

GLOSSARY

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Added value (brand equity)

When a company has positive brand equity, customers willingly pay a higher price for its products, even though they could get the same thing from a competitor for less. This added value may concern practical benefits, but most often it comes from emotional, aesthetic or idealistic associations, which the brand management succeeds to create through the proper use of the brand mythology. The brand added value is transferable on other product or service categories, but it may result in negative brand equity if hazardous managerial decisions are taken.

Aesthetic experience

A particular kind of experience that calls on us to use our judgement of beauty with regards to a work of art, or an object, an individual, a landscape, involving each of our senses and our perception more generally.

Alcohol addiction

A disease also known as "alcoholism" involving both mental and physical dependence on alcohol.

Alcoholic distillation

A process in which alcohol is initially heated and evaporated from a given alcoholic liquid, and is then cooled down and condensed, thus increasing its concentration.

Alcoholic fermentation

A natural biochemical process in which certain yeasts transform sugars into alcohol (ethanol), energy and carbon dioxide.

Animal industry

The totality of food industries that involve the use and exploitation of animals: meat industry, dairy industry, egg industry, etc.

Aspectuality

The notion of *aspectuality* comes from linguistics and indicates the point of view on a process while in progress. The sight on a space or an actor in a story, or the recognition of the temporal phase of an action (initial, central, final) are both examples of *aspectuality* procedures.

Authenticity

In marketing perspective it signifies uniqueness of the product or the one coming from the source (the original manufacturer or the first one in the industry, the most experienced one, etc.); it is not a simple opposition of counterfeit (illegal) rather of a product that is imitation of shape, design, features, attributes, etc., and it is nothing new, although the manufacturer uses advertising to claim so.

Avatar

This is a projection of the self (of one's own image, of one's own identity) within virtual communities and online places for meeting, discussion and playing.

Basic values

Basic values are the values that makes an object attractive for someone who aims to achieve it, since she/he mirrors her/himself in those same values, and base her/his own identity according to them. *Basic values* can be defined *existential* or *final values* as well, and they do not depend on the object instrumental use. *Basic values* push the individual to undertake every form of action, communicative, material or cognitive. See also *use values*.

Benefit-cost ratio

It indicates the overall value we receive according to our needs for the money we spend for particular product which we evaluate as the best offer to cover these needs. As far as we sacrifice part of our budget (or just money we have in the pocket at the moment) on one option amongst all the offerings available in the market, we look for the right choice in a given situation. At least in theory, McDonalds menus provide the biggest quantity of calories for their price in comparison with any other food providers, but it does not mean that clients always go there since some of them demand of a good service as in fancy restaurants, special ethnic or exotic food, larger variety, etc., and they are ready to pay extra for it.

Bildungsroman

This is a literary genre that sees the protagonist's development towards maturity and adult age, while detailing their historic origins.

Blogosphere

This neologism refers to the collection of online blogs and the online conversations and interactions it facilitates.

Boycotting

The act of intentionally restraining from buying, using or generally dealing with people, organizations or products. Boycotting is most of the times done as a form of social protest:

by boycotting a certain food or brand, we express our disapproval towards what the product or the brand stands for.

Brand

Brand is what we know about a company, represented by a name, logo, slogan, etc., in terms of 1) what products and services that company offers, 2) the essence of the mission, vision and style of the company; 3) of emotional, aesthetic and often idealistic consumer concerns that the company stands for. In other words, the brand is the emotional relationship between the consumer and the product/service, built through strong, favorable and unique brand associations.

Although the *brand* can be confused with the *logo*, the word *brand* has a larger meaning and generally indicates the set of artifacts aimed at communicating the brand identity. In this sense, one can talk of *brand identity* as well. E.g., Nike stores design shows the same structure and brand philosophy which underlie the same company products and adverts.

Brand agent

Brand agent is the tangible promoter of the *added value* that given brand provides to its followers and customers. It may be a charismatic visionary and founder of a company as Coco Chanel or Steve Jobs, or a great athlete, associated with a brand as Michael Jordan, but it can be the product itself like the mythical bottle of *Coca Cola* or the *Harley Davidson* motorcycle, and even a place like *Disneyland*.

Brand culture

Brand culture results from the successful implementation of the company's brand strategy. It consists in shared values, consumer habits and rituals, use of symbols, etc., which influence the everyday life of company's employees and customers. Brand culture is beyond the control of the company and present-day lifestyles are shaped by the impact of the great brands. Thus we have fast food culture, fashion culture, internet culture, travel and mobility culture, etc. all resulting from the impact of influential brands.

Brand loyalty

Brand loyalty is when the brand benefits from the consumer's positive feelings and dedication to buy the same branded products, services or experiences regularly in the present moment and in the future, regardless of changes in the environment or competitors' activities. It can be demonstrated by additional consumer behaviors, such as word of mouth support and advocacy.

Brand manager

A Brand manager is responsible for creating and developing a brand strategy for a company's target market. Measuring the outcomes of the brand performance over time is also a duty of the brand manager. As the "brand guardian" he maintains brand integrity across all company marketing initiatives and commu-

nications, often managing the brand equity over a whole product or service portfolio.

Brand storytelling

The art of connecting the hearts and minds of customers to shared values and ideals that define the “sacred truth” of why the brand exists and who benefits from its existence. Compelling brand stories serve to remind us of something sacred and valued about ourselves rather than promoting some new product feature or additive.

