

Section: Language and Food

Susanne Mühleisen (Bayreuth), Sofia Rüdiger (Bayreuth)

Language and food are in many ways tied together. Not only do we talk to each other while eating we also talk about food and foodways – literally and metaphorically – when otherwise engaged (see, e.g., Gerhardt 2009 on the use of food references in football commentary or Holmes, Marra & King 2013 on food-talk at the workplace). Foodways are inherently connected to key issues of culture and society, as well as prescriptive notions of rituals and rules, making them an important object of study in anthropology and ethnography but also in linguistics. Food and talking about food are essential factors of identity formation and maintenance in both local and global contexts – and arguably, food talk is ever more present in the ‘third space’ of the internet where people use the global network to exchange ideas and information about food, eating practices, preparation methods as well as health and moral aspects about food. Recent developments, such as the copious posting of food pictures on social media sites as well as the success of online cooking shows underline the fascination and public engagement with food.

That food is much more than its nutritional value for us, as humans, can be seen in the ways how stigmatization and preference for certain foods serve not only as a means of individual and group identity constructions, but the production, consumption, and alignment with particular types of food also take on symbolic status (take the rise and fall of the avocado as ‘superfood’ on the one hand and then as environmental debacle on the other). In this workshop, we set out to add to the growing scholarship on culinary linguistics (see Lavric & Konzett 2009, Gerhardt, Frobenius & Ley 2013, Szatrowski 2014, Rüdiger & Mühleisen 2020).

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Keynote

Kathleen Riley (Rutgers University): Food Talk and Identity at Academic Coffee Breaks in Europe and Cultural Revival Feasts in the Marquesas

Abstract: People commune around, about, as and through food in socioculturally constructed ways. In the process, individuals also enact emergent identities through dialogic food interactions that sometimes feel nourishing, sometimes not. By way of illustration, this presentation begins by investigating a genre of food talk that will be familiar to most in the audience: chatting over refreshments at academic conferences. In this case, the choice and presentation of food and drink at the Siegen conference will be lightly analyzed for its indexical value – i.e., what do these foodways say about academic culture in Germany, particularly that which takes Anglo-Saxon culture as its focus of study?

Any overheard remarks about the food or body language while consuming it will be superficially inspected for signs of norm-breaking or self-revelation, status-signaling or nerves. The researcher will also engage in some cursory analysis of how coffee or tasty sweets contribute to the conviviality of the event, but please don't avoid me during coffee breaks! I will only be using these as illustrations of my model before applying it to an examination of how te ènana, the Indigenous inhabitants of an archipelago in the middle of the Pacific Ocean named by Europeans "the Marquesas", use food interactions to produce their sociocultural identities and relationships at the cultural revival feasts they have been regularly producing for each other and outsiders since 1987. In this case, I will provide photographs of the festival foodscapes as well as examples of specific discursive exchanges that occur while procuring, preparing, and consuming food before, during, and after the event. Although colonized by the French and entangled in global capitalism for over two centuries, te ènana have been strategically creating these performative food rituals to feed the people both materially and symbolically, hoping this commensal medium will represent themselves proudly to the rapacious world while also brewing interpersonal solidarity and cultural sovereignty for their community at home.

Bio Note: **Kathleen C. Riley** is Assistant Teaching Professor of linguistic and cultural anthropology at Rutgers University. Thanks to funding from the National Science Foundation, Wenner-Gren, and a Rutgers Research Grant, she has conducted ethnographic research on multilingual practices, foodways, food-and-language socialization, food (inter)activism, language ideologies, and cultural identities in French Polynesia, France, Montreal, New York City, and Vermont. She has co-authored (with Amy Paugh) *Food and Language: Discourses and Foodways across Cultures* (Routledge) and has co-edited (with Bernard Perley and Inmaculada García-Sánchez) a volume of essays: *Language and Social Justice: Global Perspectives* (forthcoming from Bloomsbury). She has co-edited a special issue of *Anthropologie et Sociétés* on food globalization with Christine Jourdan and a special issue of *Semiotic Review* on the semiotics of food and language with Jillian Cavanaugh. Her

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publications appear in *Annual Review of Anthropology*, *Language and Communication*, *Journal of Linguistic Anthropology*, *Signs and Society*, and several collected volumes.

