

Lyudmila Levina
**The Patchwork of American Food:
Changing Perceptions**



Unit I

American Food at a Glance (p.p. 4 -19)

This unit gives a quick glance at American food. You will hear authentic voices of people who express their idea of what American food is; you will explore American food symbols that are familiar and new to you; learn about the changes in American food during the 20th century; shatter some widely- spread myths about American food; and meet the challenge of sharing information about your own culture.

Unit II

A Culinary Melting Pot (p.p. 19 – 36)

The Unit explores how multiculturalism of American society is reflected in the diversity of American gastronomy. It studies how ethnic foods brought by immigrants to the USA have shaped food choices of modern Americans.

Unit III

The Eating-out Revolution (p.p. 37 – 53)

The Unit explores the variety of eating out choices Americans have. It studies forms, styles and settings of eating out. It shows how one of America's most recognized icons - the diner - continues the diner tradition into the 21st century.

Unit IV

Fast Food Nation? (p.p. 53 – 70)

The Unit explores fast food as a manifestation of American popular culture. Through investigation of facts and observations you will come to your own conclusions about what place fast food occupies in American gastronomy and culture.

Unit V

Looking from another Perspective (p.p. 71– 74)

The Unit offers a variety of ideas for reflection on the topic. It helps explore American food from a different perspective.

Credits and Acknowledgements

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Introduction

"As the traveler who has once been from home is wiser than he [she] who has never left his own doorstep, so a knowledge of one other culture should sharpen our ability to scrutinize more steadily, to appreciate more lovingly, our own."

-- Margaret Mead (as quoted in Bartlett's Familiar Quotations, [Boston: Little, Brown, 1991], p. 853).

The U.S.A. that foreigners see in Hollywood movies, newspaper headlines, music videos, on television and in the Internet advertisements is more a source of stereotypes than the "real" America experienced by its people in daily life. In fact, the "real" America is diverse and exciting, and at the same time more routine and "normal" than it is seen from a distance through the media.

This book offers a variety of views of American food shared with the readers by people who live in the USA and by those who had a personal cultural experience in visiting the country. The focus of the book is on diversity, multiculturalism, choice and change to help the readers see each topic in a new light.

Unit I American Food at a Glance



(Photo by Valeriy Yevseyev)

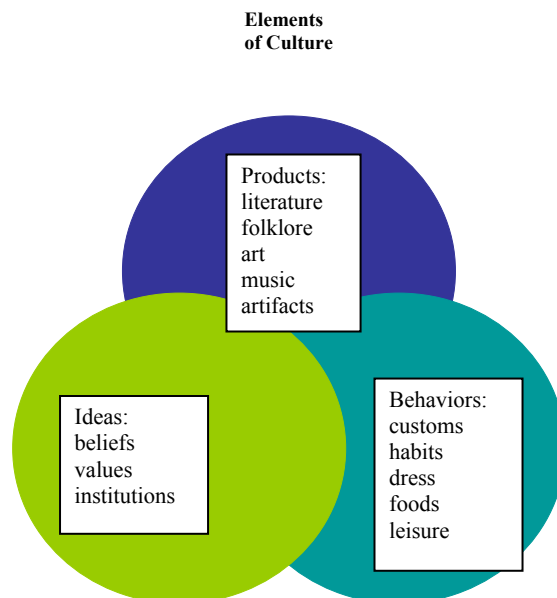
1.1 Photos and pictures are rich in cultural information.

✚ Discuss with your groupmates what the photos tell you about?

1.2. Everyday (behavior) culture is called “little c” culture. What do you think it includes?

✚ Share your ideas with your friend.

✚ Consult the diagram. Find the part that shows elements of “little c” culture to confirm or contradict your assumptions .



(from B. Tomalin & S. Stempleski “Cultural Awareness”, OUP, 1993, p.7)

✚ Now read the following paragraph and, working in small groups, find out how food and culture are connected.

Culture and Food

The way we dress, the way we speak, the food we choose to eat are an important part of culture. Whenever we celebrate a holiday, send our parents' a birthday card, listen to music, or go out for recreation we are practicing learned behaviors which are a part of our culture.

The way we eat, the time we eat, what we eat and how we prepare our food becomes a most powerful symbol of who we are. There are as many kinds of food identification as there are the same in fashion, speech, music, manners and the like. The obvious ones are ethnic, religious and class identifications. Connection between food and culture is studied by food anthropologists.

✚ Working in groups of three, fill out the table using the given statements:

Ethnic identification	Religious identification	Class identification

1. Muslims don't eat pork.
2. Fish and chips and meat and potato pie are nutritious, but have lower-class associations.
3. The diner with its vast menu, served twenty-four hours a day, may offer Hungarian goulash, Irish stew, Russian blintzes, and Greek salad.
4. A Jewish housewife shouldn't serve dairy and meat dishes together if she keeps a kosher house.
5. Italian pasta is a favorite American dish.
6. Social climbers have to learn to like caviar, artichokes, snails, and asparagus.
7. English housewives on the continent even break open tea bags to make a "proper" cup of tea (the taste is identical).
8. Tofu was invented in China about 2,000 years ago.
9. There is a Hindu taboo on eating cows.

✚ What is your understanding of the words of Eric Schlosser : "A nation's diet can be more revealing than its art or literature"? Do you agree or disagree with the idea?

1.3. In today's world it is hard to find a person who thinks that he/she doesn't know anything about

American food. At the same time, myths and misconceptions about American life and culture cause people to make false assumptions.

✚ Form groups of three and consider the following myths about American food. Which of them are widely spread in your culture?

Myth 1: Hamburgers, pizza and fast food are what all that people eat in the United States.

Myth 2: У них нет никаких кулинарных традиций (кроме Макдоналдса). Питаются одними полуфабрикатами .

Myth 3: Американская еда невкусная и однообразная.

Myth 4: Most families eat on the run, and when they get together they prefer to eat out.

✚ Write a paragraph that begins: «In my mind, American food is...»

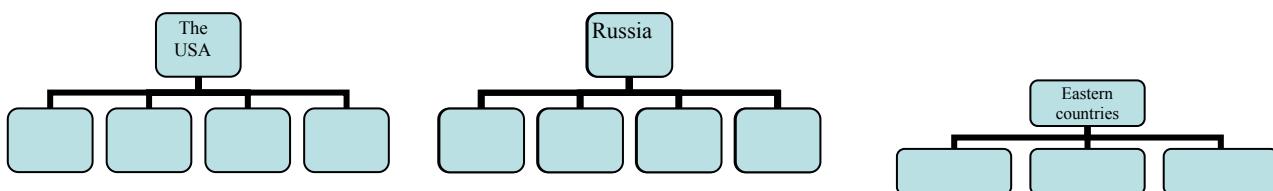
✚ Exchange your opinions. What similarities and what differences did you find?

