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What can multimodality tell us about healthy and ethical food?

Over the past decade healthy and ethical foods have become widespread in our societies. Governments have promoted better eating out of concerns for rises in diet related illnesses. But this has also become colonized by food marketing, by the growth of ‘political consumerism’ and has being coupled with personal style. In this talk I look at some examples from a project on ‘communicating healthy and ethical food’ to explore how multimodality can help us to think about the way that ideas about these things, produced by marketers, become distorted and infused into the material objects around us and the spaces we visit and ultimately shape how we think about them. I also reflect, using experience from this food project, on how research using multimodality should engaged with and learn from concerns and developed ideas in other disciplines.