Panel 1

Sven Leuckert (Dresden): “Throwing Fat on the Fire” – Linguistic Expressions of Otherness in Alpine Cooking Texts

Abstract: Mountaineering continues to rise in popularity (Schöffl 2022), as professional climbers and tourists alike seek refuge from the urbanity of the 21st century in the mountains. As a corollary of this continuous growth, both the number of publications on how to do mountaineering as well as discussions of this topic on social media have increased as well (cf. Mühleisen & Rüdiger 2020: 3-4 on the importance of the internet for language and food). A central – and often contentious – aspect of mountaineering is cooking in the mountains. Main issues related to alpine cooking include sustainability efforts, interactions with the environment, and proper nutrition for the often-strenuous task of climbing, which is sometimes done for days or even weeks on end.

A frequently employed strategy of texts dealing with alpine cooking is ‘othering’, i.e. the verbal creation of a dominant in-group contrasted with a dominated out-group (Staszak 2008). Alpine cooking represents a space for identity creation both for the individual and the in-group and may revolve around a wide range of topical pivots, including different cultural approaches to alpine cooking and climbing styles. For the present study, I analyse a corpus of 15 alpine cooking guides published between the 1900s and the 2010s as well as the subreddit R/MOUNTAINEERING regarding the following two research questions:

- (1) Which linguistic strategies do authors of alpine cooking guides and contributors to R/MOUNTAINEERING use to create a sense of ‘otherness’?
- (2) Which aspects of alpine cooking, such as sustainability and proper nutrition, are most frequently the basis for ‘othering’?

The results show a clear tendency towards ethnocentrism in older publications, with Western standards in alpine cooking reflecting the cultural Anglocentrism of post-colonial societies. Furthermore, the examples illustrate that, despite mountaineers representing a global community, strategies are used to effectively create sub-groups that highlight subjective ways of ‘doing mountaineering the right way’. A major point of contention is the amount of food a mountaineer should take with them, with some arguing that ‘alpine style’, which involves reducing equipment and food on the mountain to a minimum, is the only ‘correct’ style of climbing. Overall, the study emphasises that the human geography of mountaineering has important ties to and is reflected in linguistic expressions in the context of alpine cooking (and beyond) and, therefore, warrants closer investigations in linguistics and related disciplines.

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- Staszak, Jean-François. 2009. "Other/otherness." In Rob Kitchin & Nigel Thrift, eds., *International Encyclopedia of Human Geography*. Amsterdam: Elsevier. 43-47.

Bio Note: **Sven Leuckert** is a postdoctoral research associate at Technische Universität Dresden, Germany. His research interests include World Englishes (esp. Asian Englishes and English in Madeira), the sociopragmatics of computer-mediated communication on Reddit, language and horror, and specialised registers of English. He is author of *Topicalization in Asian Englishes: Forms, Functions, and Frequencies of a Fronting Construction* (Routledge 2019) and co-author of the textbook *Corpus Linguistics for World Englishes: A Guide for Research* (with Claudia Lange; Routledge 2020). He has co-edited special issues of *World Englishes* (with Sofia Rüdiger; 2021) and *Anglistik* (with Sarah Buschfeld; 2021). His postdoctoral research project is a multifaceted study of 'Mountaineering English', the specialised registers used by mountaineers when they communicate during and about mountaineering in various contexts.

Susanne Mühleisen (Bayreuth): A Bellyful Experience – Language and Food Signs in Jamaica

Abstract: Just as food is omnipresent in people's everyday lives, food signs are ubiquitous in the public urban space in most societies. Billboards advertising food products, restaurant signs, menus displayed for the public, notices and signboards at market stalls do not only have an informative and persuasive function but are also important indicators of social structure, cultural identity and self-representation in different sections of urban spaces. The cultural significance of food makes public food signs a rich source for an exploration of local versus global influences as well as changing patterns of culinary consumption and their marketing strategies.

