

# **Chapter 5**

## **Conclusion**

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Food porn and its existence are not new, but it can be said that due to increase in the advancement of technology and its popularity in media platforms as a whole and social media in particular, it came into the limelight which is difficult to ignore. It won't be an exaggeration, if one says that one of the most popular and intriguing ideas on digital platforms is food porn. The researcher finds it fascinating to discover how, as a product of the capitalist system, food porn perpetually attracts viewers to become loyal consumers. In the present scenario, "seduction" refers to the different methods in which viewers' gazes are seduced. The primary objective of this study is the gaze that is influenced by food porn as a seductive effect, the object gazes back at the viewers. Furthermore, this study conducts comprehensive studies on the common interpretations of food porn and provides real-world examples from the field of texts in visual media. This study attempts to address how women's bodies and sexualities in particular, as well as the human body and sexuality in general, are used as seductive elements in food porn. In this sense, it should be evident that food porn encompasses more than just food; it also involves the entire framework of the workshop used to produce the gaze. The objects that are exhibited or depicted within the context of food porn in visual media platforms are of interest to the researcher. Food porn, where food is discussed from various angles; such as the relationship between food and sexuality, the idea of healthy and unhealthy food, disease and food, and hunger and food, are the most important components of this study. This context also looks at food porn, which is a subtle agent of capitalism. Furthermore, the study employs Jacques Lacan's concept of the gaze as a methodological vantage point to comprehend how food is portrayed to entice customers. Food pornography has a historical context and roots in social structures that existed before capitalism. Nonetheless, the intensity of food porn has increased due to capitalism, which is driven by industry-oriented profits.

The suffix 'porn' in food porn makes the term more interesting as well as most controversial at the same time. Some scholars like Yasmin Ibrahim (2015, 2), opined that the suffix 'porn' in food porn is actually removes the quality of food from the mundane and ordinary and elevating it to the level of the pornographic and due to which food porn

able to get a special position in the contemporary society. Again, another scholar, named McDonnell (2016, 243) opined that the suffix 'porn' is used as something in the contemporary world to refer any category of "photography that proliferates on the Internet and is judged worth staring at with a sense of heightened emotion, even awe...". The above-mentioned scholars can be seen as regarding the suffix 'porn' of food porn as important and as well as opines that the term porn is giving the concept of food a more interesting as well as a noble twist in itself. Many scholars totally oppose the usage of the term porn along with food. Among the scholars, who oppose the concept of food porn, is Krishnendu Ray, who opines, "Once you call something pornographic, you bring down moral opprobrium on it. You poison the topic and stop the discussion" (McBride, 2010, 40). Will Goldfarb, said "I don't have a definition for food porn since it doesn't exist" (McBride, 2010, 42). There are many other scholars who do not believe in food porn and they show their concern regarding the use of the suffix 'porn' along with food in a negative way. However, for this study, with due respect to the scholars and their works on opposing views of using porn in food porn, the researcher is more inclined towards the understanding of food porn as a genre of porn and explores different perspectives.

Food as porn is not a new genre; it was already being explored under different names. Food as sexual metaphors is already discussed in many ways, which is used by the food porn industries as a part of food as porn. Food as presented in a sexually provocative way, is though already used in many cultures like Mehinaku Indians, where food and sex are metaphorically overlapping, or the Wik Mungkan of Australia, Trobriand Islanders, etc (Counihan, 1999, 9). McDonnell's idea of food, used as a pornographic item, is already discussed in the chapters of this study as sexual symbolism of food presentation and latent sensuality of food is another important area of food as a pornographic element.

