Esplanade Erasme - Dijon 21000

MAY
23 - 24
2024



FOOD
AND
COMMUNICATION

ICA Regional Conference
Organized by CIMEOS
Laboratory

This conference is supported by a Regional Conference Grant from the International Communication Association, www.icahdq.org.

CIMEOS



Room "Forum des savoirs"

8.30am

Arrivals and reception

9am - 9.40am

Opening

Olivier GALIBERT - CIMEOS laboratory director

Philippe LEMANCEAU - Dijon deputy mayor for food transition

Philippe BONFILS - SFSIC Honorary Chairman and ICA relations

9.45am - 10.30am

Key note speech

The overlapping spaces of food communication research in Canada

Manon NIQUETTE, Professor, Department of Communication and Information, NUTRISS-INAF, Université Laval.



10.45am - 11.30am

Key note speech

Communicating Food in Korea

Jaehyeon JEONG, Assistant professor at the Graduate School of Communication & Arts, Yonsei University.



11.45am - 12.30pm

Key note speech

ICT' challenges in the elaboration and implementation of food policies in sub-Saharan Africa

Thomas ATENGA, Professor, Douala University

12.30pm - 2pm Lunch Break



2pm - 3.30pm

Room "Forum des Savoirs"**Public Health**

Moderator : Weiyu ZHANG, National University of Singapore

Co-construction of public health messages: the case of salt
Justine BENHAMOU, Clémentine HUGOL-GENTIAL

Consumers' Misperception of Genetically Modified Food is Driven by Current Nutrition Lifestyle
Nico SPREEN, Christoph KLIMMT

Publicization of thyroid diseases and food
Estera BADAU

Room "Salle de séminaires"**Interculturality**

Moderator : Alex FRAME, University of Burgundy

Media and Transnational Culinary Field: An Analysis of French Cuisine in Japan
Yuiko FUJITA

The Circulation of the 'Orient': How Street Food Videos Affect Chinese Public's National Imagination of India? -A Grounded Study Based on the Perception of the Blogger 'Liu Yong Clean and Hygienic'
Xunchang HU, Xiaohan SHAO, Yihan LI, Wenxiao GAO

The representation of Korean food in K-Dramas: South Korea's mediated gastrodiplomacy on Netflix France
Julie ESCURIGNAN

Room 102**Branding/Territory**

Moderator : Daniel RAICHVARG, University of Burgundy

Food as a medium: research on the global communication of the "Lion Head" pastry
Jingge DONG, Xuan JIANG

The Liquor Trust: Brewers & distillers' advertising campaigns against Prohibition
Aude CHAUVIAT

The chefs' terroir: How French regions use their chefs to promote their territory
Sidonie NAULIN



3.30pm - 4pm

4pm - 5.30pm

Room "Forum des Savoirs"**Panel 1**

Coordinator : *Elfriede FURSICH, University of Pittsburgh*

Feeding Change: Intersections of Food, Communication and Global Discourses

Anthony TRAN, Sumana KASTURI, Alana MANN

Room "Salle de séminaires"**Sustainable food**

Moderator : *Aude CHAUVIAT, University of Burgundy*

Can an awareness campaign on Instagram have an impact on young adults' food behaviors towards sustainable diet?

Aurelie ZUNINO, Léonie BRIERE, Maéva FILLIARD, Estera BADAU, Clémentine HUGOL-GENTIAL, Manon DUGRE, Olga DAVIDENKO

Reporting the Adoption of Plant-Based Treaty in Edinburgh, Scotland: National Identity, Economy and the Common Sense

Ana TOMINC

"Veganuary": toward a plant-based future for alimentation? A case-study of antispecism and veganism communication strategies across

Europe

François ALLARD-HUVER

Room 102**Social Media 1**

Moderator : *Julie JOURNOT, University of Burgundy*

Characterising food-related discourse on X (Twitter): a multi-level ontology
Alexander FRAME, Gilles BRACHOTTE, Nadine CULLOT, Elisabeth GAVIGNET, Agnes BARROT, Juliana FRAGA

Making popular cuisine: Examining Chinese digital culinary practices through online recipes

Xiaoyu GUO



7pm Dinner

Room "Forum des savoir"

8.45am
Reception

9am - 9.45am
Key note speech

Exploring the Circulation of Food Knowledge : State of the Art and Research Perspectives
Simona DE IULIO, University of Lille, GERiiCO