This paper investigates the construction of Jamaican-ness in public food signs in two distinct urban segments in the second largest Jamaican city Montego Bay – the largely local downtown area and the more tourist-oriented "hip strip" (Jimmy Cliff Boulevard). The use of Jamaican Creole/Patois versus English, the exploitation of word plays and creative word formation patterns will be taken into account as well as culturally significant symbols and colour codes used in the food advertisements. The qualitative analysis of the data – approximately 50 signs for each area – will provide insights into strategic uses of Jamaican-ness and audience design for the local and the tourist food consumer.

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Bio Note: **Susanne Mühleisen** is chair of English Linguistics at the University of Bayreuth, Germany. Her research interests range from genre studies, contact linguistics, pragmatics and culinary linguistics to translation studies and English word-formation. She is author of *Genre in World Englishes: Case Studies from the Caribbean* (John Benjamins, 2022), *Heterogeneity in Word-formation Patterns* (John Benjamins, 2010) and *Creole Discourse: Exploring Prestige Formation and Change across Caribbean English-lexicon Creoles* (John Benjamins 2002). Her editorial and co-editorial work includes volumes and special issues on culinary linguistics, postcolonial pragmatics in the Caribbean and in African multilingual contexts as well as gender studies and postcolonial fiction.

Manuela Vida-Mannl (Dortmund): Local Cuisine – Constructing Croatian Identity and Authenticity for Tourists

Abstract: The tourism industry – in Croatia and beyond – has greatly benefited from globalization. Traveling options that are easily available and increasingly affordable have encouraged tourists to travel around the world while the spread of English as a global lingua franca has increased travelers' autonomy and mobility when abroad (ELF, e.g. Cogo 2012, Jaroensak & Saraceni 2019). Whether you are visiting the Acropolis in Athens, Greece, the Castello dei Doria in Castelsardo, Sardinia, or spending two days in a boutique hotel in Gornji Humac, a small rural village on Brac, Croatia, signs, information, and price lists are all (also) offered in English. While this, certainly, facilitates – or even enables – tourists' engagement and successful communication with locals, it might also lead to the assimilation and alignment of these supposed-to-be-unique experiences. To counteract this risk and to stress the uniqueness of the respective destination, the tourism industry highlights authenticity, tradition, and local identity in its advertisement. While this strategy can be applied to all aspects of tourism, it is highly successful when it comes to the food sector: advertising authentic and traditional local cuisine, especially in light of the current foodist trends on social media and the growth of culinary tourism (Okumus 2021), is a fruitful way of selling 'the unique experience' to international tourists (e.g. Kocevski & Risteski 2018).

This paper examines how food is used to construct and communicate Croatian identity and authenticity for and to international tourists. To do so, it uses visual and interview data collected in the two biggest cities in Croatia, i.e. Zagreb and Split, between September 2021 and March 2023. The visual data is evaluated along multiple parameters such as locale, location within the respective city, target group, and price level, and compared to insight from conducted interviews. In investigating the foodways and discourse around and about Croatian dishes (cf. Riley & Paugh 2018 on the concepts), i.e. their names and spelling, their (asserted) origin, their descriptions as part of restaurant menus, further information about them, etc., this paper shows whether and, if so, how the ways to talk about Croatian food are adapted in and for tourism contexts to construct and convey Croatian identity, authenticity, and (local) tradition. This paper shows that understanding and assessing food and foodways as a country's or location's means of advertising and positioning itself within the tourism

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industry, i.e. combining research on language and food with research on language and tourism, offers valuable linguistic insights and extensive potential for future research.