The first chapter of this study starts with the definitions and history of the term food porn. It deals with the theoretical and conceptual framework of food porn along with the aims and objectives, methods and methodology, scope of the study, and limitations of the study. It is interesting to note that the concept of food porn is prevalent before coining the term food porn. The chapter tries to focus on the various definitions and meanings associated with the concept of food porn, the stylized, highly tantalized and objectified appearance of food. Interestingly food in this context is a much-desired phenomenon, however cannot be consumed by the viewers as it is represented but not the actual

consumption. The researcher discusses Jacobson's idea of food porn where he associated the concept of food porn with being unhealthy. Tisha Dejmanee associated Food porn as a porn to indicate an aesthetic of excess. The researcher discusses the term food porn as a concept and as a phenomenon to examine the different connotations of this term. After that, the researcher also tries to look at food porn from the lens of Lacanian gaze. Before coming into the details of Lacanian gaze, the concept of gaze as defined by other scholars like Micheal Foucault, Jean Paul Satre, Laura Mulvey were also discussed. It is quite true that the gaze of the viewers is something that influences them to be the food porn consumers, yet the focus is more in terms of how food porn captures the power of trapping the viewers to be seduced. For this study Lacanian gaze is considered as the prime theory to understand the workings of gaze in food porn. Lacan very clearly explains how gaze and eyes are not the same. Lacan also explains gaze in context of 'object petit a' which is a great help in understanding the gaze of the viewers who are associated in the food porn industry. One of the basic objectives of this study is to see how food porn uses the human body and sexuality as a whole and women's body and sexuality in particular as a seducing element, in this context a special understanding of alcoholic beverages is being considered for study. Furthermore, to examine how food in food porn is being used as another important seducing element. And finally, a turn from food porn as possessing the qualities like glamorized, luxurious, and the nature of available in excess is examined with scrutiny in the context of India as a developing country, where hunger, starvation, and poverty are common phenomena.

In the second chapter entitled "Reading Androcentrism in the Food Porn Vlogs: Food, Sex, and Body", the researcher tries to understand how human sexuality is being commoditized in food porn to showcase in the visual media platforms. This chapter also delivers another significant meaning to the concept of food porn that food porn does not only comprise the food but also the whole environment which is deliberately being included in the frame. The utilization of commercialized sexuality or the sexualization of sexuality is not a new or uncommon process, however, food porn uses it in its unique ways. For this chapter, the researcher studied the alcoholic beverages as the food and the environment that are showcased in the frame of food porn in the visual media texts. To understand and examine alcoholic beverages as the food of food porn, the subculture called 'lad Culture' is being used. Lad culture includes the characteristics like alcohol use, sexism, androcentric behaviours, and so on and so forth. Thus, understanding

alcoholic beverages as elements of food porn carries androcentrism in it, is the prime consideration of this chapter. The researcher tries to argue throughout this chapter that food porn commodifies and uses human sexuality, in general, and women's sexuality, in particular. The researcher demonstrates the idea through the text *Tipsy Bartender's* select videos.

In the select visual media texts, it is observed that the gaze is controlled by the creator of the video, an androcentric gaze is employed (though an androcentric gaze is pre-existing) with more vigour. The consumers of food porn without any conscious effort follow whatever is being asked to do as a part of the video. The viewers follow whatever the unconscious gaze is asking them to do as some fantasy is being associated with them. Audiences are, however, being deceived by the unconscious androcentric gaze which they are adorning for the whole duration of the video while watching without realizing it. In this chapter, the researcher tries to establish the point as Bourdian called food porn is the romanticization of food as a substitute for sex. It tries to examine how a pornographic environment is being created in the food porn vlogs and through the use of androcentric language. For instance, nailgasm, food, and human body are used interchangeably. The seduction of gaze that is used in these above-mentioned instances is explained from Lacan's (1979, 103) example of Zeuxis and Parrhasio's story.