✚ List the similarities and differences of your opinions in two columns:

We all think	Some of us think

1.4. Here are some opinions of different people who present a variety of views on American food. Some of these people are American citizens; others gained their perspective during visits to the United States.

✚ Group the people speaking about American food according to the countries they come from:



✚ Now work in groups of three. Each of you will read and analyze the answers of people from one country/or one group of countries. Mark the information you find in the responses using the following markers:

a (✓) – when encountering something you already know;

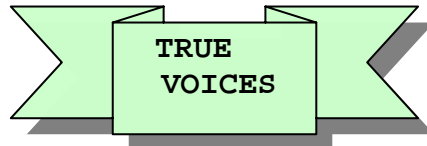
a (-) – when reading something that contradicts what you already know;

a (+) – when reading new information;

a (?) – if you are unsure or want to know more

* This reading method is called INSERT and helps you analyze the information, especially

when the text gives many details or presents controversial issues.



Question: What is American food? (How would you explain it to a foreigner?)



(Photos 6-7 by Valeriy Yevseyev)

A. Rosaline (California, U.S.A.):

American food is probably what I as a kid would eat at home. Meat and potatoes (steak and potatoes) with vegetables every evening or chicken and dumplings. Hot dogs, hamburgers. Bacon and eggs, meatloaf (made from ground beef). Cornmeal and grits from the South. Peanut butter and jelly sandwiches or peanut butter on celery. Each of our ancestors brought with them their own style from their country so I am not sure what is American or what their families brought from their old country.

B. Kathy (New Jersey, U.S.A.):

American food consists of all kinds of cuisines because people came to America from many different countries and brought their types of food with them. Americans enjoy all of these. Although “fast food” is often thought of as American food, I would say that the typical basic American meal is meat, potatoes, and vegetables. Green salad is also quite typical.

C. John (Oregon, U.S.A.):

With a national population composed of people from all over the world, "American Food" is essentially a mixture of foods commonly eaten by people representing the cultures of the world. In addition to the cultural mix of residents, travel to other countries of the world also expands the interest in food variety.

My preferred way to explain "American Food" to a visitor in this country would be to take them to as many types of restaurants as possible and let them EXPERIENCE the commercially prepared foods available. In addition to serving my routine meals to them in my own home, I would take them to a potluck dinner at my church. Each family attending brings their choice of a single dish of hot food (meat, casserole, or vegetables) or a salad (fresh vegetables, fruit, or pasta) or bread, or dessert.

D. Olga (Russia):

A challenging question... American food is what an American would say it is, and they say different things, depending on what part of the States they live in, what their ethnic background is, etc. Well, American food is first of all a mix of all possible cuisines of the world. Then, also, though many Americans would not admit it, it is very much fast food – hamburgers, Coke, French fries etc. And, of course, it's Chinese food that you find in every corner in the US!

E. Noriko (Japan):

The thing which I worried about the most before I came here was American food. I heard that American people liked hamburgers and Coke and also they ate large quantities. I imagined that every generation liked them. I worried about growing fat while I was here.

The first meal which I ate here was a hamburger and French fries. I was surprised at the big size of them. I immediately began to feel disgusted with American food. However, I eat a lot of vegetables every day here. My host family is an older couple, so their dinner is very healthy. They control their diet to keep themselves fit. But the host family of my friend likes fast food. Her host family is a young family. They often go to fast food restaurants. I think that there are different food habits across generations.

F. Vladimir (Russia):

American people in general like fast-food such as hamburgers and pizza. And they often drink coke, or pop. These are traditional American foods, I think. Fried chicken, meatloaf, baked potato, corn, baked beans and apple pie are also considered traditional American dishes.

* pop - шипучий напиток (любой - лимонад, кока-кола и т.д.)

G. Maria (Russia):

Не судите по Макдоналдсу. Здесь есть очень вкусная еда, только надо знать, где. А что касается истинно американских блюд, то и в русской кухне, строго говоря, ни одного своего блюда нет. . Американская еда это, конечно, сочетание всяких европейских кухонь и еды местного населения. Когда здесь, в Америке, такое обилие культур и национальных кухонь, то меньше всего будешь искать сугубо американскую

еду (достаточно ее на день Благодарения). Вкусных американских блюд - множество: яблочный/вишневый песочный пирог (apple/cherry pie), суп из омара (bisk), табаско - перечная приправа, сделанная из мякоти спелых плодов стручкового перца (tabasco sauce), паелла Валенсийская (да, это в Америке придумали, а не в Валенсии) (paella valenciana), Нью-Йоркский творожный торт (cheesecake) и многое другое.

H. Douglas (Washington, U.S.A.):

American food is difficult to explain or describe as the food eaten depends, in many families, on the origins of that family. If the families, or some of the family members, are originally from Asia (or their parents or grandparents were Asian) then the family may eat more Asian food than other American families who have had their origins in Europe or Latin America. For example, my wife is from the Philippines, so we always have rice. Many Americans eat little rice, but do eat a lot of potatoes because their origins were likely from Germany, the UK, or possibly Russia. Southern Europeans eat much pasta or thick noodles and the like, so the Italian-Americans are likely to eat more of dishes originally from southern Europe than others.

I believe that there are few "native" American foods, with the exception of "hot dogs" and "hamburgers." Most dishes which Americans eat have their origins in other countries.

My mother's grandparents were from Germany; however, growing up we ate Chinese dishes, Italian dishes, and a lot of meat and potatoes which likely had their origins in Germany or northern Europe.

The type of food one eats also depends somewhat on where you live in America.

I. Anna (Russia):

Once I heard a phrase about Spanish cuisine: "Everything in one pot". Then about American cuisine I would say: "Everything in one lunch box". You can find all styles of cooking, all products, different dishes in one standard lunch box. That's American food.

J. Seiji (Japan):

American people always eat fast food or high calorie foods at dinner, so I was very surprised. My host family eats fast food for dinner two or three times a week and other days, they eat high-calorie foods and they always drink Coke. In Japan I always eat rice, fish and other low fat, low calorie foods and drink tea. I often eat fast food, but not at dinner, and I never drink Coke at dinner. I think that these kinds of eating habits in America and Japan are different.