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Bio Note: Manuela Vida-Mannl has received her Ph.D. from the University of Cologne in 2019 and is currently a post-doctoral researcher at TU Dortmund University. During her appointment at the University of Cologne, she has developed a conceptualization of the value of English for individual speakers and stakeholders in international higher education and beyond. At TU Dortmund University, she specializes in conceptualizing multilingualism and the global use and value of English. Currently, she is working on the role, use, and value of individual languages in multilingual encounters in international settings. Most recently, she follows a mixed-methods approach, when investigating the phonological, morpho-syntactic, and pragmatic characteristics of language use in tourism contexts.

Panel 2

Ilse Wischer (Potsdam): Ne man ne mot drincan ..., ne etan innan cyrican, ne drincan æt wynhuse – The Lexical Field of Eating and Drinking in Old and Middle English

Abstract: In Modern German there exist certain semantic selection restrictions for the use of lexical items within the field of eating and drinking as related to human beings (*essen, trinken, Essen, Mund*) or to animals (*fressen, saufen, Futter, Schnauze, Maul*). When used in the context of human beings, the latter terms have acquired a pejorative connotation in German. In Modern English no comparable selection restrictions exist (*eat, drink, food, mouth*), and thus, there is – or has been – no metaphorical extension of any animal-related terms into the human domain with a negative connotation. As English and German are both West Germanic languages, it might be interesting to have a closer look at the lexical field of eating and drinking in Old English (OE) and its further development, especially, since OE had cognate forms to the German animal-related terms (*fretan, sūpan, fōda, mūl*).

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The lexical field of eating and drinking will be identified for Old and Middle English with the help of the *Thesaurus of Old English* and the *Historical Thesaurus of the OED*. The identified lexical items are subjected to a collocation analysis in the Old and Middle English parts of the *Helsinki Corpus of English Texts*. It will be checked what kind of typical uses existed in Old English and how this lexical field changed in Middle English. I will focus on human and animal agents, on the type of consumed objects as well as on figurative uses. The latter occurred as early as in OE, e.g. *ðeah ðæt folc ðyrste ðære lare, hie hie ne magon drincan, ... 'although the people thirst for knowledge, they cannot drink it, ...'*. [COCURA, P 31, R 2.31.6]

In my presentation I try to trace possible origins and developments in the lexical field of eating and drinking in Old and Middle English, to lay the groundwork for finding out how English and German – and other Germanic languages – have diverged in this respect.

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Bio Note: Ilse Wischer is an associate professor of English linguistics at the University of Potsdam. She studied English and Russian at the former Potsdam College of Education (since 1991 the University of Potsdam), earning her doctorate there in 1986 and her habilitation in 1996. Since then she has taught at the universities of Potsdam, Düsseldorf, Oldenburg, and the Free University Berlin. Her research interests lie primarily in the field of English historical linguistics, and here in particular in the area of grammaticalisation studies. Her publications deal with syntactic and semantic aspects of the nominal phrase, as well as various topics of language change in the history of English. Among other publications, she co-edited with Gabriele Diewald (University of Hannover) the conference volume "New Reflections on Grammaticalization" (2002), and together with Daniela Kolbe-Hanna (University of Trier) the focus volume of ANGLISTIK "ANGLISTIK: Focus on English Linguistics: Varieties Meet Histories" (2021).

Cornelia Gerhardt (Saarbrücken): Exgredients – A Diachronic Perspective in Traditional Anglo-American Cuisine

Abstract: In his classic discussion of distinction, Bourdieu characterizes taste *ex-negativo* as being asserted negatively by the distaste of others (1984). Also, a currently proliferating dietary lifestyle 'veganism' is defined *ex-negativo* through the exclusion of animal products.

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Empirically, vegan discourse, here foodblogs, concurrently exclude a number of other food items from their recipes, for instance, palm oil or sugar. The traditional list of ingredients is often juxtaposed with an enumeration of exgredients, e.g., “Sweet Potato Crumble Casserole: vegan, gluten-free, refined sugar-free, soy-free” (Gerhardt 2020). While ingredients are naturally more in focus, e.g. functioning to delimit culinary lifestyles or cuisines, or as mandatory structural element of many food discourses, classic ones such as recipes as well as current popular forms such as cookery shows or food blogs, exgredients are clearly underresearched.

