

Changing Christmas Foods in Japan: A content analysis of TV cooking program

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【 Abstract】

This study explored how Christmas foods have changed and relationship between the food dynamics and social change in Japan. We analyzed Christmas foods in the Television (TV) cooking program from 1959 to 2018. The tracing of TV cooking programs shows that not only Christmas foods but also New Year foods have been changing over 50 years. Furthermore, the change relates with women's gender-role attitude.

【 Introduction】

• After the Second World War, Japanese lifestyles have changed rapidly, altering the food practice drastically as well. Mass-media has been engine that drives Japanese home cooking innovation since WW2 (Iwamura 2005, Okahara 2007).

• The British and American middle class created modern Christmas in the emphasis on children. After WW2, Christmas in Japan is part of the machinery of Americanization. It confers both institutional and symbolic meanings on modern life (McGreevy 1990)

• The Law for the Equal Employment Opportunity of Men and Women, implemented 1985, mark a turning point in Japan's female policies.

【 Methods】

• Japan's only public broadcaster **NHK** has provided TV cooking program named "Kyou-no Ryori (Today's Cooking)" since 1958. The programs has been published as the textbook from 1959.

• Using the textbook, the contents of the programs on December were examined from 1959 to 2018. This search found 122 Christmas foods programs.

• The changes of number of the Christmas foods programs and the changes of Christmas foods recipes were compared by female political period.

【 Results and Discussion】

a. 1956-1959: Introduce Christmas foods as Western culture

• Christmas foods programs outnumber New year foods programs five to three in this period.

• The programs introduced roast chicken by male chefs who trained in France every year. In contrast a variety of Christmas sweets were introduced by female cooking experts. They explained not only recipe but also European traditional Christmas.

• NHK was strongly conscious of playing an important role the role of educating a housewife when they produced cooking programs.



b. 1960's: Being home for mother and child Christmas

• Decorating cake was introduced as a good family-friendly activity. Roast chicken was replacing deep fried-chicken which was more popular among children. Family-friendly was important factor in this period. The most instructors were female cooking experts.



• From the latter half of 1960s, the number of traditional new year foods program increased.

• In 1961, an income tax deduction called a special spousal deduction for full-time homemakers was introduced. More women with high educational background converted to full-time homemakers.

c. 1970's: The number of Christmas foods program had decreased

• Traditional New year foods maintained its popularity in 1970s.

• They had few Christmas foods programs in this period. In depends on the year, Christmas cakes were introduced or not.. Christmas sweets have become about Christmas cake.

d. 1980's: Eating out for Christmas, Being home for New Year

• Roast chicken and Roast beef were introduced as New years party foods. Christmas foods were transferred to New years party foods.



• Christmas cake, rich in originality were introduced in this period. Their presentation become more important than before.

• In 1985, the Law for Equal Employment Opportunity of Men and Women was put into force. Women are having more working opportunities than before.

• In 1980s, Japan enjoyed favorable business conditions called the bubble economy.

e. 1990's: Standard Christmas food at home

• White cake decorated with red strawberries for children were introduced every year. Roast beef, roast chicken and deep fried-chicken became the standard of Christmas dish, they were introduced as family-friendly Christmas foods in this period.



• Western style New year foods had disappeared in this period. On the other hand, Christmas party for adult was introduced by popular cooking experts, as a presentation of lifestyle. .



• The number of Christmas foods program increased in this period. The number of Christmas food program was more than New year foods program.

f. 2000's: Internationalization of Christmas foods

• Christmas foods in the programs came from various countries. Specially, Italian cuisine strongly influenced that in this period. Not only the recipes but also the table setting was important.

• On the other hand, Christmas cake become more classic and only French style cakes such as bûche de Noël were introduced in this period.



g. 2010's: From celebration foods to "hospitality dishes"

• Both the number of Christmas foods and New year foods program decreased in this period. Instead of them, popular cooking experts, lifestyle guru introduced their unique foods for home party. Personality became more important than annual events.



