**The 2nd Biennial Conference on Food & Communication**

**Discourses on the Future of Food**

**Ljubljana, 15-17 September 2021**

**(due to Covid-19 postponed from 23-25 September 2020)**

**Keynote speaker  
[CAROLYN STEEL](http://foodcommunication.net/speaker/carolyn-steel/)**

**Call for abstracts**

**Abstract submission deadline is March 1st, 2021!**

**Food is a key means through which we construct and represent ourselves discursively. Food features as a powerful cultural signifier, often evoking associations with issues of gender, class, race and identity. Food-related activities, such as grocery shopping, meal preparation and eating, along with the public and private spaces in which these activities occur, provide the basis for many of our complex daily communicative practices. Food also is located at the core of many of the most challenging social issues of our time, often manifested in oppressive relations of inequality, and in the placement of food at the center of calls for social justice.**

### “We are witness to major changes in how the relationships between food systems and consumers are constructed discursively.”

Not surprisingly, food has been an important focus of research across the humanities and social sciences, from history to sociology, cultural studies, political studies and beyond. This conference extends that focus by providing an international platform that foregrounds the role of communication in the production, distribution and consumption of food. The aim of the conference is to address discourses, texts and communication evolving in relation to both widespread dissatisfaction with existing food systems and to visions for a more sustainable and regenerative future of food.

Scholars are invited to explore the cultural and discursive construction of food. This may include analyses of political and policy texts on food sovereignty, food security, food safety and nutrition, food waste, sustainability and climate change; texts produced by the food industry, including advertising, packaging, labeling, menus, social media and other means of food marketing; consumer and media narratives on “the pleasures of the table”; and texts promoting gastronomic tourism, to name just a few.

Today, cumulative food-related crises and controversies have become central to ongoing attempts to address the health of the global population and the planet. As a result, we are witness to major changes in how the relationships between food systems and consumers are constructed discursively.

### “In response to these issues, scholars are welcome to explore narratives about the emergence of alternative solutions to current food practices, and new imaginaries about the future of food.”

#### 1 Food as cultural signifier / text / medium, including food as:

* Expression of cultural identity
* Cultural capital
* Object of commodity activism
* Expression of cultural appropriateness
* Expressions and critiques of cultural appropriation
* Basis of ritual and community bonding

**2 Representations of food, including:**

* Journalistic and documentary coverage of the food and agricultural industries
* Food as the focus of entertainment media (narrative cinema, reality TV, celebrity programs, etc.)
* Food in social media
* Commercial communication about food (advertising, PR, lobbying, industry narratives)
* Political discourses (e.g., food safety, sovereignty, security; sustainability; regenerative agriculture; access to food; food deserts; animal welfare; etc.)
* Scientific and technical communication

#### 3 Public knowledge (and lack of knowledge) about food, including:

* Food literacy (health, nutrition, safety and risk, etc.)
* Environmental impacts (e.g., waste, pollution, climate change)
* Cultural origins, history, appropriation

#### 4 The mediation of food activism:

* Communication for direct action (protest, demonstration, petition, boycott, etc.)
* Commodity activism (through promotion strategies and consumer choices)

#### 5 Imaginaries about the future of food, including:

* New sources (e.g., insects, algae, in vitro meat)
* Genetic engineering of plants and animals
* Hydroponics
* Aquaculture
* Transparency, traceability, blockchain, etc.
* Food during and after COVID-19
* Visions of alternative cultural, political and economic futures of food production, distribution and consumption

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**Abstracts of 300-500 words and queries can be submitted to:**[**foodandcommunication@fdv.uni-lj.si**](mailto:foodandcommunication@fdv.uni-lj.si) **Abstracts may also be submitted via the web page below where further information can be found.**[**www.foodcommunication.net**](http://www.foodcommunication.net/)

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**Notifications of acceptance will be sent out in early April 2021.**  
  
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**Associated costs Fee**  
Fee for conference attendance is **120 EUR**. Food is included.  
An optional conference dinner costs **35 EUR**(three courses of local dishes and local wine). Dinner will take place on Thursday evening, September 16th, 2021 at [Gostiln na gradu](https://www.jezersek.si/si/lokacije/ljubljanski-grad).    
  
Travel and accommodation costs will need to be covered by participants themselves.

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The conference will take place in-person if traveling is possible, with some remote/online coverage. If traveling is not possible for some participants due to health concerns related to **COVID-19**, we will make it possible for those individuals to participate remotely (online).

We kindly ask participants that submitted their abstracts last year, when the conference was cancelled due to Covid-19 pandemic, to resubmit.

[**Dr. Andreja Vezovnik**](https://www.fdv.uni-lj.si/en/news-and-information/contacts/teachers/info/andreja-vezovnik)**, University of Ljubljana, Chair of Local Committee and contact person  
[Dr. Ana Tominc](https://www.qmu.ac.uk/schools-and-divisions/business-school/business-school-staff/dr-ana-tominc/" \t "_blank), Queen Margaret University Edinburgh, Chair of Program Committee**