Calorie

Coming from Latin *calor* (“heat”), the term is used to refer to a unit of heat energy, expressing the energy-producing value in food when oxidized in the body.

Category

A product category is all the products offering the same general functionality. The category analysis is an evaluation of a product category to define its strengths, weaknesses, etc.

Chromatic

Visual dimension that relates to the colours and the way they convey certain meanings – for instance in a work of art or in a plate – even linked to other visual and non-visual dimensions.

Commensality

The practice of eating and drinking together at the same table.

Communicative pact

A *communicative pact* consists in a set of implicit rules that affects the relation between an *Enunciator* (an image of the speaker inside the text) and an *Enunciatee* (an image of the message receiver inside the text). E.g., the exclamation “Stand up!” assumes a hierarchical *communicative pact* where who talks is higher than who listen. By contrary, the sentence “How do you do?” assumes an equal pact amongst the speaker and the receiver of the sentence. *Communicative pacts* can be equal, hierarchical, cognitive, emotional, etc.

Competence

With this term I refer to a particular moment in the tale, when the hero equips themselves with a subject of use, a tool (for example, a magical object) that allows them to acquire the necessary *savoir faire* and *power* with which to carry out their mission.

Contrasts

There is a *contrast* anytime one can perceive different characteristics or dimensions between some elements. In a painting, e.g., a strong contrast can be given by different colours such as light and dark ones. Similarly, in gastronomy, different flavours can create *contrasts* (sweet and savoury) as well as different textures (soft and crunchy).

Counterfeits

Counterfeit consumer goods are goods, often of inferior quality, made or sold under another's brand name without the brand owner's authorization. Sellers of such goods may infringe on either the trademark, patent or copyright of the brand owner by passing off its goods as made by the brand owner.

Craft beer

Beer with a specific style, brewed in small breweries and small quantities, with a very high quality of the raw materials. Similar to hi quality wines craft beers are considered works of arts.

Critical consumerism (or critical consumption)

The act of buying or not buying a product, on the basis of our ethical values. A critical consumer will not only buy a food product because it is tasty, or healthy or affordable, but also because it bears characteristics that are in line with their cultural beliefs.

Critical, valorization

Critical valorisation represents the logic negation of utopian valorisation. It occurs anytime a text – such as an advert – aims to deny the *existential value* of a product. As a result, the *critical valorisation* attempts at making "objective" the values it brings, e.g. by giving measurable reasons. That is, for example, a car presented as a good choice in terms of fuel consumption. In the food sector, the subjective component of taste makes the *critical valorisation* of products difficult to enact.

Cruelty-free

Any product that does not involve abusive practices on non-human animals, such as killing or testing.

Cult brand

There is a fundamental distinction between Cult Brands and all other product brands. Cult Brands are perceived through the brand mythology system. Ordinary product brands do not. Brand mythology uses storytelling to involve the brand with ethical values based on ecological concerns, social justice, family values, creativity and self-actualization, etc.: a set of ideals that, thanks to the brand, make their consumption valuable beyond the functional attributes of the product or service.

Cultural heritage

The inheritance of both physical artefacts (*tangible heritage*) and immaterial attributes (*intangible heritage*) of a group or society that is inherited from past generations.

Deconstructing

Deconstruction is the contrary of construction. In this book we do not use the word *deconstructing* in a physical but abstract sense. Indeed, the communication analysis does not want

to frame a unique and universal meaning of messages once for all, but rather reconstructing the deep structures by which an expressive configuration can provide a number of meanings (and why not other ones). *Deconstruction* aim is to identify those deep structures that generate meanings.

Design

Industrial design, often shortened to *design*, was born in the early 1900s as a new approach toward object creation. This approach contrasted with craftsmanship for a strong attention to rationality in all the design phases: from the object use project to its reproduction. The word has gradually begun to be used for multiple fields and artefacts (graphic design, web design, food design etc.) not necessarily linked to industrial production. At the same time, the philosophy of design moved from the initial positivism to a comprehensive attention about objects aesthetic. The word *design* aims at highlighting a work-method which bases the artefact building on a pre-existing project (no matter how the project and its concept are).

Developing countries

Countries with a less developed industrial base and more challenging human conditions. While the threshold of such indicators varies according to the criteria employed, and therefore the list of such countries may change depending on the source, it is generally accepted that the majority of developing countries are in Africa, Asia and South America.

Discount (store)

Discount is a reduction in the usual price (list price) of something. Discount store is a retail store that sells products at prices lower than those asked by traditional retail outlets. Discount stores that specialize in a specific assortment of goods within a retail category are called "category killers."

Economy size packaging

A larger size, containing greater amounts of a given product – laundry detergent, soap, toilet paper, shampoo, milk, etc.

Effect of meaning

Each text enacts its own communication strategies that are meant to guide the reader toward a precise interpretation path. Thus, in a TV series, a gloomy music in the background together with the view of a dark room can produce a *meaning effect* of suspense. A lot of fruits inside a wicker basket produces a *meaning effect* of freshness.

Eidetic

Word that refers to the basic shapes of the visual dimension (lines, surfaces etc.) and to the way they convey certain meanings. Basic shapes can be combined with or opposed to different shapes (curved lines against straight lines, for example).