The third chapter entitled "Social Construction of Food in the Visual Media Texts" is the continuation of the previous chapter which discusses how food is objectified, sexualized, and commoditised in the context of capitalism. The basic focus is to see how food items are socially constructed through the medium of food porn vlogs. In the second chapter, as already discussed, the idea that food is used as a sexual metaphor for understanding human and particularly women's sexuality, whereas in chapter three, food is examined and explored as a social construction of latent sensuality and sexual symbolism (as discussed in chapter 1 and 3). So, in chapter three, food is studied as the prime element in the frame of food porn. Another significant aspect of the unhealthy nature and its contradictory healthiness of food porn are also explored. Hence, another objective of this chapter is to examine how the concept of healthy and unhealthy food is attached to food porn. So, in order to understand and demonstrate this concept two advertisement videos as texts are studied. The researcher examined how food has been projected during the period of the COVID-19 pandemic's first wave which is a significant period because

healthy food was in demand. Thus the researcher makes an effort to observe how healthy food is the centre of discussion in different food vlogs during this period.

After investigating the points, the researcher comes to the finding that capitalism uses the idea of food porn. Food is being socially constructed and symbolically used as having human sexuality which can seduce viewers. Food is presented in such a way that can arouse the sexual tension in the viewers' gaze. The effective sexual arousal of an individual can be evoked if preferences are imposed strongly on them through visual media. There is no need to carry explicit sexual content. Individuals are capable of sexual arousal or any form of visceral reaction if this is their fetish. The researcher discusses the idea of Mallari and Kerner who opined that there is an interconnection between food and pornography as we can see an intersection between the self and the other. Capitalism slowly and steadily penetrates the human minds, to decode the non-sexual contents as sexual. The viewers' minds already considered the non-sexual contents as possessing the sexuality of their own.

To talk about unhealthy and unhealthy dynamics of food porn in the context of the COVID-19 pandemic, it is being observed that the idea of conscious capitalism plays an important role in this regard. In the light of conscious capitalism, capitalism plays a very deceiving role in promising a healthy alternative in the genre of food porn. Through the use of 'paranoia of scarcity', capitalism in the name of food porn, started to sell the same unhealthy food with the new packaging of healthy food. During this period of the COVID-19 pandemic, immunity boosting and eating healthy as well as hygienic food was at the topmost priority, so, capitalist used this to do conscious capitalism. Moreover, it is observed that to attract viewers in addition to the healthiness of food, as well as pornographic elements are also being added. The whole phenomenon of healthy food and food represented as a pornographic element can be understood from Lacan's understanding of gaze. The researcher discusses the Lacanian gaze citing the painting titled, *Ambassadors* of Hans Holbein, the Younger. The capitalists used what Clemens Apprich called a 'paranoid machine' which can be understood as the paranoia of scarcity and paranoia of healthy eating and healthy food as discussed with reference to the advertisement videos. During the lockdown period of the COVID-19 pandemic as people are fearful of coronavirus-related diseases, food scarcity, along with the demand for healthy and hygienic food increased to win over the virus. So, when viewers see healthy,

hygienic, and delicious and excessive foods in the videos are being calmed by the veil of fake availability and healthy food. Thus, through the videos, the producers of the videos can look back at the viewers like the distorted figure of the angled skull, which is eventually the viewers' gaze and agency being manipulated by the capitalists. The dynamics of healthy and unhealthy food during the COVID-19 pandemic is an interesting point to be discussed. The food that is showcased in the videos is mostly devoid of any nutrition and sometimes not even real food, so, there is no question of being healthy or unhealthy. It is merely a strategy of the capitalist to attract or seduce the viewers' gaze to be the loyal consumers. Moreover, it can be said that there is no healthy food porn as such. It is also true that in the near future, in order to seduce the elite consumers, the capitalist might include some element of organic and healthy food in the genre of food porn but the degree of organic and healthiness in food is still a doubtful area.

