

TABLE OF CONTENTS

Contents	Page No.
Abstract	i-ii
Declaration	lii
Certificate of Supervisor	Iv
Acknowledgements	v-vii
Table of Contents	viii-xi
Lists of Images	xii

Chapter-1

Food Porn: A Theoretical and Conceptual Background

1.1	Introduction	1-8
1.1.1	Food Porn as a Phenomenon and as a Concept	2-4
1.1.2	Tracing the Development of the Term Food Porn	4-8
1.2	Review of Literature	8-28
	1.2.1 Gaze	8-11
	1.2.2 The Concept of Desire	11-12
	1.2.3 Gaze and Seduction	12-14
	1.2.4 Sexuality	14-17
	1.2.4.i Sexuality in Indian Context	15-17
	1.2.5 Food Porn	17-24
1.3	Seduction and Food Porn	24-26
1.4	Capitalism, Patriarchy and Food Porn	26-28
1.5	Aims and Objectives	28-29
1.6	Methods and Methodology	29-30
1.7	Organization of the Thesis	30-32
1.8	Scope of the Study	32
1.9	Limitations of the Study	32-33

Chapter 2

Reading Androcentrism in the Food Porn Vlogs: Food, Sex, and Body

2.1	Introduction	34-35
-----	--------------	-------

2.2	Androcentrism	35-39
2.3	Seduction in the Context of this Chapter	40-41
2.4	Sexuality and Sexualization	41-42
2.5	Alcoholic Beverages, Sexuality, and Body	42-46
	2.5.1 Sexuality, Alcohol and Androcentrism	43-45
	2.5.2 Lad Culture as the Expression of Androcentric Language and Alcoholic Abuser	45-46
2.6	Knowing the Text: <i>Tipsy Bartender</i>	46-48
	2.6.1 <i>The Skull Eyeball Cocktail</i>	47
	2.6.2 <i>Summer Ice Cream Party</i>	47-48
2.7	Tipsy Bartender as an Expression of Lad Culture	48-49
	2.7.1 Drinking and Party	48
	2.7.2 Sexism	48-49
2.8	Understanding Seduction in the Text	49-60
	2.8.1 Hand Attractiveness	56-57
	2.8.2 Androcentrism in the Conversation	57-58
	2.8.3 Lacanian gaze	58-60
2.9	Summary of the Chapter	60-61

Chapter 3

Social Construction of Food in the Visual Media Texts

3.1	Introduction	62-63
3.2	Healthy Food: A Brief Discussion	62-64
3.3	Healthy Food from a Consumer's Lens	64-65
3.4	A Discussion on Healthy Food Trends and Conscious Capitalism	65-68
3.5	A Brief Note on Corona Virus and 'first wave of Covid-19 Pandemic'	68-69
3.6	An Overall Observation of the Main Concerns during the First Wave of the Covid-19 Pandemic	69-71
3.7	Looking at Covid-19 Pandemic Time and Discussing Food Porn in Pre-Covid- 19 Times	71-72
3.8	Food Porn in Visual Media Texts during the Period of	72-73

	COVID-19 Pandemic: An Analysis (with Special Reference to YouTube Videos)	
3.9	The Texts	73-90
3.9.1	Reading the ‘Healthy Food Porn’ in the videos of <i>Swisse Me Smoothie</i> and <i>Food porn app</i>	74-78
3.9.2	Understanding the Concept of ‘Paranoia of Scarcity’ and Food Porn in the Covid-19 Pandemic	78-79
3.9.3	Social Construction of Food as Having Sexuality	79-82
3.9.4.	Texts Viewed from the Pornographic Lens	82-84
3.9.5	Some Specific Attentions (or Peculiar Feature) of the Video Texts	84-86
3.9.6	Reading the Background Sound, Audio of the Texts	86-89
	3.9.6. i <i>Swisse Me</i> Advertisement Video and its Non-Diegetic Soundtrack	87-88
	3.9.6.ii The Non-Diegetic Soundtrack Used in <i>Food Porn App</i>	88-89
3.9.7	The Latent Sensuality and Sexual Symbolism of the Food Items	89-90
3.10	Understanding the Seducing Elements	90-91
3.11	A Reading of Lacanian Gaze in Context of the <i>Swisse Me</i> and the <i>Food Porn App</i> Advertisement Videos	91-93
	3.11.1 Gaze on healthy food porn	91-93
3.12	Summary of the Chapter	93-95

Chapter 4

Understanding Food Porn in the Context of Poverty, Starvation and Hunger

4.1	Introduction	96-97
4.2	Why this Chapter?	97-98
4.3	Hunger as a Concept	98-101
	4.3.1 Hunger as a Biological Concept	98-99
	4.3.2 Hunger as a Psychological Concept	99
	4.3.3 Hunger as a social construct	99-101

4.4	Food Porn, Appetite and Hunger: Understanding the terms in Relation to Each Other	102-105
4.4.1.	Starvation	103-105
4.5	The Context or Area of Study	105-109
4.5.1.	Class in India	105-107
4.5.2.	The Classes in India and Food Porn	107-109
	4.5.2.i. An Example in Indian Setting	108-109
4.6	The Status of Hunger and Starvation in India	109-110
4.7	Five Photographs of <i>Dreaming Food Project</i> by Alessio Mamo, as Text	110-118
4.7.1.	Criticism of Mamo’s “Dreaming Food” photographs	111-116
4.7.2.	Reading of the Five Photographs of the <i>Dreaming Food Project</i>	116-117
4.7.3	The Reasons behind the Representation	117-118
4.8	Understanding Alessio Mamo’s Photographs of ‘Dreaming Food’ through the Lacanian Gaze	
4.8.1	Lacan’s Idea of Chuang-tsu’s Butterfly Dream	
4.9	Seduction and Gaze	118-121
4.9.1.	Hunger and Poverty Used for Subtle Seduction	118-121
4.10.	Understanding Food Insecurity and Hidden Hunger in the Context of India	121-125
4.11	Summary of the Chapter	125-126
	Chapter 5	127-142
	Conclusion	
	Works Cited	143-160
	Appendix I: List of Publications, Seminar Presentations and Workshop attended	161