• In the beginning of 2000's, Christmas cake was introduced by professional chefs, but in the latter of 2000's, we could not find cake in the programs as Christmas cake.

【 Conclusions】

• After WW2 Christmas celebrations had brought Japanese people to experience a Western milieu. As a festival food, Christmas foods express modern identity. Therefore, the classic Christmas foods such as roast chicken was introduced from 1950s.

• The rate of women who continue their career had been declining from 1961 to 1985. During this period, the program promoted making a Christmas cake with children. It is most easily seen in the emphasis on children from this period.

• Christmas foods express fashionable lifestyle as a vehicle for self-expression since the late 1980s. Christmas foods have been not only for children but also adult.

• Christmas foods was established as celebration dishes for the annual event. Christmas foods had been as primary contents as New year foods in the cooking program after WW2. However the both celebration foods have been decreasing in 2010s.

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An Investigation of the Commercial Discourse of Lozenges

Introduction

- Sore throat or pharyngitis, refers to the "inflammation of the oropharynx" (Renner, Mueller, & Shephard, 2012, p. 1041) and is usually caused by "viral or bacterial infections" (Chenot, Weber & Friede, 2014, p. 1). Apart from prescribed antibiotics, commercially available remedies such as lozenges can help ameliorate the inflammation and pain. A lozenge is a "small usually sweetened and flavored medicated material that is designed to be held in the mouth for slow dissolution" (Merriam-Webster, 2019). This oral remedy is commonly sold over the counter in pharmaceutical and online stores.
- Research surrounding lozenges has largely focused on their efficacy in alleviating sore throat. Studies have found evidence that medicated lozenges containing benzocaine (Chrubasik, Beime, & Magora, 2012), flurbiprofen (Schachtel et al., 2014) are efficacious in treating pharyngitis among patients. In addition, lozenges were also examined for their efficacy in comparison with other treatment modes such as mouthwash and throat spray (Aydm, Ergil, Polat, Saym, & Akelma, 2014) as well as children's reception of different flavored lozenges (Thompson, Reader, Field, & Shephard, 2013).
- However, no study to date has examined the commercial narratives on lozenges even though they are a common oral remedy. Therefore, the objective of this study is to investigate the discourse in the marketing material of online stores selling lozenges. Such a study is also important to our understanding of pharmaceutical and marketing discourse.



Methodology

- A Google search was first conducted by entering the keywords "lozenges" and "best lozenges". The author also consulted curated lists such as "The 10 Best Throat Lozenges of 2019" (MSN.com, 2019), "Best Throat Lozenges for Singers" (CGuide, 2018, October 10), and "10 Best Throat Lozenges of 2019" (Best Reviews Guide, 2019, September).
- Subsequently, the website of each brand, if available, was accessed. In order to be included in the data set, it should be clear from the blurb that the lozenge is meant to address throat conditions. The final corpus of texts includes blurbs from the following 14 brands of lozenges: Activox[®], Chloraseptic[®], Codral[®], Diffiam[®], Fisherman's Friend[®], Golden Lotus Herbs[™], Honey House[™] Manuka, Jakemans[®], My Doctor Suggests, Ricola, Robitussin[®], Screts[®], Strepsils[®], and Thayers[®]. Surprisingly, Strepsils[®] was not listed in the search results or curated lists. Nevertheless, this brand of lozenge was included in the final sample as it is a well-known brand.
- The blurbs on the products were analyzed using Critical Discourse Analysis (CDA). CDA subscribes to the view that through discourse, power is conveyed and instantiated (Machin & Mayr, 2012). A huge part of the analysis for this study focuses on lexis (vocabulary). For example, 'overlexicalization' occurs if many similar items are used to describe one phenomenon, which can give rise to a sentiment of excessive inducement (Machin & Mayr, 2012). The analysis therefore aims to unveil the workings of the language used in the text, and consequently, the worldview that the text promotes.