The discussion on food porn till this chapter is based on abstract notions like the commodification of sexuality, and healthiness, however, for the fourth chapter, food porn is studied in the context of hunger, the primary function of food-to relieve hunger. The fourth chapter is titled, "Understanding Food Porn in the Context of Poverty, Starvation, and Hunger". In this particular chapter a paradigm shift of Food Porn from the glamorized notion to the notion of hunger in the context of India where poverty predominates over the idea of food. Referring to a select visual media text, this chapter tries to establish a relationship between food, hunger, and gaze. A brief discussion regarding food porn and class in India is being carried out. The hungry and poverty-prone class of India is the target of discussion in this chapter. Lacan's explanation of Chuang-tsu's butterfly dream is being applied to understand the whole circumstances of food porn and hunger in the context of India, with reference to Alessio Mamo's photographs. In the context of Alessio Mamo's 'Dreaming Food' photographs, the subjects who are being asked to dream about the choice of food they want to have can be explained in this way. The food and the image of themselves having the food will be totally different from their usual awakened stage food like Chuang-tsu's butterfly dream. The food that the subjects are dreaming of will be something that they gaze at in their awakened state of mind. This chapter is studied from Lacan's point of view of gaze, that the eye stands in close relation to the representation, the subjectivity, and the consciousness, on the other hand, the gaze stands in close relation to the image, the

unconsciousness and the objet a. So, in the context of Mamo's subject and their dreams, the food they dreamt of can be understood like this: subjects are poverty-stricken or lack of food is the truth in their awakened stage, in other words, it can be said as these people are being perceived as the poverty-stricken people by others, however, in their dreams, they can be people who have enough food that too in different variety, is for nobody.

Moreover, the fake food on the tables showcased in the 'Dreaming Food' photographs, is another kind of food porn. Whether showcased as healthy or unhealthy, one point is common in both cases that are the glamorous, luxurious presentation of food in excess. However, the excessive, glamorous, luxuries are in fact myths, but a seducing element for the class and status-maintaining group of people who enjoy the status-laden food where nutrition and energy are always in question. In this context, we can understand food porn and poverty with the help of hidden hunger and food insecurity. In the case of food porn and its followers, they got class-laden food and respect as awards. So, questioning the hunger which is not fulfilled as deficient in essential vitamins and micronutrients. To talk about, the fake food does not contain any nutrition and in reality, too the food representing food porn rarely contains any valuable nutrition. Thus, the food that is being dreamt and the fake food can be understood in the form of food porn. In the case of the villagers, the hunger is hidden because nutrition is a far-reaching idea for them, and the nearest or closest element of food available is being used anyhow to fulfil their stomach is fetishized by them to have the healing power. The protruding stomach of the child in the photograph is a sign of malnourishment, again the other individuals in the photographs are too of thin stature, and bone structures are visible. Therefore, it can be said that these two different phenomena, hunger, poverty, starvation and food porn which are different by nature. But these two phenomena function for one significant goal, which is to alienate the agency of individuals and provide the necessary environment to maintain the status quo of the ruling dominant force like Capitalism. This is the main factor that allows food porn and hunger to survive together in the same society of a developing country like India. Food porn hijacks the brain with the seducing gaze and the villagers who represent the majority population of India are being hijacked by poverty and lack of capabilities. The remedy to the problem of hunger, and poverty given by Amartya Sen is by enhancing the Capabilities of all individuals of India as lack of capabilities does not allow them to afford choice, and hence freedom and justice are absent along with the food. Moreover, from Sen's argument of Deliberative democracy,



we can see a positive outlook for forming of agency for every individual, especially in helping the hungry to cultivate the agency (Sen, 1999).

The fifth chapter, i.e. the present one comprises an overall summing up of the work. It is interesting to conclude that in regard to food porn, the veil of glamour, and availability in excess is veiling hunger, and poverty so that a gap is being maintained between the classes. Capitalism uses this dreamy stage of unconsciousness to get involved in the world of gaze so that reality does not hurt them and the capitalist could create fantasy for the people and engage the public without letting them know and understand the reality. Capitalists can sell anything they want. Thus, it can be said that capitalism utilizes different seduction techniques according to time and place without allowing disclosing the veil as explained by Lacan. To talk about the prime observation of the chapters of this thesis, food porn as a concept is tremendously important to know and understand the nature of contemporary society. Moreover, how capitalism uses seduction techniques to lure the gaze of viewers also reflects the exploitative nature of food porn. Food porn, in contemporary times, does not only remain as the term for captioning in visual media and social media platforms with hashtags, but, it carries a whole lot of meanings in it. We can see the presence of androcentric language while discussing the select texts for this study. The veil of mesmerizing packing (the presentation) keeps the gazes of the viewers constant and dumb. This veil is also available with many new and innovative terms like 'healthy food porn', and lures the consumers with a fake environment in the name of exotic, organic, and nutritious food. Furthermore, with the help of its veil, it also makes fake promises to serve the starving population. In food porn, whether it serves the elite consumers or the starving population, the final result is just like smoke, in which the final faith is to mingle with air and disappear. It leaves its traces in the minds of the consumers, which makes them want more and more food porn.