Environmental (or ecological) footprint

The impact of human activities measured in terms of the area of biologically productive land and the amount of water required to produce the goods consumed and to assimilate the wastes generated.

Espresso

Both method of preparing coffee and the final drink that was made using this method. Espresso method of brewing coffee was invented in Italy. It requires the usage of a special machine that pressurizes small amount of nearly boiling water through freshly grinded coffee. The process takes less than a minute and pressure used approximates nine bars. The result is a shot of coffee with intense and deep aroma also called "Espresso".

Esthetic

Dimension related to the sensory perception. E.g. the scents described by sommeliers in a wine tasting session, or any taste perception related to food.

Ethnic food

An ethnic group's or a country's cuisine that is culturally and socially recognised (and so cooked, eaten, discussed, ...) by consumers outside that group or country.

Fair trade

Label that is applied to brands or products that support fairer economic conditions for workers and traders in developing countries: better salaries, higher import-export fees, etc. Examples of "fair trade" foods include sugar, chocolate, coffee, tropical fruit, and others that are typical of certain areas of the world like Africa, Asia and Latin America.

Farce

A theatre and film genre of an exaggerated comedic character that is often crude and with a popular feel.

Feed conversion rate (or ratio)

A rate measuring the efficiency with which livestock convert animal feed into body mass or weight gain.

Figural and figurative

Two ways of depiction that (in visual languages) are determined by the different amount of traits used to depict a world object. A *figurative* image has a standard number of strokes that easily allows to recognise a world object, whilst a *figural* image has the least strokes possible in order to allow multiple interpretations.

Figurative semiotics

Figurative semiotics is a semiotic analysis field which describes how we relate meanings to certain stimuli (visual, ver-

bal, gustatory etc.) starting from combining several traits or strokes in formants. If we recognize a dog in a drawing it is because our brain brings together certain strokes (those that define the ears, the muzzle, the eyes) that differentiate it from a wolf or a cat (different ears, muzzle etc.)

Figures

A figure is an expressive configuration – of any kind (verbal, visual, etc.) – that brings a meaning which is understandable and recognisable thanks to the “world knowledge” that society shares. The theme of freedom, for example, can be expressed through several figures (the flight of a bird, a broken chain, etc.), and each of them conveys further meanings (the flight of a bird evokes “environment” but also “religion”, while a broken chain could refer to “slavery”).

Flavourful

By *flavourful* we refer to that *language of taste* that interprets food purely through its qualities as perceived by the senses, which are recognised thanks to their articulation through contrast. A dish can therefore be understood by the fact it is made up of a contrast: for example, a contrast between crunchiness (on the outside) and softness (inside), as in the case of a supplì.

Follower

A social network user who is registered in the page of another user in order to see messages from them and follow their updates.

Food journalism

A flourishing area of journalism devoted to food trends, habits and novelties.

Food miles

This refers to the distance a product has travelled from the moment it is produced to the moment it reaches the consumer. Short supply chains aim to reduce this distance by, for example, proposing local food consumption and a reduction of commercial intermediaries.

Food processing

The process of transformation of food from one (usually simpler or raw) form into another, usually more complex. Examples of processed food include canned products, dried meat, flours, etc.

Food safety

The set of criteria ensuring the proper handling, preparation and preservation of food in order to prevent food-borne illnesses.

Food security

A condition existing when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences for an active and healthy life. The contrary condition is defined as food insecurity.

Food trend

A new direction in which food habits are developing or changing.

Foodie

A person with a refined interest in food, who eats not out of hunger but because of her/his interest in food.

Foodways

The practices related to the production, consumption and sharing of food shared by all the members of a particular society or culture.

Form

In everyday language, *form* refers to the aesthetic configuration of an object (its shape). However, in the communicative, and in particular linguistic, context, the same term refers to the action produced on a specific matter. This action is both material and abstract. For instance, we can think of the form of gastronomy as the way in which a culture articulates their own universe of ingredients (how they are transformed and cooked) and, at the same time, as the ensemble of values and meanings that the same culture gives to food.

Formant

In visual semiotics, a formant is a small set of visual strokes/traits which links to a basic meaning. E.g., a square with a triangle on the top, in a drawing, it might constitute a formant (i.e. a small set of shapes) that means "house".

Fourth wall

The fourth wall is an imaginary 'wall' situated in front of a theatre's stage, through which the public observes the action taking place in the world of the dramatic piece being performed. The term is also used in film to indicate more generically the boundary between the fictional world and the audience.

Function

In communication sciences, the concept of *function* has to be split in a practical component, for example regarding how an information is transmitted, and in a symbolic or mythical component, which concerns the cultural and identity aspects related to the message meaning.

Fusion cuisine

A cuisine effectively combining elements of different culinary traditions. The prototypical example of fusion cuisine is the

Tex-Mex cuisine, which mixes South-western United States foodways with Mexican culinary culture.

Gamification

It signifies the use of game or gamelike principles and elements in various situations in marketing aiming to attract attention, to simulate participation and (mostly) to build and improve consumers' engagement. Some usual examples are rankings based on particular consumer's activities that generate points in a loyalty card, badges or avatars as visual signs for some achievements, quiz participation providing gifts from a brand or manufacturer, and so on.

