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.
Room “Forum des savoirs”

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
### 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 HUGOLGENTIAL*

- 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*

  *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*
**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

**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, Clémantine HUGO-GENIAL, Manon DUGRE, Olsa 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 “Salle de séminaires”

**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

Room 102

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

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
MAY 24 MORNING

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
**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*

*Sun Young PARK, Rachel BAILEY*

When influencer marketing meets online discourses of healthcare professionals: the case of dietitian influencers on Instagram  
*Léa GRUYER*
Room "Forum des savoirs"

3.45pm - 5pm

Round table
Moderator: Aude CHAUVIAT

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

Conclusions

The END