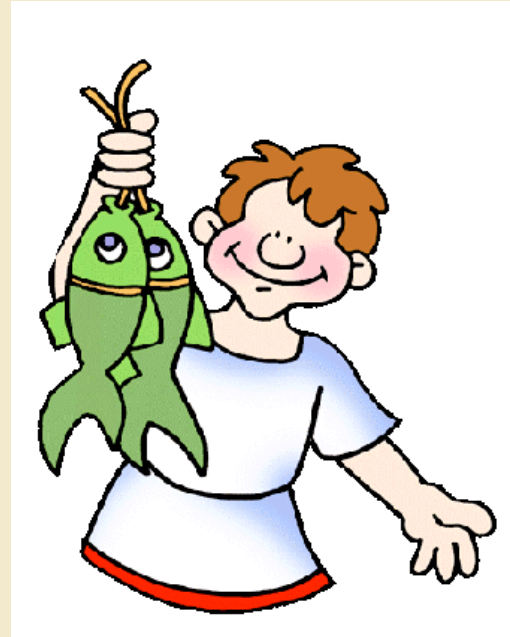


Arch 0770: Food and Drink in Classical Antiquity

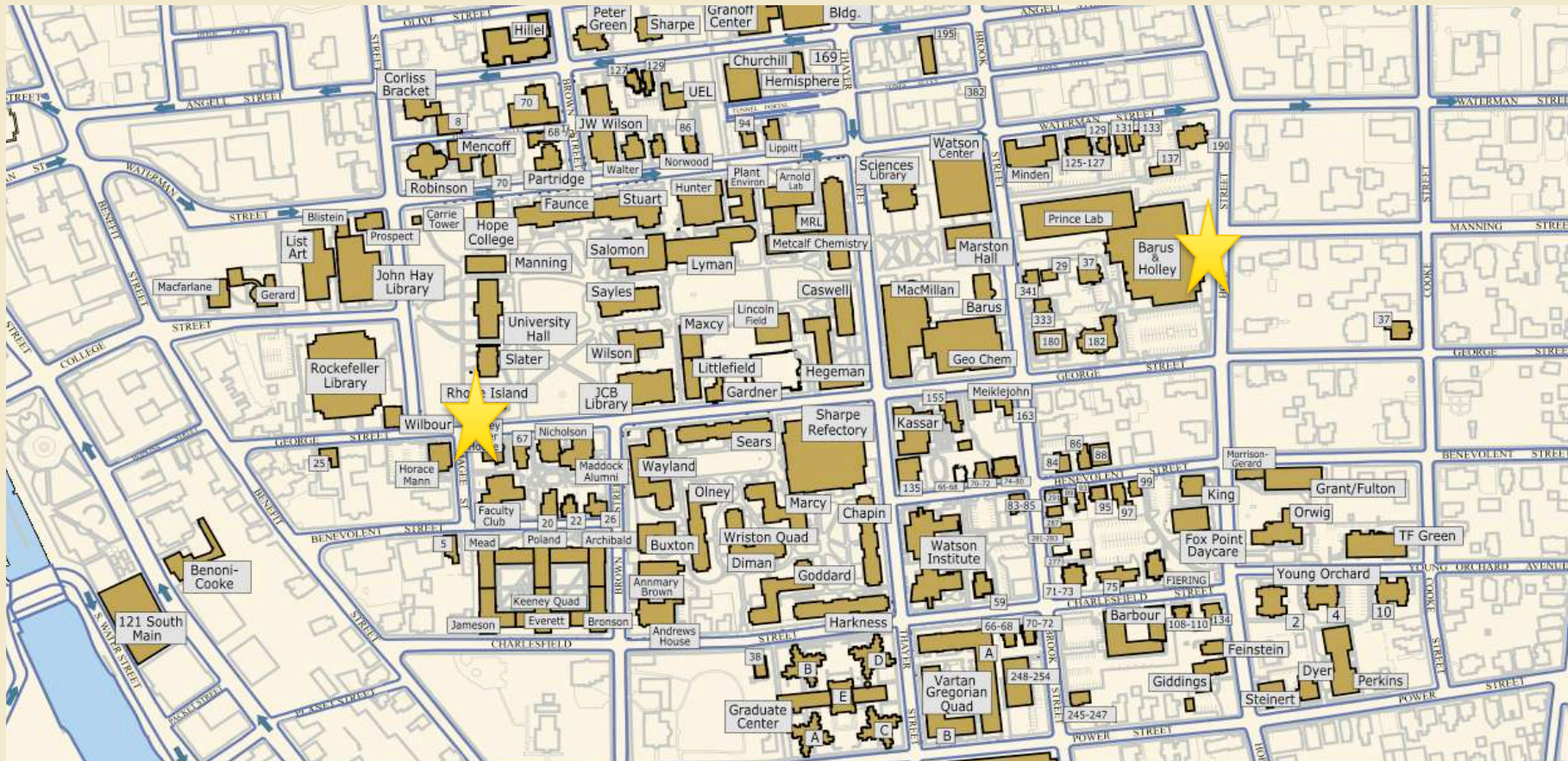
Sue Alcock
Catie Steidl



[http://proteus.brown.edu/