K. Amy (Korea):


If you are accustomed to hot or spicy cuisines, you'll find American food bland and unspiced. As I noticed, salads are liked here and are served all year round. There is a real

difference in leisure, timing, and choosing dishes when a meal is “a social event”, that is when food is shared and enjoyed, or when it is just eating because you are hungry and short of time.


L. Elena (Russia):


I wouldn't call American food absolutely delicious as it is often too hot or too cold, with a lot of sauces and complex recipes to disguise the natural taste of fish, meat, etc. They have imported a surprising number of dishes from all over the world. In most cities I've been to you'll find Chinese, Italian, Mexican, Lebanese dishes in food courts. This is because they have no cuisine themselves!

 Join the students who read the same responses. Share the notes you made.

 Create a group chart to sum up your notes:

Group INSERT Chart			
√	-	+	?

 Rewrite your paragraph about American food, using new information that you have learned.

 Brainstorm in small groups to formulate an answer to the following question: "How will you describe what Russian food is to an American?"

 What typically Russian dishes can you name?

 How has Russian food changed during the last century?

1.5. The concept of change plays an important role in American culture. Though traditional American dishes are deeply rooted in American cultural heritage, American cuisine has changed greatly since the first Thanksgiving, when Native-Americans shared their corn with the Pilgrims.

For example, apple pie is known to be the most typical American dessert. Every family has its favorite recipe. That is why the phrase “as American as apple-pie” is a well-known American idiom. But Robin Johnson, the author of the article that you are going to read thinks that when used to describe things that are really "American," the expression “as American as apple-pie” today is outdated.

✚ Do you think it's out of date? Why or why not?

In the following article Robin Johnson presents his idea of changes in American food during the 20th century (*from (http: www American food century).*)

✚ How do you understand the following quotation from the article? Share your opinion with your group mates.

“What is American food, anyway? Pretty much anything nowadays.”

✚ Make up your own “think” question about changes in American food in the 20th century.

Helpful hints: Some questions are focused on factual information. They invite a recall of facts and ideas and demonstrate or help you report your knowledge. But reading and listening have a greater and more diverse purpose than just the simple recall of facts.

Think-questions are more sophisticated than knowledge questions. They invite you to think about what you've read. They help you:

- select and organize facts and ideas in your own words
- single out the topic and the main idea
- predict what the text will be about
- apply the content in new situations
- separate the whole into component parts
- compare and contrast the content to personal experiences
- organize thoughts, ideas and information from the content, combine the ideas to make a new whole that was not clear before
- develop opinions, judgments and decisions, evaluate information from your own point of view according to certain criteria or a set of values.

✚ Do you think the author regrets or welcomes the growing multiculturalism of American cuisine?

✚ Read the article and see whether your assumption was correct.

The words below might help you understand the following article:

Blurred - неясный, туманный; расплывчатый	Intrinsic - важный, значительный, существенный
Staple - главный продукт	lard - лярд; свиное сало, свиной жир
larder - кладовая (для мяса и т. п.)	omnipresent - вездесущий
from scratch - с нуля (зд. из свежих продуктов)	in earnest – всерьез
embraced shortcuts with a passion – (зд. охотно воспользовались упрощенным вариантом)	convenience food продукты-полуфабрикаты (замороженные, высушенные или законсервированные продукты для быстрого приготовления)
Crisco – a brand of vegetable shortening	Jell-O – a brand name

Robin Johnson invites everyone to his website “America Food Century 1900 – 2000” to feel the joy that shared popular culture can bring:

American Food Century 1900 – 2000

(adapted from “America Food Century 1900 – 2000” by Robin Johnson: [http:// www.American food century](http://www.Americanfoodcentury.com))

Before blue M&Ms, and frozen nonfat egg product, Americans must have eaten something. What is American food, anyway? Pretty much anything nowadays. But once upon a time, phrases like, "As American as apple pie*," had some basis in a people's identity. And of course some Americans are still frying chicken on Sundays. Most cultures have such a food tradition. As ours becomes more and more blurred, as we embrace the cultures of the rest of the world (Chinese, Mexican, Italian, Greek, Thai, and now Japanese), many dishes of the American experience exist more in memory than on the table. That may be for the best in a lot of cases, but we still like to remember how and what our moms put on our plates.

In my own kitchen, I have long since banned Crisco, but it was a staple in my mother's cupboard, as intrinsic to her larder as lard was, not to mention the omnipresent bacon grease can at the back of the stove.

Although there seems to be a trend now back to cooking from scratch, during the middle 1900s, the prepackaged and convenience food phenomenon began in earnest. Strangely, home cooks embraced shortcuts with a passion, and the advertising industry with their recipe pamphlets and product test kitchens determined what we ate. That was how it happened that

my mom in California and your mom in Montana both made a lime Jell-O salad with cottage cheese and pineapple. From that time forth, for the majority of Americans, "making soup" meant opening a can. For this reason, this web site devotes much of its space to familiar brand name foods, and the joy that our shared popular culture can bring. I'd like to welcome you to my website, where we can remember it all together.

* you may find a recipe for Apple Pie in [eJournal USA: Society & Values, July 2004](http://www.usinfo.stte.gov/journals/itsv/0704) at <http://usinfo.stte.gov/journals/itsv/0704>

- ✚ Name the changes that have taken place in American food during the 20th century.
- ✚ What caused these changes?
- ✚ Why does Robin Johnson devote his website to brand name foods familiar to Americans?
- ✚ Are any of the examples from "TWENTIETH CENTURY TIMELINE EDIBLES & QUAFFABLES" familiar to you?
- ✚ Are these products sold in your country?
- ✚ How is this connected with the changes in Russian food habits?
- ✚ Did you know when these foods and drinks came on the market?
- ✚ Study the table and put the following examples in chronological order:

TWENTIETH CENTURY TIMELINE EDIBLES & QUAFFABLES

1886, Coca-Cola	1954, Burger King	1900, Hershey's chocolate bar
1904, banana split	1955, Kentucky Fried Chicken	1904, peanut butter
1890, Lipton tea	1904, popcorn	1924, Caesar salad
1902, Pepsi	1910, tea bag	1960, red, green, & yellow M&M's
1977, McDonald's Happy Meal	1942, Dannon yogurt	1953, Danny's Donuts opens (became Denny's in 1959)
2000, pre-cut carrots and celery sticks	1906, bouillon cube	1951, Tropicana juice
1995, blue M&Ms	1982, Diet Coke	1962, Taco Bell
1972, Egg McMuffin	1960, Sprite	1953, Swanson TV dinner

(from: [http:// www. American food century](http://www.Americanfoodcentury))



Visit the website [http: www American food century](http://www.Americanfoodcentury) to learn more about the timeline.

