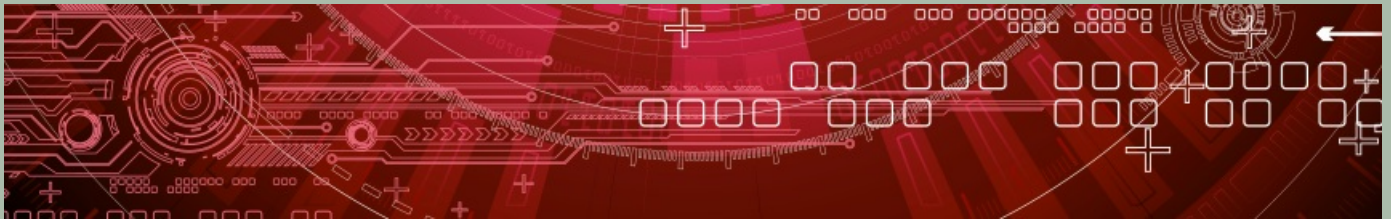


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The Food of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns

Juyan Zhang

Abstract

From the perspective of strategic communication planning, this research maps and compares the gastrodiplomacy campaigns by Japan, Malaysia, Peru, South Korea, Taiwan, and Thailand. Analysis reveals that message appeals of the campaigns include mysticism, exoticism, naturalness, and healthiness. Campaign strategies range from membership relations in marketing products to the use of opinion leaders and coalition building. The research also documents several innovative campaign tactics.

Keywords

cuisine, gastrodiplomacy, nation branding, food, diplomacy

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The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns. J Zhang. International Journal of Communication 9, 24, 2015. 25. 2015. Toward a model of NGO media diplomacy in the Internet age: Case study of Washington Profile. J Zhang, BC Swartz. Public relations review 35 (1), 47-55, 2009. World system and its agents: analysis of the registrants of Foreign Agent Registration Act (FARA). J Zhang. Public Relations Review 31 (1), 47-54, 2005. The global mapping of all the food yields four classes of the food that is related to the way people conventionally prepare the cuisines, whether the recipes are on vegetables, fish and seafood, chicken and poultry, and meats. It is obvious that ingredient wise, the diversity of the food is emerged from traditional ways adding spices and herbs. For more insights, the analysis for food dressings and traditional drinks are also delivered. While the mappings exhibit the classes of food and beverages based on the purposes and styles of the service in the cuisines, some signatures of regional local... "The Food of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns". International Journal of Communication 9: 568-91. URI