Results & Discussion

- Two major discourses of 'efficacy' and 'positive experience' are identified:

Consuming lozenges effectively addresses sore throat symptoms

- An over-lexicalisation of the words "soothe" and "relief" is evident in the marketing blurbs, underscoring the predominant function of lozenges. For instance, the constituents in Diffiam[®] Lozenges are stated "to relieve pain" (Diffiam[®], 2018, para 1) whereas Activox[®] Lozenges are "specially formulated to soothe your throat" (Arkopharma, 2019, para 1). At times, these lexical items are associated with other good qualities. For example, it is conveyed that "Chloraseptic[®]... provides safe, effective and fast relief" (Prestige Consumer Healthcare Inc, 2019, para 4).
- These descriptions align with the desirable attributes of lozenges, in that they should alleviate patients' experience of pain as well as having few side effects among other qualities (Oxford & Leuwer, 2011). This implies that the marketing blurbs provide a tenor of credibility; however, it also means that the consumer would have to delve much deeper when making a choice between the lozenges since the text makes a somewhat similar first impression.
- The blurbs also harness the power of scientific language to underscore the efficacy of their product. For example, Strefen Honey and Lemon from Strepsils[®] is highlighted as having the ability to counter inflammation and possessing flurbiprofen (Reckitt Benckiser, 2019, para 1). In particular, flurbiprofen-containing lozenges have been found by studies to be efficacious in easing sore throats (Benrimoj, Langford, Christian, Charlesworth, & Steans, 2001; Schachtel et al., 2014). Perhaps the efficacy of lozenges is best illustrated by those that highlights their multiple actions. This is evident in the Diffiam[®] lozenges which possess Benzydamine hydrochloride, Dichlorobenzyl alcohol, Lignocaine hydrochloride, and have anti-inflammatory, anti-bacterial, and numbing qualities, respectively (Diffiam[®], 2018, para 21).
- These effective qualities accord with the medical profession's encouragement to the individual to exercise self-reliance when it comes to sore throats in order to avoid over-prescription of antibiotics which can induce bacterial resistance, and are cost-ineffective (Benrimoj et al., 2001; Oxford & Leuwer, 2011). While this intention is good, in the case of a severe sore throat due to bacterial infection, the lozenge might not be sufficiently effective to combat the symptom. In such a case, catching the infection early with the doctor's professional diagnosis and subsequent treatment with antibiotics can save the patient from prolonged pain and overspending.

Consuming lozenges is a positive experience

- Consuming lozenges is also portrayed as a positive sensory experience. In terms of taste, the Honey Manuka Lemon is deemed "delicious" (Honeyhouse, 2018, para 1, respectively). Fisherman's Friend[®] lozenges which put focus on their wide range of flavours and mentioned the citrus lozenges were "one of our most popular flavours" (Fisherman's Friend[®], n. d., para 5). The foregoing suggests that taste is of paramount concern and it aligns with a UK study conducted by Thompson et al. (2013) which found that more young children desire the strawberry-flavored lozenge than the orange-flavored one although both were met with positive reaction.
- The emotional dimension as a result of consuming lozenges is also evident in some of the blurbs. Individuals are expected to feel rejuvenated after eating the Ricola Eucalyptus Swiss Herb lozenges as they offer "a burst of refreshment for your airways" (Ricola, 2019, header). Jakemans[®] Honey and Lemon lozenges draw on cultural associations, and liken the alleviating qualities of their lozenges to "chicken broth, a cozy sweater and binging on '80s sitcoms" (Lanes Brands, Inc., 2019, para 1).
- The importance of feeling good appears to comport with a study on lozenges which reports that patients feel more upbeat, less preoccupied, and less flustered after consuming medical lozenges (Wade, Morris, Shephard, Crawford, & Goulder, 2011). Therefore, the evocation of positive emotions and senses is likely to improve the uptake of lozenges among consumers.

