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INTRODUCTION:

Food is regarded as a source of fuel to the body and at the same time since it is shared amongst groups, be it family or friends, it has been seen as a social sign in our communities (Fox, 1999). In view of the fact that people make food selections daily, Fox suggest that the choices not necessarily relay wholly on nutrition. Fox also proposes that the food selection of individuals is should not controlled entirely by what is availed since some may opt to go for food that is favored rather than use an important food source that is close by. Jim (2009) cited various reasons as to why people eat the food they choose to eat. The variations in age, sex, status in society, even nutrition awareness were among the diverse reasons that Jim reported.

Additionally, Winson (2011) suggests that a “dietary regime” brings to light the certainty that watching what one eats is more of a social, political, or economic venture. He also proposes that dietary regimes mirror the monetary situations in any particular society, which trickles down to reflect in the political arrangement and control of the society.

Theories that relate to the anthropology of food or drink:

According to Fox (1999), a social hurdle is easily formed when an individual decides to separate oneself from others by the mere fact of the preference of food. He raises this argument through the fact that everyone must consume food; therefore, what we consume as food turns out to be a determining factor of which we are (Fox, 1999). He adds that, a certain group of people deciding to eat the same things in the same style may obtain social identification. Hence, one can find that some individuals would try to fit into the group by forgoing their delicious food that is on the group’s banned list and strive to eat food that they dislike. For instance, they would have to endure eating snails, learn to enjoy caviar, asparagus, and give up eating food such as potato pie, chips and fish, and other foodstuff that is further nutritious but is linked with the lower-class in the society. The foods types, class and the economic valuation has a significant viewership on the social class of an individual. Food has for long been used to show the disparities in social status and inclinations.

Since time in memorial, we have been accustomed to certain types of food, which will be difficult for us to eradicate, in the same reasoning, greediness will always be present among us. Fox uses this analogy to show that naturally we can easily and almost naturally over indulge in our eating; hence, practicing diets requires very good discipline in order to have a fruitful program. He also notes that greediness only becomes a problem when the food we eat is made readily available and in abundance, therefore snacking becomes a habitual process to gratify the craving of sugars.

Brouwer (2012), suggests that individuals who motivated themselves to a healthier lifestyle, generally improved healthier eating habits while those who were controlled and educated had a decrease in the healthy eating habits.

Winson (2011) suggests that when the socio- economic standards of a society change, so does the diet. This change can be due to a number of reasons; for instance, when there is a difference in the rate of production of commodities verses the rate at which the very same commodities are consumed. If the commodity, in this case, food is being produced less than the consumption in a society then this will call for substitution by alternative produce. The alternative may be chemical based, even though it will sustain the body for a short while, it may lead to complications later.

Another reason for change in the socio-economic standard is the damage of local produce, which may lead to an imbalance in the economic base of the society. This would affect the diets of individuals in that due to the scarcity of the local produce, the prices would increase immensely. Therefore, people who cannot afford the daily healthy foods would resort to cheaper food, which may eventually mean fast food. The lack of land spaces for agriculture, to some extent, could also be a downside when it comes to food sustenance of a society.

Additionally, the socio-economic status of a society could change due to enormous rural to urban migrations. These positively and negatively influence a society. In that, instead of the efforts being placed at the farmlands, most of the workforce would be in the manufacturing sector. This would result in an imbalance in the socio- economy of the society since there would be a deficiency in the local consumable produce (good diets) against the manufactured products, eventually resulting to individuals looking for a quick meal option which may not necessarily mean a healthy one. Moreover, in regards to the rural- urban migration, many women may opt to do white collar jobs. This is a good thing but since most of the time she is regarded as the cook, cooking would sound like tedious work, so she may opt for quicker options of meals such as pizzas, fries, since she had a long day at work. Eventually this would reflect in the type of diet the society would have.

Winson also adds technological revolution as another factor that leads to change in diet. For instance, with the advan

cement of science and technology, there are forms of chemicals that could be used to form cheaper sources of vegetable oils. This may lead to cheaper alternatives to the consumers as compared to the authentic purified vegetable oils. For example, olive oils, which are known as a healthier version of cooking oil is expensive as compared to the hydrogenated vegetable oils. The introduction of cars, which is not a bad idea, also contributed to some extent some health issues. For example, someone may have eaten a healthy diet but does not get the time to exercise because he or she owns a car. Also the construction of highways may also be a good advancement but still affects the an individual's diet, in that, people would encourage themselves to own cars since one can get to a destination faster, as a result, one may easily forget to exercise .

Impact of a novel dietary regime on a dieter's

Hall (2011) suggested that many novel dietary regime readers are highly convinced that all they are required to do to eradicate obesity and heart disease is to reduce their carbohydrate in their diets

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