FACT FILE

Popcorn



During the 17th century, early French explorers in the Great Lakes region reported that the Iroquois Indians popped corn in a pottery vessel with heated sand and used it to make popcorn soup, among other things. The American Indians brought popcorn to the first Thanksgiving dinner that the Pilgrims arranged. A machine that popped corn was invented in 1945. Now Americans eat 500,000 pounds of popcorn every year!

Hamburger - Cheeseburger



The origin of hamburger is unknown, but the hamburger patty and sandwich were probably brought by 19th-century German immigrants to the United States, where finally it came to be considered an archetypal American food. The trademark for the name "cheeseburger" was awarded in 1935 to Louis Ballast of the Humpty Dumpty Drive-In, in Denver, Colorado.

* drive-in restaurant - закусочная "драйв-ин" ("автокафе") Кафе быстрого обслуживания [fast-food restaurant], где клиент ест, не выходя из машины: еду подают прямо в автомобиль, закрепляя поднос на дверце; в таком кафе подаются блюда и напитки массового спроса. Пик популярности пришелся на 50-е гг. Слово появилось в 40-е годы. Сейчас основной вид такого обслуживания - самообслуживание через специальное окошко [drive-thru window] .



Chocolate chip cookies

Ever since Ruth Wayfield traded her famous Tollhouse cookie recipe to Nestle for a lifetime supply of chocolate, the recipe on the back of this bag (chocolate chips) has served as magne carta of American cookie baking. Due to the popularity of the Tollhouse recipe Nestle developed chocolate morsels in 1939. Chocolate chip cookies are America's second favorite. Oreos- first. Half the cookies baked in American homes are chocolate chip cookies!

(<http://www.photobucket.com>)

✚ What information in the Fact File impressed you most? Explain why.

1.6. American food symbols well-known to Europeans are hamburgers, Coke, and French fries, but there are many others that are identified by US citizens as truly American and that is why they are worth mentioning.

✚ Skim the headlines of the cultural notes given below and answer the following questions:

- ✓ Which of these foods have you tried? Did you like how they taste?
- ✓ Can you name any other foods that you identify as American?

✚ From the culture notes given below choose one article and read it carefully. Fill out the synthesis chart:

- ✓ after reading the article work with columns 1 and 2
- ✓ after analyzing your comments fill out column 3

Key facts	What attracted your attention?	Why did these facts attract your attention?

Peanut butter



Do you know that peanut butter is one more American favorite? It's a thick, creamy or crunchy paste that you can buy a jar in every grocery store. It was first made in 1890 in St. Louis. A doctor made it for his patients who couldn't eat regular food. A peanut butter sandwich is rich in vitamins and is very popular with American kids for its taste (often it's a peanut butter and jelly sandwich). It's a delicious snack or a lunchtime meal. By the way, do you know that the peanut is a pea, and not a nut, that grows underground?

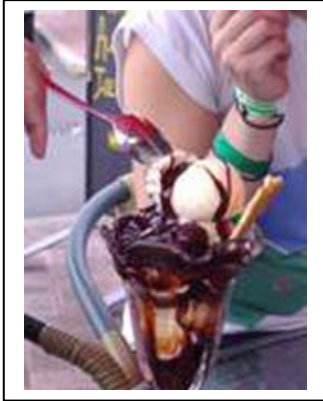
Donuts



Do you know that donuts are not less American than Cokes, hamburgers and hotdogs? Sweet doughnuts are on the menu at every coffee shop across the U.S.A. It's the US favorite breakfast treat, though varies in shape and flavor. Round, long, or twisted; pink with icing, white

with powdered sugar or brown with cinnamon these fresh fried cakes with a hole in the middle have “relatives” in many other cultures: it’s one of oldest and simplest foods, as old as oil and flour. Americans’ love of donuts has a long history: the early colonial settlers even mentioned them in their historical records, Indians had their donuts. By the way, have you ever tried “donut holes”? These small round pieces of baked dough can be found in a bakery.

Ice-cream Sundae



Do you know that an ice-cream sundae is an original American dish? It’s ice cream with syrup and toppings. There are dozens of syrups (from chocolate to strawberry) and a variety of toppings (nuts, fruit, whipped cream, caramel and many others). It started in Wisconsin and soon all ice-cream parlors served it. At first it was a Sunday special, and so got its name. Now you may have it at any time. Just draw the combinations you create on a paper napkin and give your order to the

waitress. How about a giant ice cream sundae with five different scoops of ice cream, maraschino cherries, pecans, chocolate sauce, and whipped cream? You may also order a banana split, when the ice-cream scoops will be placed in between a banana cut in two halves. By the way, if you come with friends, it’ll be served on a big dish.

(photos from: <http://www.freefoto.com>)

✚ Share with your classmates what fact(s) from the article attracted your attention and why.

✚ And now who will be the first to match the following American popular foods and drinks with the definitions? If you have any difficulty, consult the Dictionary of English Language and Culture, Longman Group UK, Limited.

1. milkshake	a. a thick mixture that you can dip raw veggies, chips, or tortillas into before you eat them
2. pop	b. a very soft light white candy that is made from sugar and egg whites
3. brownie	c. a frothy drink of milk and usually ice-cream shaken up and having different flavorings(vanilla, strawberry, chocolate and others)
4. fudge	d. a square piece of a type of a heavy chocolate cake
5. marshmallow	e. a glass or can of a sweet drink with bubbles and no alcohol (In the Northeast Americans call it soda.)
6. dip	f. a type of soft candy made with milk, butter, sugar, and usually chocolate

1.7. Describing food symbols from your own culture to a foreigner is not easy. For example, a pie for Americans is an apple-pie with a crust. That is why Russian pies remind them of hamburgers and not of the pies they are used to.

- ✚ What other typical Russian food can be difficult for an American to understand?
- ✚ In small groups, think of some examples of Russian food (or food in your culture) and explain what they are like.
- ✚ Write a paragraph that describes a Russian (or your native) food to an American .
- ✚ E-mail your description to your American friend or show it to an exchange student to find out if your description is easy to understand.

A Helpful Hint! If you haven't got an English-speaking friend yet, you may use the following link (www.kidlink.org/KIDPROJ/projects.html) which provides classes with the opportunity to add your own projects, or address someone from the pen-pall list at <http://www.hello-online.ru>

1.8. Have you ever heard about cinquains? A cinquain is a five-line poem of a certain format. It's a very good way to sum up information and describes a certain idea or concept.

✚ You have finished working on Unit 1. Reflect on your experience and write a cinquain in English or in your native language following the given instructions. You may work on it individually or together with your group mates.