foodanddrink2013/Home](http://proteus.brown.edu/foodanddrink2013/Home)

pwd for readings: fooddrinkprivate

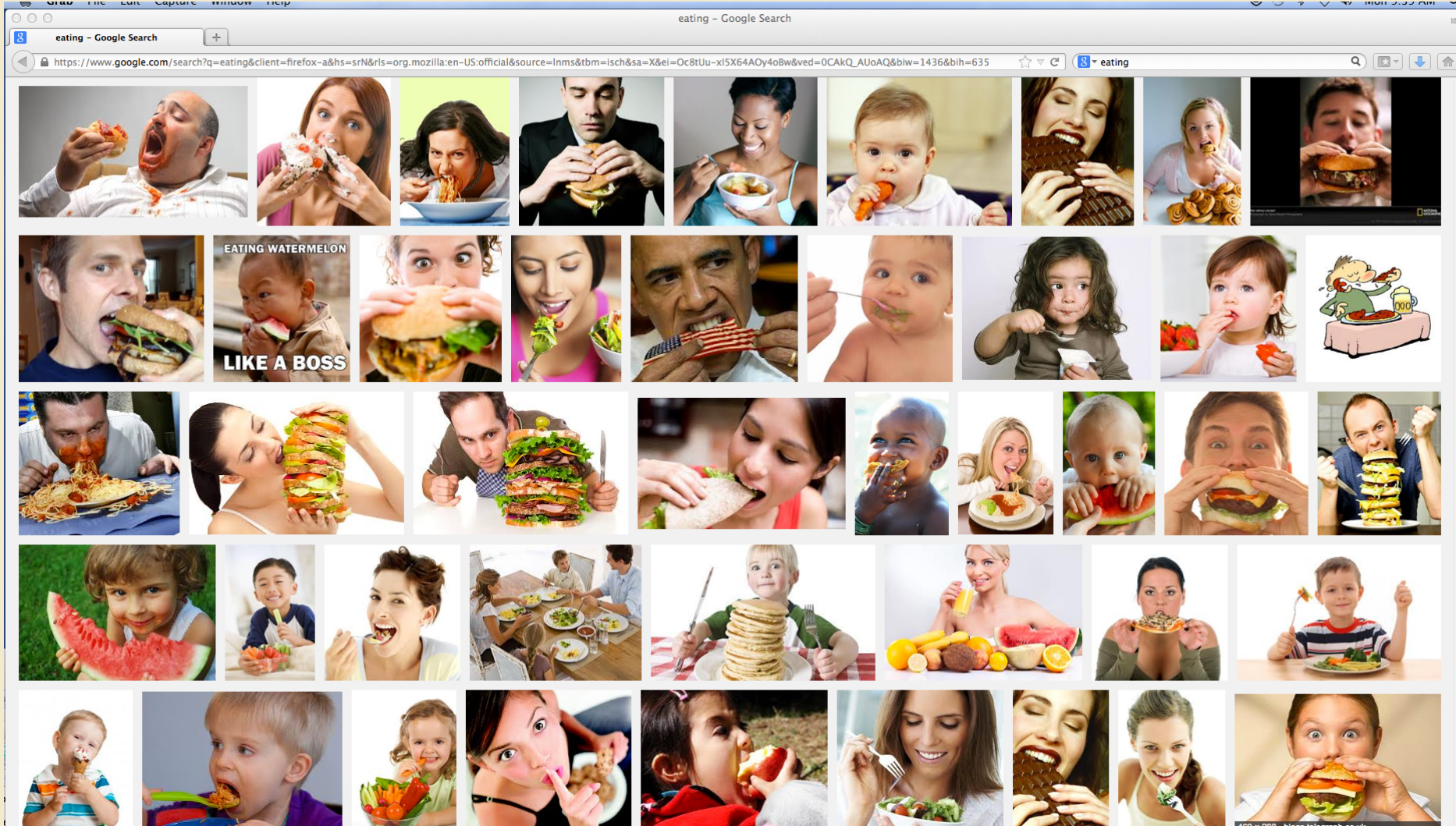
As of Wednesday, meet in 168 Barus and Holley