9.45am - 11.15am



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11.30am - 12.30pm

Posters Presentation

**Cantonese Kitchen Talk : Intergenerational Cultural Transmission in Soup-Making - Evelyn HO,
Genevieve LEUNG, Eileen FUNG**

**Everyday foodwork and identity negotiation in translocal space : Japanese mothers' food
practice in London - Kaoru TAKAHASHI**

**Imagined Belonging : Romanticized Scottish Food and Scottish-American Heritage Tourism - Ashli
STOKES**

**Meat & Greet : The influence of offline conversations between meat eaters and vegan - Amber
PEETERS, Gaëlle OUVREIN, Alexander DHOEST, Charlotte DE BACHER**

**Self, Others, and Consumption : Contemporary Expressions of Chinese Food Aesthetics -- An
Analysis of Cultural Imagery in Douyin Food Short Videos - Mengyuan FU**

12.30pm - 2pm Lunch Break



9.45am - 11.15am

Room "Forum des
Savoirs"Food and Pop culture
Panel 2

Coordinator : *Julie
ESCURIGNAN, EMLV*

Food and/in Popular
Culture – A PMC Division
Panel

*Eulalia ABRIL, Sun Young (Sunny)
PARK*

Room "Salle de séminaires"

Public policies

Moderator : *Estera BADAU, University of Burgundy*

"Which is the risotto's flavor? Hmm... vegetarian" A
pragmatical approach to the dissemination of food
policies in French university canteens

Cristina ROMANELLI

Contextualizing Response to Mexico's Junk Food Labeling

Policy: Content Analysis of Advocates',
Industry, and the Public's Comments

*Susana RAMIREZ, Victoria CAMPOS GATICA, Kesia GARIBAY,
Yolanda MERINO SALMERON, Denise PAYAN*

Information paths of nutrition study results. A
qualitative discourse analysis in German-language online
media

Charmaine VOIGT

Public health : how are advertising messages for food
displaying the Nutri-Score received ?

Tracy KLEIN, Didier COURBET

Room "Salle de
Conseils"

Diplomacy/Identity

Moderator : *Oihana HUSSON,
University of Burgundy*

Communicative dimensions
of food in conflict zones:
Tea serving as an act of
resistance and compliance
in militarized Kashmir

Shahnaz BASHIR

From Western Fast Food to
Chinese Fast Food

Zhiyan WANG, Jiaqian LI

The Imagined Motherland:
An Empirical Study of
Ethnic Identity in Daily
Dietary Discourse in
Overseas Chinese Media

Junrui CHEN, Yige LIAN



2pm - 3.30pm

Room "Forum des Savoirs"

Diplomacy

Panel 3

**Coordinator : Zhao Alexandre HUANG,
University of Paris Nanterre**

**Gastronomy as a National Card?
Exploring the relationships between
Food, International Communication,
and Reputation Management**

*Alina DOLEA, Mylène HARDY, Shin-Dong KIM,
Tingting TAO, Yuwen ZHANG, Fen LIN, Lucile
DESMOULINS, Nesma JABER*

Room "Salle de séminaires"

Gender

**Moderator : Marie Lou TROUTIER, University
of Burgundy**

**Digitizing women's eating: compare
popular Korean and Chinese female
Mukbang hosts' cross-cultural
emotional labour on the Chinese
media platforms**

Jialu WEN

**Sizzling steaks and manly molds:
Unpacking the meaning of media
representations of meat and
masculinity in young men's lives**

*Elina VRIJSEN, Charlotte DE BACKER,
Alexander DHOEST, Sofie VAN BAUWEL*

Room "Salle de Conseils"

Social Media 2

**Moderator : Evelyn Y HO, University of San
Francisco**

**Self-Presentation and the
Construction of Regional Reputation:
Athletes' Digital Food Communication
During the Winter Olympics**

Ziqing SHENG, Mengshan REN

**What Are You Eating in a Day?
Exploring the Impact of Body Visual
Cues on 'What I Eat in a Day' videos
and Their Influence on Body Image
and Appetite**

Sun Young PARK, Rachel BAILEY

**When influencer marketing meets
online discourses of healthcare
professionals: the case of dietitian
influencers on Instagram**

Léa GRUYER



3.30pm - 3.45pm

Room "Forum des savoirs"

3.45pm - 5pm

Round table

Moderator : Aude CHAUVIAT

Thomas ATENGA, Simona DE IULIO, Jaehyeon JEONG, Manon NIQUETTE

Conclusions



The
END