The linguistic construction of exgredients in the comments sections of vegan food blogs (Gerhardt 2021, 2020b) has been described with a view to extreme case formulations. Such formulations, including the use of “never” or “always”, are employed, for instance, to construct the urgency of a request for an alternative or to index the liability of a suggestion for an alternative (Gerhardt 2020a). Accounts for exgredients include health reasons, ecological considerations, personal dietary lifestyle choices or (pseudo)-scientific explanations, such as food “resonating” in different ways, but not, perhaps conspicuously, taste (Gerhardt & Frobenius (submitted)).

Two questions that have not been answered are the exact tie between veganism and exgredients: do exgredients also proliferate outside of the vegan dietary lifestyle? Furthermore, do they represent a novelty or has food discourse always encompassed the exclusion of food items?

In order to investigate the nature of exgredients further, this paper will look at two historic sources: “Curry on Inglysch” will allow insight into the earliest culinary records in English. “The Joy of Cooking” (3rd edition) has been chosen as a representation of middle class, early twentieth century American cuisine. This will allow moving diachronically into the pre-internet age and socio-culturally from veganism into mainstream culture. We will see that, in contrast to vegan food blogs, in those culinary texts alternatives are discussed based on religious grounds or personal taste.

Not only will this contribution allow a fuller understanding of exgredients, also the analysis will further our knowledge about different culinary genres, including historic ones, and help us gain a fuller picture of veganism as dietary lifestyle with the help of this comparative perspective.

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Sofia Rüdiger & Susanne Mühleisen, eds., *Talking about Food: The Social and the Global in Eating Communities*. Amsterdam: Benjamins. 15-34.

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Hieatt, Constance B. & Sharon Butler, eds. 1985. *Curye on Inglysch: English Culinary Manuscripts of the Fourteenth Century (Including the Forme of Cury)* (Early English Text Society - Supplementary series 8). London: Oxford University Press.

Bio Note: Cornelia Gerhardt works as senior lecturer in English linguistics at Saarland University, Germany. Her main research focus lies in language use and discourse, often involving mediated settings. Apart from linguistic phenomena, this includes the embodiment of interaction (Reber & Gerhardt. 2019. *Social Encounters in Time and Space: Embodied Activities in Face-to-face and Mediated Settings*). She has published on the media reception situation, i.e. the appropriation of media discourse through interaction (Ayass & Gerhardt. 2012. *The Appropriation of Media in Everyday Life* / Frobenius, Eisenlauer & Gerhardt. 2014. *Participation Framework Revisited: (New) Media and their Audiences/Users*, Special Issue *Journal of Pragmatics*). Her work is often in the domains of language and football (Gerhardt. 2014. *Appropriating Live Televised Football through Talk*) as well as language and food (Gerhardt, Frobenius & Ley. 2013. *Culinary Linguistics: The Chef's Special*). She also publishes on teaching methodology.

Panel 3

Stefan Diemer (Trier): Food and Storytelling in Taster Lunches

Abstract: Interaction over food is frequently accompanied by storytelling, as observed by Goodwin 1981, 1984, and Mondada 2009, Szatrowski 2010, Karatsu 2012). This paper examines how stories may be prompted by food, who tells the stories, which types of stories are told, and how stories are contextualized.

The data for this study comes from a set of Taster Lunches, each with three German native speaker participants, recorded at Saarland University, Germany, in July 2016. Participants were given three different courses to taste, one Japanese, one Senegalese, and one German, without providing information about the respective backgrounds of the meals. The setup of the Taster Lunches follows Szatrowski (2014: 27ff.), who collected conversations in English and Japanese, in order to provide an equivalent German-language dataset. The naturally occurring conversation during the meal was recorded and selectively transcribed.