Do People Eat Mountain Lions? (Yahoo Questions)

- **Best answer: no (2 votes)**
- **i don' t think so**
- **At least I don' t**
- **I'm sure somewhere, sometime, someone has eaten a mountain lion. I would not think they are hunted w/ great gusto, though, since they fight back.**

***Why do we eat what we eat (and how)?
What governs our food choices?***



GoogleSearch: top images for 'eating'

Why do we eat what we eat (and how)?

What governs our food choices?

- **Fortuitous/Innate:**
Motto: ‘we just know what to eat’
- **Cultural (enculturation)**
Motto: ‘you eat what you parents ate’
- **Ecological**
Motto: ‘you eat what is out there’
Cultural materialism
Motto: ‘to survive and thrive’
- **Psychosociological/metaphorical**
Motto: ‘all attitude, sugar’ ; ‘food of dreams’
- **Mentalist/Structuralist**
Motto: ‘food is “good to think”’

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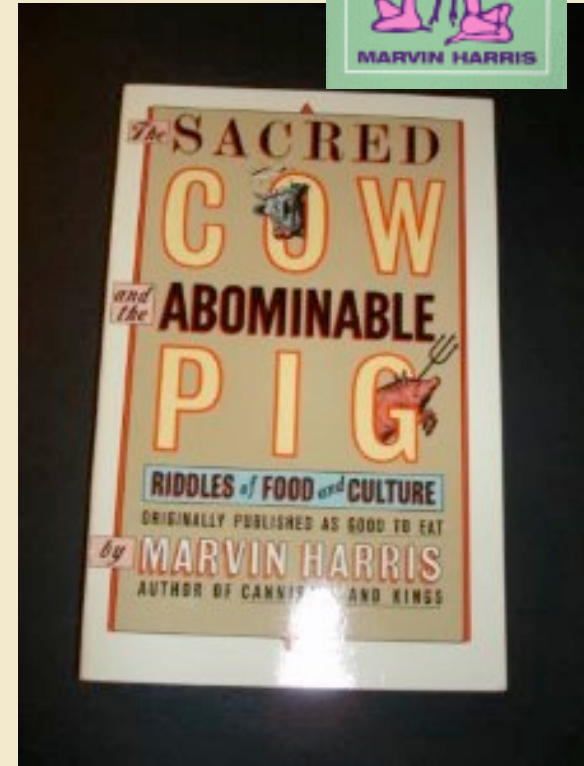
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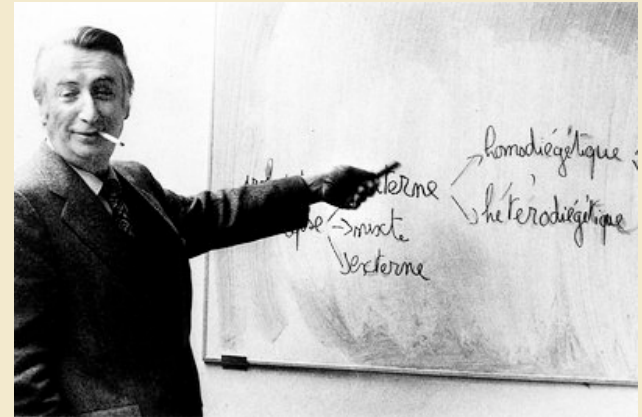
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Marvin Harris, *The Sacred Cow and the Abominable Pig: Riddles of Food and Culture* (1985)
Reprinted as *Good to Eat: Riddles of Food and Culture* (1998)