1. The first line: a noun (a key word on the topic/an object/ a symbol, e.g., American food).
2. The second line: two adjectives / ing-forms, describing the qualities of the noun.
3. The third line: three verbs describing the actions characteristic of the noun.
4. The fourth line: a phrase of four words, describing the author's attitude to the noun.
5. The fifth line: one word or a notion characterizing the essence of the object.

For example:

American Food Diverse, plentiful Nourishes, satisfies, surprises It reflects American lifestyle Cultural message
--

American Food Democratic, hard to define Rediscovered, changes, mixes Culinary diversity of America Menu of choices

A Helpful Hint! You can find examples of cinquains in “Thinking Classroom” an international journal of reading, writing and critical reflection, volume3,#1, 2002,p.37(ISSN 1392-947X)

✚ Share your poems with the group.

✚ What other questions about American food and food habits would you like to discuss? In a small group make up a list of questions.

1.9 Project work: Cultural Field Trip



(Photo by Valeriy Yevseyev)

Make a field trip to a local restaurant.

Step 1. Study the menu .

While reading the menu focus on these questions:

- ✓ Is there any soup of the day?
- ✓ What are Daily Specials?
- ✓ Are there any vegetarian dishes on the menu?
- ✓ Are there any dishes for children?
- ✓ Are carryouts available on entire menu?
- ✓ Are there any discounts offered?

Step 2. Translate the menu into English.

Helpful hints: You may use the following sections to organize the information:

Starters/Appetizers

Main Course

Soup and Salad

Sides (side dishes/side orders)

Sandwiches

Desserts and Puddings

Beverages

Step 3. Report back to the class on your experience.

1.10. Exploring a foreign culture is an exciting and challenging experience. The knowledge that you get through the activities offered in this book is only a starting point for your further reflection on American culture that is based on asking your own questions, observing, analyzing, evaluating information, and sharing your ideas. A good way to organize your thoughts and ideas is to keep *a culture diary* where you will make culture notes in your own way. If you use the computer, you may make up *an electronic culture diary* and add new cultural information that you find on the Web.



Here are only a few sites you may browse for further exploration of the ideas of the unit.

1. <http://www.iamik.ru>
2. <http://www.nmerussia.com/forum/topic.php>
3. www.geocities.com/foodedge
4. www.foodtv.com
5. www.meals.com
6. www.hoovers.com

Unit II A Culinary Melting Pot



(Photo by Valeriy Yevseyev)

2.1. The sign on the wall of this American restaurant is in Spanish.

✚ How can you comment on the picture?

- What kind of restaurant could it be?
- What ethnic food do you think it may serve?
- Why do you think the sign is given in Spanish?

FACT FILE

Is it enough to choose from?

Even small towns in America now have a huge variety of ethnic eating establishments. American restaurants specialize in one or a combination of the following cuisines: American, Asian, Bakery/Desserts, Bagels, Breakfast, Brunch, Chinese, Continental, Contemporary, Deli/Sandwiches, English, French, German, Greek, Indian, International, Italian, Japanese, Mexican/Tex-Mex, Middle Eastern, Pizza, Pubs & Brew Pubs, Santa Fe/Southwestern, Seafood, Steaks, Sushi, Thai, Vietnamese, Fusion and many more.

- How do you think this reflects on American culture?

(from: <http://www.ewebtribe.com/NACulture/search.htm>)

2.2. Even this brief enumeration gives an idea of the variety of restaurants one can choose from when he/she comes to the USA.

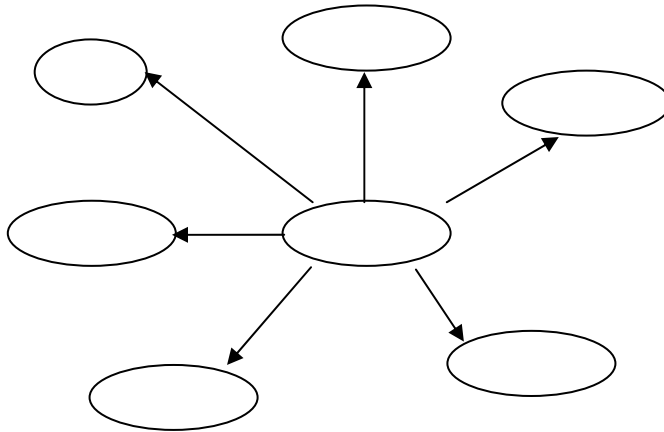
✚ Working with your partner group the following types of the restaurants from the Fact

File into:

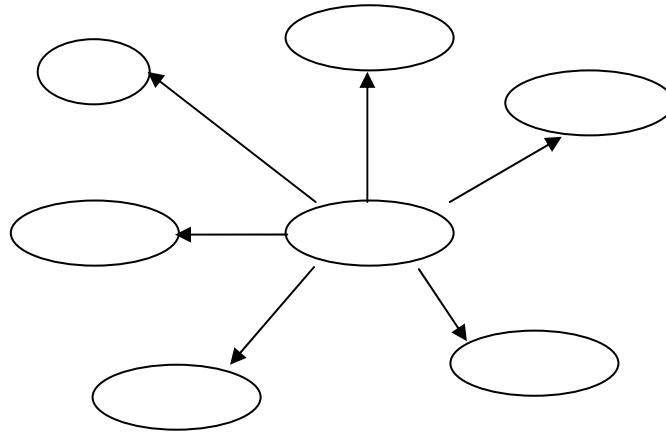
- ✓ ethnic eateries
- ✓ restaurants that specialize in one certain popular dish
- ✓

✚ Divide into two groups according the cluster you would like to draw.

1. Ethnic eateries



2. Restaurants “specializes”



2.3. Since the first Thanksgiving; when Native Americans shared their corn with the Pilgrims, American cuisine has been a wonderful mix of many culinary traditions.