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In Taster Lunches, food constitutes a frequent starting point for stories and narratives that anchor speakers' evaluation and establish their (non-)expertise. Food also prompts stories that express individual stance or negotiate joint stance, and to showcase individual or group identity(ies). Stories are told by all participants, illustrating that they are an integral part of interaction over food. During storytelling, the tasting (i.e. eating) process is usually interrupted by the storyteller, though not the audience, unless engaging in co-operative storytelling, marking the activity as a telling (see also Goodwin 1984).

Participants in the dataset tell stories that place food in a personal, historical, or fictional setting. In these (mostly positively marked) contexts, the food item constitutes an important facet of personal identity. Historical food storytelling details past tasting experiences and recreates an individual experience from the past, frequently in a travel setting, that illustrates the food in its particular, often exotic, context. Historical storytelling can contribute to personal identity construction, establish or strengthen expert identity, and also support food evaluation. Both personal and historical stories are employed to transport and express humor.

Storytelling over food is an interactive, multimodal experience that uses the food item as a joint locus of attention and access point. Storytelling is accompanied by gestures and frequently structured and framed by laughter.

Affirming responses and corroborating second stories create shared identities, as do fictional joint tellings that start with a tasting experience, but quickly move beyond food in question to create complex "food fantasies". Stories may also frame disagreement in terms of evaluation, establishing varying identities.

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- Szatrowski, Polly E., ed. 2014. *Language and Food: Verbal and Nonverbal Experiences*. Amsterdam: Benjamins.

Bio Note: Stefan Diemer is professor of international communication and digital business at Trier University of Applied Sciences and associate professor of linguistics at Saarland University, and Technical University Berlin. His research interests include discourse analysis,

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digital communication, social media language, business communication, English as a Lingua Franca, and food discourse. As director of the *Institute for International and Digital Communication* (InDi) at Trier University of Applied Sciences, his research focuses on business communication in social media and multimodal discourse, in particular paralanguage and gestures. He has published on historical linguistics, multi-word verbs, corpus linguistics, online discourse, language and modality, and language and food.

Sofia Rüdiger (Bayreuth): Let's Eat Together – Participation Frameworks in Multi-Party Asynchronous Eating Shows

Abstract: Eating shows, also known as *mukbang* (see Choe 2019), are audio-visual performances of (over-)consumption and prototypically show a lone 'mukbanger' eating their way through a carnivalesque amount of food while simultaneously engaging an imagined audience via talk. The recordings are subsequently made available on online video sharing platforms (such as YouTube), where eating shows have gained widespread viewership. While previous research on asynchronous eating shows has engaged with the use of language to create intimacy, informality, and immediacy (Rüdiger 2020, 2022) in prototypical (i.e., one-party) shows, less attention has been paid to a particular eating show subtype, that is, multi-party mukbang which put team performances on display.

In this talk, I thus present a first investigation of eating shows with more than one interactant: a) family eating shows (where parents and children eat and interact with each other) and b) two-party eating shows (where two participants, e.g., partners or friends, eat and interact with each other). Using four case studies, I illustrate the different participation frameworks (Goffman 1981) which can be found in the shows and analyze how the non-co-present viewers are linguistically and multi-modally constructed as ratified participants. I also show how *byplay* (i.e., "communication of a subset of ratified participants"; Goffman 1981: 134) is used to create informality in the two different settings; a form of 'subordinate communication' (Goffman 1981: 131) which plays a particularly important role in family eating shows. In combination with frequent footing shifts this creates dynamic and complex communicative situations revolving around food, eating experiences, and vicarious, digital conviviality and togetherness.