Globalization

The process of international integration and connection between countries, which occurs globally, affecting many aspects of culture and society, including food.

Glocal

Term that derives from the union of the global and local words and indicates a reality that fuses identity, traditions, local characteristics within a global socio-cultural and political-economic system (see also glocalization).

Glocalization

The process of simultaneous occurrence of universalising and particularising tendencies in contemporary sociocultural systems.

Glorious proof

In narratology this term refers to the main task undertaken by the hero, aimed at redressing the balance within a story. Once this task has been carried out, the story can come to an end.

Greenhouse gas

A type of gas that traps energy from the sun causing the so-called "greenhouse effect", that is the warming of the Earth's surface and air above it. Typical examples of greenhouse gases are water vapor, carbon dioxide, and methane. To a reasonable extent, these gases are useful to keep the planet's temperature high enough to make life possible. To the excessive extent of nowadays, the emission of greenhouse gases is the primary reason for global warming.

Halo effect

it refers to positive impression (general image) of a person, material object or entity, that can lead to exaggeration of its features, benefits, capabilities, actions, etc., as well as to better opinion, attitude and feelings in other areas. For example, intensive advertising usually generates positive impression of manufacture's leading position in the market or

at least of its superiority in terms of quality, tradition, know-how, etc.

Hard discounter

It refers to store or store chain that offers food, beverages, detergents and some other everyday commodities mainly on a self-service or low-service basis, usually under its own label/s or the cheapest manufacturer/suppliers' brands. Very often its assortment (the mix of the products offered) is wider as variety of product categories, rather than deeper of modifications and types than the expected in the other retail formats. In terms of management it relies on small profit per product, but bigger and faster turnover, as well as on direct contacts with the suppliers that allows it to negotiate lower end prices than average in the market.

Herbivore

An animal that, by biological constitution and at its current state of evolution, can feed exclusively on plants. Examples of herbivorous animals include mammals like cows and gorillas, birds like geese and parrots, reptiles like tortoises and iguanas, etc.

Hipster culture

A part of the contemporary pop-culture that affects packaging by use of natural, soft colors and materials, cleaner shapes and art elements, typical for the distant past, in order to make it more stylish and original.

Human body

Generally defined as the physical structure of men, it is nonetheless undiscernible from the cultural and social dimension, which regulate and confer variable meanings on it.

Hybridization

In globalization theory, the process of cultural and ethnic mixing to produce new forms (in the case of food, plates or cuisines).

Hypertext

A hypertext is a collection of documents related to one another through keywords. It can be understood as a net, with the documents being the knots. The main characteristic of a hypertext is that it can be read in a non-linear fashion, any online document could be 'next' depending on the keyword chosen by the reader as a way of connecting them. It is possible to read all the documents linked to a particular keyword within a hypertext. The choice of a different keyword leads to a different document being opened: within the hypertext infinite reading paths are possible.

Identity

Virtual construct, individual and collective, with specific characteristics, which is used and referred to for deciphering

a multiplicity of phenomena and to stand out from other realities.

Impulse purchase

(Or impulse buying) An unplanned decision to buy something. It disrupt budget plans people have to save money. In supermarkets, for example, they place their goods prominently at the checkout aisles. Shoppers see them and make instant shopping decisions.

Inchoative

Time aspectuality that focuses on the initial moment of an action (whether it takes place in the past, in the present or in the future: e.g. "Maria is going to eat an apple", but also "Maria was going to eat an apple"). Similarly, breakfast is the meal that marks the beginning – that is the *inchoative phase* – of a day.

Intensive farming (or intensive agriculture)

A form of agriculture that aims at maximizing the productivity and minimizing the space. That is usually possible through a strong employment of chemicals, mechanization and automation of work, and therefore a higher emission of polluting substances. In the case of animals, intensive farming implies also a drastic reduction of comfort and welfare.

Interactivity

It expresses the possibility to interact (communicate) with the packaging, or to do something with it, which is different from its main functions, via various kinds of tools – QR or barcodes, pictures, reshaping it manually and so on.

Interface

In a general sense, the interface is the object part that interact with another object or a human. This part is a point of contact and separation at the same time. The interface has a primary importance in design, as it allows to use and enjoy any object. In a communicative perspective, the interface is the space of *translation* between the technological and human two languages. In the case of a mobile phone, for example, the display-interface plays a crucial role of mediation and translation between the electronics of the internal circuits and the human touch and gestures on its external surface.

Intermedial

That expresses itself through various communicative channels and means, sometimes concurrently.

Iterative

Time aspectuality that focuses on the repetition of an action (e.g. "I do breakfast everyday").

Locavorism

A movement of people preferring to eat food grown or farmed as close as possible to the places of sales and preparation.

Logo

The word *logo* is an abbreviation of *logotypes* that indicates the graphic element that marks any products in order to distinguish them from different or non-marked ones. The *logo* usually has both a visual component and a verbal one, and it has a primary importance in the marketing world as the sign that everyone links to a *brand identity*. The bitten apple of the Apple logo, for instance, not only links to the well known Apple products, but also to a precise concept of technology innovation built around each customer daily life.

Lovemark

A brand that holds a particular emotional or symbolic value, and that is particularly beloved beyond any purely commercial relationship.