📖 Read the paragraph below using the list of words if necessary:

mishmash - мешанина, смесь, смешение Syn: mixture , blend

kosher - кошерный (о пище, приготовленной по еврейским религиозным обычаям)

diner - дешёвый ресторан-закусочная

Nova Scotia - Новая Шотландия (провинция Канады)

Virginia - Виргиния (штат США)

✚ From the paragraph below write out:

- the key words that characterize the two tendencies that exist in the cuisines of multicultural countries
- the nations whose cuisines contributed to the menu of a twenty-four hour American diner

✚ Discuss with your partner which of the two tendencies are illustrated by the following examples:

- ✓ the “Chinese-Italian-American” restaurant
- ✓ the diner

A Mix in the Melting Pot

(from: *Food and Eating: An Anthropological Perspective* - By Robin Fox

http://www.sirc.org/publik/food_and_eating_1.html)

When various ethnic groups are thrown together, there is both an intensifying of food identity and a growing mishmash. The food preferences of dozens of nations are put side by side in American cuisine, and there is overlap and mixing. The most startling example is the popularity of the Chinese kosher restaurant, and it is not uncommon to find a restaurant advertising itself as “Chinese-Italian-American”. The “diner” with its vast menu served twenty-four hours a day is a microcosm of the melting pot, having Greek salad, Italian pasta, German rye bread, Polish kielbasi, Chinese chow mein, Belgian waffles, French quiche, Hungarian goulash, Irish stew, Jewish gefilte fish, Russian blintzes, English muffins, Austrian pastries, Swiss cheese, Mexican enchiladas, Spanish gazpacho, Canadian bacon, Japanese teriyaki, German sausages, Norwegian herring, Lebanese pita, Nova Scotia salmon and Virginia ham.

* diner - закусовая, построенная и оформленная по типу вагона-ресторана.

(You will find more information about this typically American eating place in the next Unit.)

2.4. In US gastronomy you can find ethnic food from many countries of the world and a variety of regional dishes.

✚ Read the paragraph below.

✚ Working with your partner find the answers to the following questions:

- ✓ What regional dishes described in the paragraph come from the North of the USA? from the South? from the East?
- ✓ What tendency does a “new” American cooking illustrate?
- ✓ In your opinion, why is it a challenge to European cooking?

(from Encyclopedia Britannica 2005 Ultimate Reference Suite DVD)

The United States is a culinary melting pot. In New York City and many other metropolitan areas, you can find almost any kind of food. Outside the great cities, American food at one time had a distinctive regional character. New England was famous for its clam and lobster dishes, and its hash. The South had its fried chicken, barbecued meats, and corn breads.

The West Coast prided itself on its Dungeness crab, fish, and shellfish. A “new” American cooking, combining inventive simplicity and eclectic venturesomeness, offers a challenge to the bastions of European gastronomy.

A Helpful Hint! If you found difficult to understand the meaning of new words in the extract from the context, check your understanding using the following words:

inventive – изобретательный

eclectic – эклектический (отличающийся смешением стилей)

venturesome - смелый, рискованный

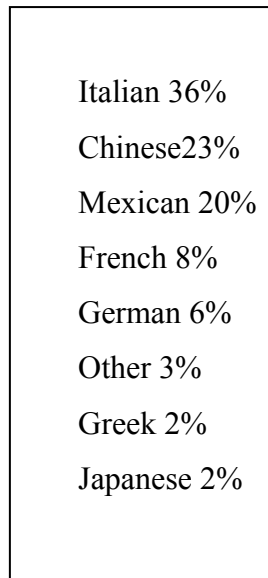
hash - блюдо из мелко нарезанного мяса и овощей

bastion – оплот

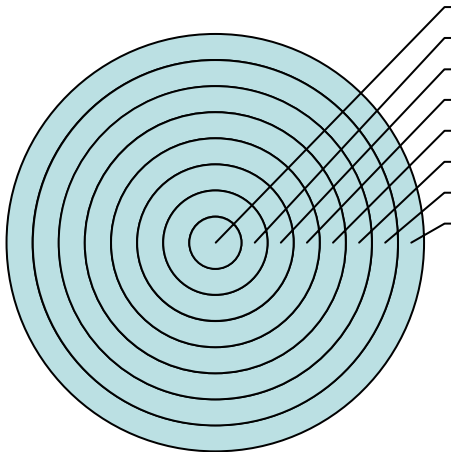
2.5. People from all around the world have found their home in the USA and brought with them dishes that originated in their native countries. Ethnic foods introduced to American society through the American experience of immigrants became products of mass consumption and at the same time maintained an ethnic identification. Food and culinary culture were one of the bridges between new immigrants and mainstream American society. The development of ethnic restaurants that gained popularity served as links between ethnic groups and social classes.

Even small towns in America now have a huge variety of ethnic eateries. Statistics below give the percentage of Americans preferring each kind of ethnic food.

✚ Analyze the figures and give your comments:



✚ Draw a target diagram to illustrate ethnic preferences of Americans. Put the most popular choice into the center of the target:



✚ Do you know how describe these most famous ethnic dishes? For example, Chinese Won Ton Soup is chicken soup with pork –filled dumplings. Can you describe any dishes given below? You may use Dictionary of English Language and Culture, Longman Group UK, Limited and other sources for help.

Italian food: spaghetti, meatballs

Chinese food: chow mein, Wan Ton soup

Mexican food: tacos, nacho, quesadillas, tortillas

✚ Match the following names of dishes and the pictures:

Lasagna, pizza, Moo Goo, Gai Pan, enchilada, chicken pasta,

(photos 1-3,5,6 from <http://www.freefoto.com>; photo 4 from <http://wwwfood-image.com>)



1



2



3



4



5



6


✚ What cuisines do the dishes in the pictures represent?


1 -

2 -

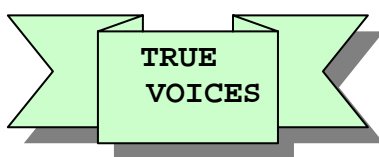
- 3 –
- 4 –
- 5 -
- 6 –

2.6. Following are the opinions of different people who speak about their ethnic food preferences and more.

 Now work in a group of four. Read and analyze the answers.

 While reading the answers, fill in the chart to classify the information. If you find it necessary, add your own categories into the chart.

Name(s) of the speaker(s)	Place of living	Ethnic food that can be found in their area	Their personal ethnic food preferences	Local specialties
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Question: What is your favorite ethnic food in the USA and why?

A. Rosaline and John (California, USA):

We like Mexican and Chinese food.

Speaking about Mexican food, there is such a variety of different kinds of dishes to choose from and such good flavors. In our family we love the Mexican dishes and have tacos at least once every two weeks. We go out to eat at several Mexican restaurants when we have family outings.

Speaking about Chinese food, we must say that we like to order lots of dishes and share the dishes so you get a taste of everything. A cup of green tea is special with this meal.

B. Kathy (New Jersey, USA):

Italian is my favorite, although I also like other cuisines. I especially like gnocchi and pesto sauce. In the area where I live in New Jersey, there are many people originally from Italy and we have the best Italian restaurants.

My grandparents came from Holland and I remember my parents eating herring with cream sauce or pickled herring. I also like this.