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Bio Note: Sofia Rüdiger is a postdoctoral research associate at the University of Bayreuth, with research interests in World Englishes, (historical) pragmatics, and culinary linguistics. She is author of *Morpho-Syntactic Patterns in Spoken Korean English* (John Benjamins, 2019) and co-author of *The Language of Pick-Up Artists: Online Discourses of the Seduction Industry* (Routledge, 2022). Her (co-)editorial work includes two edited volumes (*Talking about Food: The Social and the Global in Eating Communities*, John Benjamins, 2020 and *Corpus Approaches to Social Media*, John Benjamins, 2020) and two special issues (*Discourse Markers and World Englishes*, special issue of *World Englishes*, and *Formality and Informality in Online Performances*, special issue of *Internet Pragmatics*). She is organizer of the *Bayreuth Food and Language (BaFoLa)* digital lecture series and PI of a DFG-funded research project (10/2023-09/2026) on discourses of carnivalesque consumption in the digital sphere.

Christina Sanchez-Stockhammer (Chemnitz): The Linguistic Functions of Personal Pronouns in Online Cooking Recipes

Abstract: Personal pronouns constitute a common feature of most English texts. That is why the 20 most frequent lemmas in the *British National Corpus* (cf. Kilgarriff 1996) include the four pronouns *it* (at rank 9), *I* (12), *you* (14) and *he* (15). However, one register is proverbial regarding its underuse of personal pronouns: cooking recipes. Cooking recipes as instructional, directive texts (Norrick 1983: 173) transmit a message from a cooking expert to a novice on how to prepare a dish. The absence of second-person personal pronouns from cooking recipes can be attributed to recipes' characteristic use of subjectless – and thus also pronounless – imperative constructions (cf. Norrick 1983: 176), e.g. ~~(You)~~ *Preheat the oven*. Third-person pronouns might be expected to occur when ingredients are mentioned a second time in the preparation process, but it has become a convention of English recipes to omit the objects in such cases, e.g. *Wash the chicken and cut # into pieces* (Görlach 1992).

Based on a small corpus of cooking recipes selected at random from popular online recipe websites and the websites of famous British chefs, this contribution investigates the use of personal pronouns and null pronouns in present-day English cooking quantitatively and qualitatively. Since one important function of personal pronouns is to express the interpersonal relations between the participants in a communicative situation, we will consider to what extent personal pronouns in English cooking recipes provide information on the communicative roles of speaker (1st person), listener/reader (2nd person) and person/object in the world that is talked about (3rd person). The recipes will be analysed with the text analysis tool *WordValue* (Sanchez-Stockhammer & Tochtermann 2020), which carries out simultaneous corpus frequency searches for customised lists of linguistic items and colour-codes them in context according to their predefined characteristics (e.g. person, number, case, gender). Since personal pronouns are not evenly distributed throughout the recipes, we will pay particular attention to the parts of the recipes (i.e. introduction, list of ingredients, instructions and ending) in which the pronouns occur and to the specific functions which they fulfil there.

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It thus appears that first- and second-person personal pronouns occur particularly frequently in recipe's introductory part, e.g. when the reader is told what makes this recipe special for the author and what to consider when preparing the dish. This text-initial establishment of an interpersonal relation appears to have emerged as a relatively conventional genre feature of contemporary online cooking recipes.

Works Cited

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Bio Note:

Christina Sanchez-Stockhammer is professor for English and digital linguistics at Chemnitz University of Technology. Her research interests are very wide, and she has published on a large variety of topics, such as *English Compounds and their Spelling* (Cambridge University Press 2018), telecinematic discourse in comic-to-film adaptations, the feature-based clustering of English adverbs, sublexical cohesion in step-by-step cooking recipes with photographs, punctuation as an indication of register, fairy-tale style in translations, hybridization in language, the corpus-based English and German translation equivalents of the times of day and the question whether it is possible to predict linguistic change. Furthermore, she has co-developed the software *WordValue*, which colour-codes words in context based on their qualities (www.wordvalue.gwi.uni-muenchen.de), the webtool *CompSpell*, which offers advice on English compound spelling based on large-scale empirical research (www.compounds.gwi.uni-muenchen.de), and the virtual-reality adventure quiz app *Bridge of Knowledge VR*, which can be employed for interdisciplinary self-study and revision (www.bridgevr.de).