Ludic-aesthetic, valorization

Ludic-aesthetic valorisation represents the logic negation of practical valorisation. It occurs anytime a text – such as advert – aims to deny the *utilitarian values* of a product. That is, e.g., a car presented as beautiful or nice to drive. In the food sector, this effect is obtained by insisting on the pleasure that food gives.

Market leader

A company that has achieved a dominant position – either in scale or influence – within its field.

Market positioning

It signifies the hypothetical 'place' that a brand occupies in the consumers' minds based on the difference and distinction of given branded product compared with the competitors' offerings (who, when and how uses it, what valuable features and attributes the product possess, etc.). The management tries to build and maintain an integrate, suitable and stable image (unique vs. mass, luxurious and exceptional vs. affordable and down-to-Earth, connected with a particular client's profile vs. other clients' groups, etc.) via the all of the marketing mix. The intended outcome of the strong positioning is a psychological advantage of the brand over the competition generating consumers' preference, higher quality perception, and, eventually, higher level of loyalty.

Marketing mix

A specific combination of 4 elements: *product*, *place*, *promotion* and *price*, that companies use to implement their targets for marketing. Also called the 4 P's of marketing they are the four pillars of a successful marketing strategy. Together, they

get the product in front of the likeliest purchasers at the right price.

Material culture

This word comes from anthropology and highlights the way people made artefacts (weapons, dishes, sculptures etc.) not only reflects their usage, but overall the social sense they take on. Archaeology, especially prehistoric archaeology, can reconstruct the past societies functioning and culture only thanks to what objects implicitly "tell".

McDonaldization

Term introduced in 1983 by George Ritzer, who uses fast food chains as a metaphor for more general trends characterising contemporary American society. The term refers to the homogenization of American food and culture, highlighting how speed, convenience and standardization have replaced creativity and experimentation in cooking and the variety available in choice, both within and outside of the food realm.

Media ecology

Given the fact that the packaging is a medium of information, the term refers to the set of the elements combined together on the packaging in order to communicate a brand, quality and quantity of the product, additional features, etc., since by the pack design the manufacturer tries to provide as much information as possible without being overburden, visually unpleasant or inconvenient.

Megatrend

A widespread trend capable of refiguring public discourse in every area of society.

Merchandising

The activity of promoting the sale of goods at retail. According to American Marketing Association, merchandising encompasses "planning involved in marketing the right merchandise or service at the right place, at the right time, in the right quantities, and at the right price". Merchandising activities may include the determination of quantities, setting prices, creating display designs, establishing special offer and other point-of-sale methods.

Neophilia

Literally, "love for the new". In food studies, the term is used to refer to people's inclination to explore new foods and diets. It coexists with neophobia.

Neophobia

Literally, "fear for the new". In food studies, the term is used to refer to people's aversion towards new foods and their

fear of the potential risks associated with new food sources. It coexists with neophilia.

Network TV

TV channel or schedule targeted to undifferentiated audiences. See, by contrast, thematic channels.

NGO

Acronym for Non-Governmental Organization. An NGO is a non-profit organization that operates independently of official/governmental institutions, usually with the purpose to address social or political issues.

Nutritionism

A paradigm assuming that the nutritional value of a food is the sum of all its individual nutrients (proteins, carbohydrates, vitamins) and other components. This idea developed over the last century, becoming established in the post-war period thanks to the expansion of the mass food market, the improvement of living standards in the Western world, and the development of the food industry.

Object of value

This term refers to the object searched for by the hero. Once recovered, their mission is complete.

Obligate carnivore

An animal that, by biological constitution and at its current state of evolution, can feed exclusively on other animals. The adjective "obligate" is added in order to stress the need for nutrients that are only found in meat and cannot be replaced by other foods. Contrary to popular beliefs, there are relatively few species of animals that are "obligate" carnivores (while of course more flexible carnivores are higher in number). Examples include wild and domestic felines, birds like hawks and eagles, fish like trouts and salmons, etc.

Omnivore

An animal that, by biological constitution and at its current state of evolution, can feed on both plants and animals. The term can be slightly misleading, due to its etymology (from the Latin *omnivorus*: "able to eat everything"): since most omnivorous animals, despite their flexibility, find numerous plants and animals toxic and sometimes lethal, a preferable term could be polyphagous.

Omnivore's dilemma

The fact that humans, as omnivores, seek and explore new potential foods (neophilia), but remain wary of them until these are proven safe (in a material, but also symbolic sense) (neophobia).

Packaging

It is a physical cover of products that embraces science, art and technologies to enclose, advertise and protect them during their transportation/distribution, storage/warehousing, merchandise/sale, and consumption/use. The type of the material it is made of, overall design, information it bears, size, useful features and language used reflects the essence, quality and quantity of the product, its brand, the type of retail it is offered in, the situation of use and usage, the type of clients it targets and the particular governmental requirements.

Palm oil

An edible vegetable oil produced from the pulp (the so-called "mesocarp") of the fruit of the oil palm. Widely employed in numerous forms of food processing, it is mostly produced in developing countries. Palm oil is currently object of controversy, due to its production causing deforestation, loss of natural habitat, and threat to endangered animal species such as the Orangutan and the Sumatran tiger.

Plastic semiotics

Plastic semiotics analyses languages from a deeper and more abstract point of view, by taking into account the constituting dimension of their expressive configuration. In visual languages, these dimensions are: eidetic, chromatic and topological. In food matter, aspects such as primary tastes (sweet, salty, bitter etc.), texture or sensations such as astringent.