C. John (Oregon, USA):

In my own town of 13,500 people there are 21 restaurants listed in the phone book catering to Chinese, Mexican, Italian and European tastes as well as the usual fast food places for hamburgers, French fries, soft drinks, ice cream, chicken and pizza. In Salem, the capitol city of the state, which is a 30 minute drive from my home, there are or have been Greek, Hungarian, Italian, Indian, European, Japanese, Chinese and Vietnamese specialty restaurants, plus places that specialize in fish dishes, pancakes/eggs (breakfast foods) and 36 or more flavors of ice cream. Sadly, I know of no places that serve Borsch, though there are a variety of other soups available in most restaurants.

My favorite ethnic food: My all time preference would be Chinese food. I believe I could eat it at least once a day for weeks at a time without getting tired of it. The subtle flavors, crispy vegetables, limited fats and meat, reasonable prices, plus the tea and fortune cookies all combine to make this a favorite. I frequently order a large bowl of War Wonton Soup for a full meal. This is a special treat.

Special local food dish in my area would probably be clam chowder which is made at a restaurant on the Oregon coast called "Mo's" People from this area will drive 50-60 miles (80 to 100 Km) just to have a bowl of Mo's clam chowder. This is one of my favorites.

D. Barbara and Reid (Minnesota, USA):

As for ethnic food Italian is our favorite- we like pasta, garlic bread, spices. We also like the taste of Chinese food. We don't care for Mexican food, because you can't ask them to hold the salt and they use a lot of it in their dishes. German and Austrian food is too fatty for us.

We also tried to make a list of ethnical restaurants that you can find in the USA according to how many of them are there. Of course the most wide-spread ethnic restaurants, that can be found in every city and town, are Chinese, Mexican and Italian. It's difficult to distinguish between their popularity- all three are very popular. As for the other ethnic restaurants, in different areas you can find - French, Indian, Turkish, Moroccan, German, Russian, Thai, Japanese, Argentinean, English, Polynesian, Greek.

Probably the most wide-spread ones from this group are French and Indian. It very much depends on the area, though. If there are a lot of people from this country living in this area, then there are more chances that there will be restaurants, because it happens very rarely that a chef of, for example, a Mexican restaurant is not a Mexican.

Among the examples that we know in Chicago there are a lot of Polish restaurants, since there are a lot of Poles, in New York City- a lot of places where you can try Jewish cuisine; in Minnesota, Wisconsin, North Dakota - Scandinavian restaurants are very popular.

These ethnic restaurants (from the second group) appear and disappear according to public taste- there used to be a Moroccan restaurant in Stockton, a German restaurant near our brother's home in Oregon, etc.

E. Anna (Russia):

Oh, I really like Chinese food because of the flavors and spices, and the way they combine different flavors and cook vegetables and meat. I also like Mexican – the delicious spices! I've only tried Moroccan food once, but it was really good, and some of its dishes were similar to Russian food I thought (the pickled salads, for example).

When I was in Southern California I got to try enchiladas – a Mexican dish I enjoyed very much. Also, in South Carolina and Virginia (the American South) they eat a lot of grits for breakfast (a traditional Southern dish, which is hot porridge stuff, similar to our semolina but coarser and served with salt and lots of butter) and make lots of cider in the fall (cider being not this European apple wine but a very thick, unrefined and extremely delicious apple juice).

F. Maria (Russia):

I tried Mexican food. Upon the whole I didn't like it, but I enjoyed a dish with beans and a special sauce.

G. Douglas (Washington, USA):

I like Asian food, especially Vietnamese and Thai. My most memorable meals eating out in restaurants have been those that serve dishes from Thailand, which I believe is the tastiest food in the world.

I live in the Pacific Northwest part of the U.S., outside of the city of Seattle. We have wonderful seafood there. The most special dishes to me are local crabs and oysters.

Very special dishes come from the Philippines. One dish in particular, call "adobo," is a type of spicy stew with different types of meat – pork and beef, with many types of vegetables.

H. Elena (Russia):

There is one very special dish that I tried in Louisiana. It is called 'gumbo'. It is a thick soup made with meat, fish and okra (a small green vegetable). It wasn't bad and it didn't cost much.

✚ Share the information you have grouped in the chart with the class.

✚ Discuss the conclusions that you came to and compare them with the figures from the Target chart.

2.7. Numerous influences have affected the development of cuisine in the United States.

Immigrant populations have streamed into North America for nearly four centuries. Each has brought its characteristic recipes, essential spices, and mouth-watering aromas. American

familiarity with "ethnic" cuisine and, in turn, the Americanization of ethnic culinary traditions is the story of American immigration history.



(Photo by Valeriy Yevseyev)

✚ Skim the article below to find answers to the following questions:

Part 1

- ✓ What factors worked against gastronomic development in America?

Part 2

- ✓ What role did the pioneer spirit play in the delay of culinary refinement?

Part 3

- ✓ In what way did the Puritan Ethic hinder development of fine cuisine during the country's early decades?

Part 4

- ✓ How did the arrival of multiple immigrant groups led to the gradual acceptance of many ethnic cuisines into American's everyday lives?

Part 5

- ✓ What is "fusion cooking" and why is its popularity growing in the USA?

✚ While skimming the article use the list of words if necessary:

emblematic - символический Syn: symbolical , symbolistic , typical
comestible - съестные припасы
to militate - свидетельствовать, говорить против (об уликах, фактах и т. п.) (against)
to hinder development - затруднять развитие, сдерживать развитие
to boost – повышать
ethos - преобладающая черта, дух Syn: tradition
haute/fine cuisine -изысканная кухня
to foment - провоцировать, побуждать
to stall – останавливать
palate –:вкус
absorption - абсорбция, поглощение
fare -режим питания, диета
to merge -сливать(ся), соединять(ся) (into, with)
compelling – непреодолимый

We are What We Eat: We are a Nation of Immigrants!
(after David Rosengarten)



(Photo by Valeriy Yevseyev)

Part 1

To my regret, American food has been misunderstood around the world by those who view it from a distance only. "Americans eat hamburgers, no?" would be the typical perspective overseas on what Americans consume—and it wouldn't be wrong! We do love our hamburgers, and our hot dogs, and other simple, **emblematic** treats. However, we love many other things as well. For the vast patchwork of **comestibles** that is "American" cooking today is one of the most vital cuisines in the world, owing its vitality, in large part, to the same element that built the strength of America in other ways—the arrival on these shores of immigrants from virtually all over the globe, immigrants who were able to combine the talents and perspectives they brought from other countries with the day-to-day realities and logistics of American life.