The word "food porn", in general, refers to the food that is visually pleasing. It highlights the visual and tangible attraction of delicious, beautifully prepared food. The phrase refers to the belief that the pictures are so alluring that they create a strong longing or desire for the meal that is being showcased. People frequently share photos and videos of different food items or artfully arranged plates on social media which is popularly known as food photography, which in short is known as food porn. Social media sites are creating the term "food porn" which has gained popularity on a local and international

level. This trend has become more popular for a number of reasons such as social media Influence, Culinary Tourism, Popularity of Cooking Shows and Food Blogs, Cultural trade, Visual Appeal, and also for Marketing and Branding.

Food porn represents a larger cultural shift in how individuals share their culinary experiences and interact with food. The trend is definitely keeping on changing as new platforms appear and people's tastes in food gradually become multifaceted. As a cultural phenomenon, food porn can provide insightful information about cultural norms and values in a number of ways. Food porn can disclose cultural preferences and customs through the kinds of ingredients utilized and the cooking techniques displayed. The prominence of some traditional dishes in food porn illustrates how significant these dishes are in a given culture. Food vlog dealing with the mixing of unusual ingredients can show how cultures have blended and how globalization has impacted cooking techniques. The inclusion of multifaceted cuisines in food porn can explore a variety of culinary cultures. We can also see different sites of food porn which deal with the food from ceremonies or celebrations that can tell us about customs and values within a culture. The aesthetic appeal in food porn reflects how people get attracted towards food aesthetics and the significance of presentation. Deeper cultural meanings can be communicated through the use of motifs or symbols that have cultural significance in food presentation. The innovative ways of displaying cooking methods can be an indication of a society that beliefs on the importance of creativity and experimentation in the kitchen. Cultural value for culinary experiences can be conditional from the amount of food porn that is shared and discussed on social media platforms. People who exchange culinary experiences with one another may use food as a social currency, influencing cultural norms related to eating and appreciating food. It is important for the researchers to learn a great deal about the vibrant interactions between food, culture, and society which are possible by examining the trends and content in food porn. It can offer a significant perspective for examining cultural values, tastes, and changing food scenes. Because of the combination of social, technological, and cultural factors, sharing and consuming visually appealing food content has become a common occurrence, which has led to the pervasiveness of food porn. Food pornography is widely prevalent for the following main reasons: social media platforms like Instagram, Twitter and Facebook are the visually focused social media platform where visually appealing food content is highly shareable and therefore, ideal for platforms that emphasize images and short