Polyphagous

An animal that, by biological constitution and at its current state of evolution, can feed on both plants and animals. Due to its etymology (from the Greek *polyphagia*: "to eat many things"), the term could be a more precise definition for animals like the human being, who can indeed adapt to feed on *many* (but not all) plants and animals.

Post

A text or message published on a blog, social platform or online discussion group.

Practical, valorization

There is a *practical valorization* anytime a text – such as an advert – aims to present a product as a means to achieve a purpose. That is, for example, a car which is promoted as a means of transport. In the food advertisement, e.g., a *practical valorization* consists in highlighting the nutritional value of foodstuff, rather than its identity values.

Primary function

The *primary function* stands for the material transformation function of the tool. E.g., moving people around is the *primary function* of a car. Quite often, however, functions that seems

to be *secondary functions* can become primary, i.e. a car which represents a status symbol.

Private label product

Product that is sold under a brand name (generally managed by a distributor) but manufactured by an outside company. Brands using a third-party to manufacture private label products have control of the brand packaging, prices and marketing, without owning the production facilities.

Processing

See Food processing.

Product placement

Promotion strategy that involves the display of products inside television studios, movie sets, TV series, etc. Many times, e.g., branded foodstuffs are placed on the pantries shelves of cuisine programs, in order to promote them.

Product portfolio

a combination of products of one company. For example, grocery store chains have varying store sizes, leading to a variation of the goods that they offer in each of them, depending on their location: in central city locations, the stores are smaller, while they are much larger in the outskirts, and have a much larger variation of products; some chains also have separate brands where they offer different products, or offer items at lower or higher prices. This way the buyers learn that a given chain is "more expensive" and has a better assortment of products, while another chain is "closer to the people" and its prices are meant for people with limited resources.

Production disciplinary

This is the part of the PDO, PGI and TSG regulations that describes, as if it were a kind of recipe, which steps must be followed in order to achieve a typical product suitable for certification.

Reality-effect

Some texts enacts specific procedures in order to reproduce the reality inside them and, doing so, make the users believing that what they are looking at, reading or listening is true (whether it is the case or not). For example, statistics and sources citations, in a journal article, are usually meant to generate a *reality-effect*, as well as the use of many details in a description or in a draw, etc. From this point of view, reality is an effect of meaning or, in other words, a consequence of accurate communication strategies.

Regimen of meaning

A particular system governing people's choices, not necessarily as a rule imposed by an external authority but rather as

a set of collectively shared criteria, and the meanings associated with such choices.

Regional cuisines

Kitchens of a specific territorial area that offer food and food practices that are geographically and culturally connoted.

Retail

The industry that distributes services and durable and non-durable goods to customers. The beginning of the supply chain includes commodities and other raw materials. Manufacturers create the product. The middle of the supply chain is wholesale sales. They distribute the goods and services to retailers. The retailers sell them to the consumer.

Rituals / Religious rituals

A social or religious ceremony with a fixed set of actions or/and words. Rituals are of a great importance in most of the religious systems presenting and symbolizing important parts of their content. Different beverages were used as a part of various religious and social rituals. For example the Communion in Christianity and drinking Champaign wine during wedding ceremonies in Europe.

Road movie

This is a genre of film in which the plot development predominantly takes place over the course of a journey, literally on the road.

Santoku

Japanese knife with a pretty thick and slightly curved blade, suitable for transforming greens and vegetables by slicing, dicing and chopping. Indeed, the word santoku means "three uses" or "three virtues".

Sashimi

Traditional Japanese plate with raw fish. The fish preparation for this dish requires very high skills on fish choice, cleaning, and individual bites cut, and the final dish has an extremely refined aesthetic. The knife is its main preparation tool.

Schedule

The *schedule* is a plan that summarizes the programs that a television channel will broadcast for a time.

(Shelf) stopper

An eye-catching signage placed in front of a product to bring it into the spotlight. Advertising in front of products is the final opportunity to seduce consumers, more commonly known as "last metre communication".

Semi-symbolism

Semi-symbolism is a basic meaningful configuration where a couple of expressive traits has a mutual relationship with a couple of contents. Such relationships between expression and content

couples cannot be considered as stable and universal. For instance, in a traffic light, the permission to move on and the oblige to stop are green and red. Yet the red colour, outside "traffic light" configuration, does not necessarily mean "stop".

Service

It refers to a set of processes, technologies and/or people's skills, knowledge experience, tools required and acts channeled to provide value/benefits in the form of non-physical goods to the consumer (banking, car repairing, baby-sitting, security, education, transport, TV-signal providing, etc.). Services are intangible, perishable and inconsistent in nature, but highly flexible and customizable that makes them even more valuable.

Service à la russe

This is a way of dining that ensures the courses are brought to the table in sequence. It is an alternative to service *à la française* in which all the food is brought to the table at once.

Service mix

As services' role in the mature economies has increased, the mix has gained another 3 important elements – *process*, *people* and *physical evidence*. Some experts also add *performance* – or the actual "realization" of the service, so that customers are truly happy. Food delivery and restaurant business in general are quite common and successful types of services, where the *processes* are all the organizational phases (ingredient delivery, shift planning, cutting, cooking, cleaning, technical service, etc.), *people* are restaurant managers, waiters, delivery personnel, while *physical evidence* can vary from staff uniforms, to menu design, to the standard interior design for a certain restaurant, all the way to the open kitchen solution, where patrons can observe the work in the kitchen area.