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Roland Barthes, 'Toward a psychosociology of contemporary food consumption'

literary criticism; semiotics





**IT SATISFIES THE THIRSTY
AND HELPS THE WEARY**

COCA-COLA.

DELICIOUS!

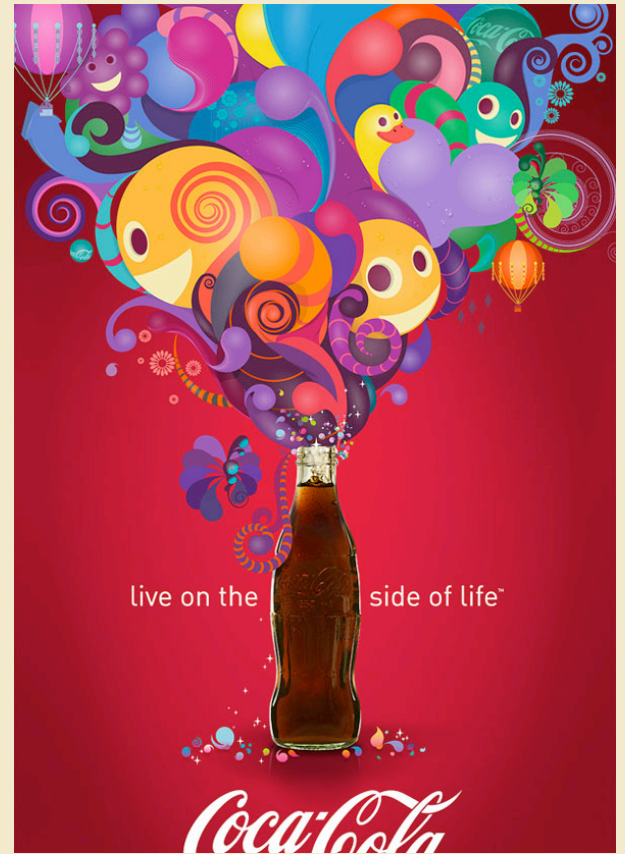
REFRESHING!

EXHILARATING!

INVIGORATING!

The New and Popular Soda Fountain Drink, containing the properties of the wonderful Coca plant and the famous Cola nuts. For sale by Willis Venable and Nunnally & Rawson.





For a better start in life
start **COLA** earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America

1515 W. Hart Ave. - Chicago, ILL.



TIME

THE WEEKLY NEWSMAGAZINE



WORLD & FRIEND

Love that peace, that love, that turkey, and that American way of life.



This time of year the food is varied, rich
—good-tasting. Isn't it great that one soft drink
has a special taste of its own that
goes with everything you eat.
The unique taste of Coke complements
everything from ham to hamburger,
imported cheese to roast beef. That's
another reason why they call it the real thing.