videos. Food porn fits in with the visual culture that these platforms support. Secondly, the popularity of food porn has been influenced by the development of culinary aesthetics and the value ascribed to food presentation. Dishes that are artistically presented and visually arresting attract attention. Social media makes communication across cultural boundaries easier. It is simple for users from all over the world to share and discover a variety of culinary experiences. Thirdly, Food pornography has become ubiquitous and food trends have spread globally as a result of this interconnection. Fourthly, culinary innovation and experimentation characterize the contemporary food scene. Home cooks, foodies, and chefs are always pushing the envelope to produce unusual and shareable dishes. There is a lot of food porn content because of this ongoing innovation. Fifthly, people are now able to express their personal brands and lifestyles through their food choices and experiences. People can curate and present a specific image or identity through sharing food porn, which adds to its widespread use as a means of self-expression. People participate in online communities based on common interests, establish connections with others, and receive social validation through these posts, all of which contribute to the trend's widespread adoption. Finally, by producing aesthetically pleasing dishes that are meant to be shared, cafes, restaurants, and food brands actively harness the power of social media. By using this marketing tactic, businesses can expand their audience and improve their online visibility. Eating is a sensory experience, so posting pictures of mouth-watering food can make people feel happy and lustful. Food pornography's sensory appeal plays a part in its widespread sharing and consumption. People can easily capture and share food moments instantly thanks to the widespread use of smartphones with high-quality cameras. The spread of food pornography has been greatly aided by the portability of mobile technology. To sum up, the widespread prevalence of food porn is due to its compatibility with the visual format of social media, the technological facilitation of global connectivity, the cultural value ascribed to culinary aesthetics, and the function of food in expressing one's lifestyle and fostering community. Together, these elements support food porn's enduring appeal and pervasiveness in modern digital culture.

Food porn can stimulate curiosity about different cuisines and encourage culinary exploration. People might be more willing to try new dishes, cooking techniques, and dining establishments. By promoting an appreciation for various culinary traditions and a sense of global connectedness through shared food experiences, food porn aids in

cultural exchange. As chefs, home cooks, and food enthusiasts experiment with unusual and aesthetically pleasing dishes, the trend fosters culinary innovation and creativity. By creating an environment which is aesthetically pleasing dishes, restaurants and other food-related businesses can take advantage of this trend to advertise their products, improve their brand recognition, and draw in customers. People can display their lifestyles and culinary tastes through food porn, which can be a form of self-expression. It facilitates the development of virtual communities based on common culinary interests. Food-related content, especially food porn, fosters community development, online networks with common interests, and social media engagement.

Although food porn has some advantages, it also has some disadvantages. Seeing carefully chosen and aesthetically beautiful dishes on social media can cause people to have inflated expectations about their own culinary skills and the presentation of home-cooked meals. This may exacerbate feelings of inadequacy or the notion that every meal must be worth-presented as a site of social media posts. A lot of food porn emphasizes decadent, calorically dense, and visually appealing foods, which could help normalize unhealthy eating practices. This might result in consuming unhealthy foods in excess. People who put aesthetics before consumption may waste food in their quest of aesthetically pleasing dishes. If an ingredient does not match specific visual requirements, it might be thrown out, which could have negative environmental effects. The demand for unusual or fashionable ingredients could be fuelled by the trend, which could lead to overuse of some resources and unsustainable farming methods. When particular foods are separated from their cultural context and turned into commodities for social media trends, there is a chance that they will be misrepresented or inappropriated. The trivialization of cultural traditions may result from this. Food establishments, such as restaurants, sometimes place more emphasis on a dish's appearance than on its flavour or nutritional content. The culinary industry may feel pressured to produce aesthetically appealing but possibly less satisfying meals as a result of this emphasis on aesthetics. The desire for aesthetically attractive cuisine may inspire labour-intensive and detailed food preparations. This can lead to stress and irrational expectations, particularly for people with hectic schedules. People may develop a culture on social media where they contrast their own culinary or eating experiences with the carefully chosen photos that other people have posted. Culinary insecurity and feelings of inadequacy may result from this. The focus is on visual appeal of food in food porn may lead to a skewed perception

in which the taste, nutritional value, and cultural significance of a food item are overshadowed by aesthetics.

It is critical to understand that these detrimental effects are not innate to the idea of food porn; rather, they are the product of specific societal norms and practices linked to the extensiveness of the contents in the distribution in social media. These worries can be lessened by striking a balance between enjoying aesthetically pleasing foods and keeping a sensible and practical eating schedule. Furthermore, encouraging diversity in food representation and taking into account larger ethical and cultural factors can help to foster a more responsible and balanced relationship with food content. It is crucial to remember that depending on a person's cultural background, personal tastes, and level of engagement with food-related content on social media, the effect of food porn on their opinions about food and eating can vary greatly. While there are benefits to food porn, like encouraging creativity and culinary exploration, people should be aware that it can also have a negative impact on eating habits and create inflated expectations. Fostering a healthy and well-rounded attitude toward food requires striking a balance between an appreciation of visual aesthetics and considerations for nutritional value and cultural context.