Singulative

Time aspectuality that focuses on the oneness of an action (e.g. "the glass fell to the floor").

Slimming diet

A diet aiming at weight loss.

Social influencers

Social media users who propose themselves as influencers of public opinion in their field of expertise.

Social status

The value that someone has in the society. The social status indicates the position that someone holds in the social hierarchy.

Sommelier/Cicerone

A sommelier is a wine steward who is in charge of serving and advising the customers in a restaurant. The sommelier is

well educated in wine and its pairing with food. Cicerone to beer is the same as sommelier to wine. Cicerone is also known as "beer sommelier".

Spin-off

A *spin-off* is a television program which originates from another successful one. This is the case, e.g., of "Celebrity Masterchef", born as an offshoot of "Masterchef." Also, in the TV series genre, this is the case of "Better call Saul", whose main character comes from the previous well-known serie "Breaking Bad".

Spontaneous purchase

Any purchase we make which we had no intention to do (it was not in our shopping list) before entering a given point of sale (supermarket, kiosk, restaurant, etc.). Usually some particular advertisements (poster, 'discount' sign), merchandising stimulus (two related products stand closer to each other on the shelf or the product is put on display separated from the main stock volume) or information provided by the staff serves as an incentive to buy something more than we planned. One of the most effective positions for generating spontaneous purchases are cash-desks where great variety of goods is available (sweets, batteries, chewing gums, etc.) during the period we spend waiting to pay.

Status symbol

Symbol of social status, a sign of certain position in the social hierarchy.

Supply chain

The supply chain is the network of activity, technology, single and collective actors that contributes to the production and commercialisation of a finished product.

Symbolic

Although there are several different definitions of symbol, the word symbol usually refers to a sign that one can recognize with ease, due to its efficacy and cultural value. The crucifix, for example, is the main symbol of Christianity. Then, more generally, we speak of a symbolic function of something referring to the meanings that go beyond its functional use. The symbolic function of food, for example, is that which goes beyond its strictly nutritional dimension.

Synaesthesia

From the Ancient Greek *σύν* (*syn*), "together", and *αἴσθησις* (*aisthēsis*), "sensation"; perceptual phenomenon in which the stimulation of one sensory or cognitive pathway automatically and involuntarily involve experiences in a second sensory or cognitive pathway.

Synaesthetic

See Synaesthesia.

Table manners

The rules used while eating (such as speaking or keeping silent, making or not making noise while eating, minutely masticating foods in the mouth or directly swallowing them, etc.), which may also include the adoption of specific tools (such as cutlery, chopsticks, etc.).

Target audience

The segment of the audience at which a particular communication is directed.

Target group

The group of people a company tries to attract as clients; it requires high level of knowledge about age, needs, interests, income, marital status, education and media preferences of that people and affects the management decisions of how to build, develop, adapt and improve the whole marketing mix.

Tasty

We define tasty that peculiar *language of taste* that employs the formal recognition of flavours, dishes, gastronomic experiences. Every time we eat something, we refer to an implicit *encyclopaedia*, a cultural filter that uses sight, taste, smell and touch. This encyclopaedia keeps track, incessantly registering the substances and dishes passible enough to be considered *edible* within a particular culture, ordering them according to various hierarchies and logic. It is precisely the existence of this cultural filter that allows us to recognise foods when we see them, *anticipating* their meaning.

Terminative

Time aspectuality that focuses on the final stage of a process (whether this process occurs in the past, in the present or in the future. E.g., "Maria is finishing eating an apple", or "Maria was finishing eating an apple"). Similarly, dinner is the meal that marks the end – that is the terminative phase – of a day.

Terroir

When referring to food and wine, a *terroir* is the area of origin to which a product is connected. It is a space that is not only physical, but cultural and social, the result of an interaction between human and non-human elements.

Testimonial

In the advertising field, the *testimonial* is an individual – real, imaginary or specifically created – that embodies company identity and philosophy. Famous people (such as actors, singers, sportsmen) are often *testimonials* who lend their name and

face to a company, as well as their personal “brand” identity, in order to promote a product or a company brand. In this way, the promoted *brand identity* melts with the *testimonial* identity, and they end up with sharing both pros and cons of each other.

Text

This word indicates, in semiotics, a unit which can be identified, cropped and described according to the consistent meaning it produces. The *text* is the primary study object of semiotics. Semiotic *text* analysis purpose is to enquire the internal structure of *texts* and to explain how do they produce meanings. *Text* is therefore a generic term and can be referred to a verbal (a novel, a poem), visual (a photograph, a painting), architectural (a building but also a whole city), gustatory (a dish but also a meal).

Textural

This word etymology refers to fabric and to its hand feel. More generally, we say texture to describe the ensemble of physical sensations that a material display – like a surface – gives.

Thematic channels

Television channels with a thematic schedule. They target an audience with well-identified interests and characteristics (contrary to network TVs). E.g., thematic channels that focuses on gastronomy (Food channel), or thematic channels that propose several declinations of the reality show format (Real Time) etc.