Conclusion

- Overall, the main discourses of efficacy and positive experience accord well with the findings of scientific studies. However, future scientific studies could focus on the aspect of lozenges' taste and their effect on consumers' feelings. Discourse-oriented studies could also research on the discourse of other treatment modes such as mouthwash.
- The variety of lozenges available may also present tough choices for the consumer. More public education can be given in regards to the distinction between bacterial and viral infections, as well as medicated and non-medicated lozenges. This would enable consumers to do a more accurate self-assessment of the severity of their throat conditions before deciding to consult a medical professional or consume lozenges.

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The Art and Science of Testing Recipes: American Newspaper Food Editors of the 1950s and 1960s

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Abstract: Newspaper food sections were once significant places for helping people learn to cook. Including recipes in the sections meant involving an editorial decision-making process that generally involved a testing process of some sort, and then writing about the food and recipe in a way accessible by the average reader. Some of the recipes that were tested came from readers. As early as the 1920s, newspapers and women's magazines were creating test kitchens that employed university-trained home economists – often with dual degrees in journalism.

Women's pages and test kitchens:

The *New York Herald Tribune* had a Home Institute by the 1930s, located on the ninth floor of the *Herald Tribune's* building, which included a test kitchen. The kitchen, equipped with the latest appliances donated by the manufacturers, was used to test recipes and create food to be photographed. It was overseen by Eloise Davison who had earned a master's degree in home economics from Iowa State University.

The *Los Angeles Times* has long had a test kitchen and once was a public place where touring groups would come by to watch the women cook. There were some downsides to having a test kitchen in the building. In the 1970s, Barbara Hansen was preparing an Indonesian dish using a shrimp paste that smelled so bad the facilities crew came up because they thought there was a gas leak.

The *Cleveland Plain Dealer* also had a test kitchen and a team of home economists to test recipes. In 1968, the food section published a cookbook devoted to meat and included recipes as well as educational information including where each cut of beef came from. Cissy Gregg oversaw the test kitchen at the *Louisville Courier-Journal* with two assistants and a photography department. In 1951, the set up included a new experimental kitchen, a dining area, a food bar, an electronic kitchen bay, a gas kitchen bay, and a storage pantry.

As the food editor of the *Chicago Tribune* for four decades, Ruth Ellen Church oversaw the largest food department of any newspaper, with five home economists and a kitchen assistant. The *Tribune* test kitchen opened in April 1949 with the newest kitchen equipment of the time and included a special space for food photography. A news editor commented in a 2007 *Tribune* article that the test kitchen's role in accuracy “reminds me that a newspaper's credibility may be measured more by the common place than its major stories and investigations.”



Recipe Testing Questions:

Carol Haddix headed newspaper food sections in Detroit and in Chicago where both newspapers had a test kitchen. She described the testing process in her 2011 speech to the Culinary Historians of Chicago, listing the factors that needed to be considered with each recipe:

- Does it list all ingredients needed, in the order that you need them?
- Are the measurements standard and precise?
- Do the directions seem logical and clear?
- Are the steps numbered in the correct order?
- Is the cooking time and temperature accurate?
- Is the yield of the recipe (in cups, quarts, or number of servings, for example) right on?
- And most important, once the recipe has been followed exactly, does the final dish taste good? And would we make this recipe at home?

Food Editors Testing at Home:

Some food editors tested recipes in their own home kitchens, such as Barbara Ostman, Grace Hartley, and Jo Ann Vachule. In Palm Beach, Rosa Tussa had two kitchens in her home to test recipes. For newspapers that do not have test kitchens, there was still some recipe testing done. Later, at the *Milwaukee Journal Sentinel*, journalists tested recipes from home cooks and restaurant chefs, as well as cookbooks, if there was a suspicion that they might not work as written. Various *Journal Sentinel* staff members test a recipe in their own kitchen and are reimbursed for the ingredients.