Food porn vlog frequently showcases opulent and visually arresting dishes, which could lead to a perception that larger portion sizes are desirable or normal. This might affect portion control and increase the risk of overindulging. Watching food porn on social media sites can cause people to compare their own meals and cooking abilities to those portrayed in the pictures or videos. This may have an impact on attitudes toward one's own cooking or food preferences as well as self-esteem. A perfected and idealized image of food is frequently presented in food pornography. This may lead to inflated expectations about the appearance, flavour, and presentation of food, which could leave one disappointed when dining in real life. It is crucial to remember that everyone reacts to food porn differently, and that the effect can be influenced by a variety of elements including cultural influences, personal preferences, and general attitudes toward food. Furthermore, there is a dearth of research on the topic, necessitating additional investigations in order to reach firm conclusions regarding the impact of food porn on attitudes and eating habits.

Another important point that we can understand is to examine whether food porn can be used as a tool for social justice. It may seem like a strange idea at first because it is frequently connected to indulgence, luxury, and aesthetically pleasing, frequently high-calorie dishes. But it can be possible to agree that some contend that it can be used as a tool to address specific social justice issues, though. One way to highlight the rich culinary diversity of various cultures is through the use of food pornography. It can support a more inclusive representation of global food cultures by showcasing a variety of cuisines and traditional dishes, which can promote appreciation and understanding. Rather than focusing on ostentatious and decadent cuisine, food porn could serve as a platform to highlight issues related to hunger and food insecurity. It may spark discussions about the need for fair access to wholesome food by presenting pictures and narratives that illustrate the difficulties marginalized communities face. By showcasing underrepresented groups' culinary customs and innovations, food porn can help to strengthen marginalized communities. Dishes from many cultural backgrounds can be aesthetically appealingly shared to promote cultural pride and dispel stereotypes. The working conditions and labour practices of the food industries can be brought to light through the use of food porn. It is possible to incorporate talking about food into discussions about workers' rights, safe working conditions, and fair wages.

Even though the term food porn is frequently linked to excess and indulgence, it can also be used to highlight significant food-related social justice issues. The secret is to purposefully use this kind of content to encourage understanding, awareness, and constructive changes to the food system.

Although the idea of food porn has been studied a little, there is still much to learn and explore. Further studies should be conducted to examine the psychological effects of food pornography, including how it affects eating habits, cravings, and attitudes toward food in general. Gaining knowledge about how visual cues influence decisions about food may have ramifications for public health. Research is needed to determine how people's reactions to food porn are influenced by their culture. Distinct cultural viewpoints regarding food, beauty, and excess may influence people's responses to food-related pornography. It is crucial to look into how people's opinions of their bodies are influenced by food porn on social media. Research could look into how seeing idealized food images affects people's perceptions of healthy eating, unrealistic expectations, and

body dissatisfaction. Studies may look at the ways in which people's cooking habits and culinary abilities are impacted by their exposure to food porn. It is important to question whether it encourages people to experiment with different cuisines or whether it tries new recipes, or develop a greater interest in cooking.

Food porn plays a significant role in both reflecting and influencing food trends. An understanding of how visual cues influence food preferences and consumption patterns can be gained by examining the relationship between the rise of culinary trends and food porn.

It could be insightful to look into how gender is portrayed in food porn and how this affects how people view what it means to be a man or a woman in relation to food. Examining stereotypes, gendered expectations, and cultural norms may be part of this. Another area of interest is investigating food porn's potential for education. We have to use another lens to examine food porn such as whether it is possible to use it as a tool to encourage healthy eating habits, culinary skills, and nutritional awareness, the possible advantages and difficulties of including food porn in nutrition instruction, and the moral issues related to the creation and consumption of food porn may be conducted. This might involve concerns about cultural appropriation, how to respectfully represent different cuisines, and the accountability of content producers in shaping public perception.