Timeline

The graphic organisation used by social networks in which the most recent posts appear placed first, with the oldest posts moved progressively down until they disappear completely and are archived.

Topological

Visual dimension that concerns the flat surface on which the picture is and its internal organization due, for example, to its spatial composition.

Tou

The *tou* is a Chinese origin knife with a large, heavy and slightly-curved blade, with a small handle. Despite the *tou* shape reminds a cleaver, this Chinese knife differs for its kitchen purpose. The *tou* is used to slice and chop, quickly and precisely, vegetables and other solid materials.

Traceability

A food product can be described as ‘traceable’ when the consumer can clearly see its origins, its history, its processing and the journey it has taken to reach the shop shelf.

Trademark

A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The trademark is used for legal protection, i.e. the trademark rights prevent others from making, promoting, or selling goods or services which have a name, symbol, or design that is similar up to be misleading to that of the original producer/provider.

Traditional, or traditional food

According to the official definition, traditional food products are those whose methods of processing, preserving and aging (the same throughout the area involved) have been consolidated over time for at least 25 years. However, contemporary reflections upon food and wine are leading us to see tradition as a process of continual evolution, looking to the future, rather than a mere conservation of **the past**.

Trend

It refers to a process of change that begins with trendsetters (individuals as designers or organizations as companies and particular groups of society) and moves into the mainstream or widespread consumption, interest, behavior and/or just knowledge; it is not limited to design and style, it also affects what we eat and drink, what we like to read, the movies we want to watch, and the other areas where we use the word taste to describe what we like. Eventually this change may even fall out of favor, that is why we say that there are fluctuations of the trends – they may fade away too fast (based on Vejlggaard, H., *The Anatomy of Trend*, 2008: 9).

Typical, or typical food

This term is used to describe a characteristic food with a strong connection to the geographic area from which it hails. Its unique nature can depend on many different elements: artisanal knowledge, the local selection and adjustment of flora and fauna, the climate, the chemical and physical characteristics of the land.

Typicality

Identification category of a product that summarizes the historical memory of the product itself, its tradition, a specific area of production, knowledge and preparation practices.

Umami (旨味 or うまみ)

Lit. "savory pleasant taste", one of the five basic tastes (together with sweetness, sourness, bitterness, and saltiness). We taste it through specific taste receptors that respond to glutamate, which is naturally present in a variety of foods (e.g. meat broths and fermented products), and can also artificially added in the form of monosodium glutamate.

Use values

Use values make objects desirable, useful or necessary for someone. The objects linked to *use values* are used by individuals in order to reach a higher purpose, that usually corresponds to another object seen as a basic value. Doing so, individuals build hierarchies with the values (and the objects) they pursue.

Utopian, valorization

There is a *utopian valorisation* anytime the purpose of a text – such as an advert – is to present a product as an ultimate goal, or an existential objective. That is, for example, a car promoted as a personality expression, and therefore as a status symbol, rather than a mere tool. In the food sector, the *utopian valorisation* is often build by linking recipes and foodstuff to identity values, e.g. cultural values, tipicity, sense of belonging.

Valorisation (Strategy)

A *valorisation strategy* is a set of communication activities aimed at linking a product to an ensemble of determined values. Advertising is, for sure, the main process that market economies use in order to *valorise* any kind of goods. However, we can extend this concept on many other fields. Culinary blogs, for example, tend to *valorise* objects (healthy, greedy, balanced, etc.) in their own way. The *valorisation strategy* is crucial to build brand identities through a differentiation mechanism.

Veganism

The eating habit and lifestyle of renouncing any product that involved animal use or exploitation, for either health or ethical reasons. Nowadays, “vegan” is also a word that indicate the aversion to any kind of animal-derived product, not just food: clothing items, cosmetics, medicines, and so forth.

Vegetarianism (or Lacto-ovo-vegetarianism)

The eating habit and lifestyle of renouncing meat and fish, but still allowing egg and dairy products. Like veganism, vegetarianism too may be motivated by health or ethical reasons. People eating fish but not meat may still define themselves as vegetarians, but a more correct expression, in this case, would be “pescetarianism” or “semi-vegetarianism”.

Voice-over

In film this is the voice off-screen that comments on the images.

Water footprint

A more specific case of environmental (ecological) footprint, the expression refers to the amount of water used to produce any good or service we use. Water footprint can be measured for a single process (e.g., the water footprint of growing corn),

or for the totality of processes from the same source (e.g., the water footprint of a farm).

Web 2.0.

The Web phase following Web 1.0 that brought the possibility for users to interact with and modify the content of webpages.

Wine grapevine (*vitis vinifera*)

The grapevine used for production of wine, native to the Mediterranean region, Central Europe, and southwestern Asia, from Morocco and Portugal north to southern Germany and east to northern Iran.

World famine (or world hunger)

The global problem of scarcity of food, due to factors like war, poverty, crop failure, overpopulation, social injustice or government policies. The phenomenon implies malnutrition, starvation, epidemic, and increased mortality, and is particularly tragic in the so-called developing countries.

Yanagi

The *yanagi* is the main Japanese knife. It has a very narrow blade, only one side sharpened, according to a millennial metallurgical tradition. This knife makes very sharp cuts even on the softest materials. It is used both for cleaning fish and for cutting sushi and sashimi.