**It's the real thing.
Coke.**



enjoy
everything

cokezero.com

Official fan refreshment of the 

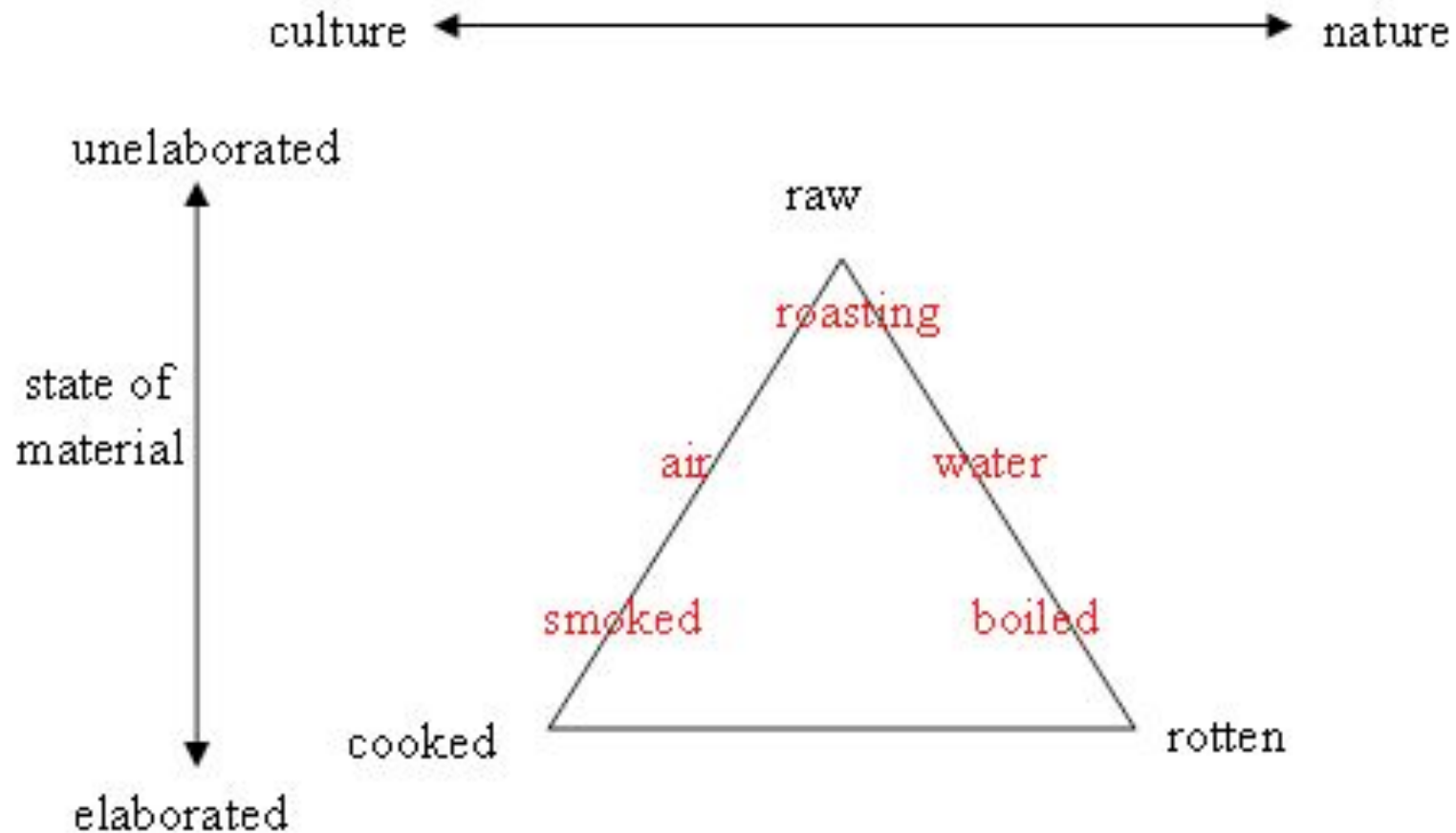


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Claude Lévi-Strauss, ‘The culinary triangle’

‘food is “good to think”’



Lévi-Strauss's culinary triangle

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