Understanding the many facets of food porn and its effects on people and societies is becoming more and more crucial as the digital landscape changes and social media's influence grows. Subsequent investigations may enhance our comprehension of this phenomenon and its consequences for different facets of human existence. Research on food porn can go in many different directions, examining various facets of its impact on people as individuals, groups, and societies. Here are a few more avenues that researchers could think about going. First, we can examine how people's interest in culinary tourism is influenced by their exposure to food porn and how this interest is formed through the development of cultural and personal identities. This might entail researching how people make travel decisions based on food-related content and how they use food to connect with their cultural heritage. Researchers can examine the attitudes and behaviours of various societies and cultural groups towards food pornography through cross-cultural investigations. Analysing cultural differences in

tastes, interpretations, and responses can shed light on how cultural context shapes attitudes towards food. Investigating the application of virtual reality and other immersive technologies to the provision of food-porn experiences can also be an important area to be dealt with. This might entail researching how immersive visual and sensory stimuli affect people's perceptions of taste, cravings, and eating experiences in general. It is a significant area to examine the long-term effects of food porn exposure on people's eating preferences, eating routines, and general health. Longitudinal studies monitoring eating habits and health outcomes in people with different levels of exposure to food porn may be a part of this research. The ways in which food porn influences menu planning, food presentation and marketing tactics in the food industry could be a valid area for futuristic research in this context. We have to examine whether the need for aesthetically pleasing foods affects the creation of new food products and culinary trends. Another research could be dealt with how social media algorithms affect the consumption and content of food porn. Studies could examine how user engagement and the spread of particular food trends are affected by the algorithms on sites like Pinterest, Instagram, TikTok, and Facebook.

We can examine the cooperative and co-creative elements of food porn, such as online forums where people exchange cooking advice, recipe ideas, and food-related tales. The ways in which these cooperative areas foster skill-building, knowledge-sharing, and the emergence of food-related subcultures can also be another way to futuristic research in this regard. It is important to examine how food porn interacts with these two movements. Studies could look into how inclusive stories and representations of a range of body types in the food porn genre help to changing societal norms and attitudes toward body image and food. We must see the effects on sustainable food practices on people's beliefs and actions concerning ethical and sustainable eating choices. This might involve investigating how images that promote eco-friendly behaviours, plant-based diets, and ethical sourcing help raise awareness and motivate people to take action. Researching on how education and media literacy influence people's critical reactions to food porn. Provide interventions or educational initiatives with the goal of improving people's capacity to mindfully navigate and interpret food-related content.



Certain foods run the risk of being taken out of their cultural context and turned into commodities for the newest social media fads, or of being misrepresented or appropriated. A tendency to prioritize visually striking dishes over those with deeper culinary merits may result in a focus on aesthetics at the expense of taste or nutritional value. When businesses concentrate on making Instagram-worthy dishes for social media rather than upholding a solid culinary foundation, there is a risk that style will take precedence over substance. People may put aesthetics ahead of nutrition, which runs the risk of creating unhealthy relationships with food or unrealistic standards. Feelings of inadequacy or the pursuit of impossible ideals may result from social comparison and pressure to follow specific culinary trends. There is a chance that unhealthy or decadent foods will be exalted, which could have an impact on dietary decisions and normalize less healthful options. As people value food presentation over actual consumption, this trend could lead to food waste. Additionally, there is a chance that trendy or unusual ingredients will be overindulged, which would affect sustainability. In conclusion, there are issues with authenticity, health, and sustainability associated with food porn, even though it also has benefits like encouraging culinary exploration and cross-cultural interaction. Like with many trends, a well-rounded and mindful approach to culinary experiences requires striking a balance between appreciating the visual and sensory aspects of food and taking into account larger cultural and nutritional contexts.

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