For starters, the Native Americans were not ideally positioned to begin building a national cuisine. The very size of this country, and the spread-out nature of Native-American culture, **militated against** culinary progress (In old France, for example, a culinary idea could blow into Paris with the weekly mail from Lyon. The absence of great cities in the landscape of the Native Americans also worked against gastronomic development.

Additionally, American cooking always lacked the motivating drive of royalty (which is part of our national charm!). Cuisines in France, in Italy, in Spain, in Persia, in northern India, in Thailand, in Beijing were all heavily inspired by the necessity of creating "national" food for the royal court. This not only unified the cooking in those countries, but also **boosted** its complexities—as chefs attempted to outdo each other in pursuit of royal approval. The cooking ideas and dishes that developed at royal venues over many centuries were later incorporated into what every common man eats everywhere in these countries.

Lacking such a galvanizing force, before the European arrivals American food never merged into a unified coast-to-coast phenomenon. Of course, the Native Americans made major ingredient contributions to what we eat today, particularly corn. It's fascinating to think that so many things that we do consider part of our national gastronomic life—such as corn on the cob, creamed corn, corn dogs, corn flakes, grits, tortilla chips—are grounded in this ingredient preference of the early Native Americans. But that preference didn't lead to a "national cuisine.

Part 2

Later in America, other factors, deeply grounded in the modern American spirit, further conspired to stall a national culinary growth. When the Europeans first arrived they were permanently preoccupied with elemental concerns.

Of course, as American civilization grew, the pioneer spirit played its own role in the delay of culinary refinement. "There's a ridge over there—we've got to see what's beyond it." And, indeed, there were many ridges between Virginia and California. Not all Americans were moving across the country in stage coaches during the 18th and 19th centuries—but the flavor of American restlessness, of American exploration, of a kind of life at odds with the "our family has been sitting near this hearth for 400 years" mentality of Europeans of the same day, once again cut against the set of values and interests that normally lead to the development of great cuisine.

It is this spirit, of course—an **ethos** of "eating to live" rather than "living to eat"—that has led to peculiar aspects of the traditional American food world. We have certainly led the planet in the development of "convenience" foods—both because we have had the technological ingenuity to do so, but also because we have so many citizens who "don't have time to cook." Let's face it - rice that cooks in a minute, or soup that only needs a minute in the microwave, is not going to play a role in the development of American **haute cuisine**.

Part 3

Lastly, it has been the poor fortune of gastronomic America to have fallen under the sway, for so many years, of a mainstream American value system—the so-called Puritan Ethic. A great deal of industry and good has arisen from this set of values—but no one can ever accuse the Puritans and their descendants of **fomenting** the positive development of the arts, particularly the culinary arts. I remember older people in my youth—this breed is mostly gone now—who considered it grossly impolite to talk about food, even at the dinner table. Why would any right-thinking person discuss the way something tastes, other than for reasons of vanity? And so it played out, for hundreds of years, in New England and elsewhere—a stoic, utilitarian sensibility at the table, hardly conducive to the development of fine cuisine.

Part 4

However, shortly after this period, other immigrants began to arrive—and it is to these groups that we owe the rescue of the American **palate**.

One of our greatest national disgraces ever was also the source of many of our nation's early gastronomic triumphs: the awful transformation of free African citizens into bound American slaves. From that tragedy, however, arose a strong sensibility that had a powerful influence on the development of American culture—not to mention American cuisine. The Africans brought intriguing ingredients with them to these shores—okra, yams, peanuts. They dined "low on the hog"—with the slave owners taking the best parts of the pig, and the slaves left to their ingenuity to make the leftover parts tasty. And, they had a natural camaraderie with slaves who arrived from the Caribbean—who brought to this country a whole new set of spices that added tremendous zest to American cooking. The slaves and former slaves were on the scene in New Orleans, aiding in the development of one of America's most distinct regional cuisines. And they manned barbecue—or BBQ—pits all over the South, helping to develop what I surely believe to be America's most significant contribution to world cuisine.

If all of that early gastronomic activity was generated by immigrants coming in through the Southeast, a parallel activity was occurring in the Southwest—where Mexican Indians and Spanish settlers were bringing their flavors up through Mexico to Texas and New Mexico. What we ended up with became a crucial element in our national dining picture, with enchiladas and fajitas as truly American as any other dish eaten every day across America.

By the latter half of the 19th century, the stage was set for the most important period of gastro-immigration in American history—when the Chinese immigrants and the Italian immigrants arrived. I call it supremely important, for if you go to any American city today you will find that Chinese restaurants and Italian restaurants, despite the rise in popularity of many other ethnic cuisines, still dominate the restaurant culture.

Chinese food in America, of course, has a secondary position behind Italian. It came to this country with the Chinese immigrants who arrived to work on the railroad in the West—or, rather, who came to feed those who were working on the railroad. The cooks threw together little bits of meat and vegetables in their large pans and gave it a name: chop suey. As this type of cooking hit the big cities, and spread across the country, a whole new cuisine emerged: Chinese-American, replete with Egg Rolls, Wonton Soup, Fried Rice, Chicken Chow Mein, and Spare Ribs. It never had quite the reach of the Italian-American food that was spawned a little bit later—because, though most Americans ate this food, they didn't usually try to cook it at home. However, it did accomplish something extremely significant paving the way for the **absorption** of many Asian cuisines into our national eating habits.

A bit later came the big one: Italian-American food. Around 1880, the first wave began—immigrants from Naples, arriving at Ellis Island. Before long, they were living around Mulberry Street in Manhattan, The Italian-American cuisine that they created was magnificent. But the real triumph of the cuisine is in the American home—where pizza, lasagna, manicotti, meatballs, veal parmigiana, through frozen food, or delivery food, or home cookin', play a tremendously vital role in the everyday fare of Americans. And, I daresay, what we learned from Italian-American food is extremely important—that food with origins in another country can not only become an interesting diversion here, but solidly part of our mainstream **fare**.

This got proved again and again. The rest of the 20th century saw the arrival of multiple immigrant groups and the gradual acceptance of many ethnic cuisines into our everyday lives. Though the immigration to America of such European groups as Greeks and French and

Scandinavians, for example, was not in numbers approaching the Italian immigration, we still find gyro and souvlaki and shish kebab stands on many an urban corner, we still celebrate the French way of approaching food as a cornerstone of our American kitchen, and we still give Danish pastry a solid position in the world of the American breakfast.

Beyond Europe, foods from the rest of the world too have **merged into** the American menu. Has any restaurant type, after the pizza parlor, conquered our cities as the sushi bar has in recent years? Have you noticed, of late, the rapid rise of South American grilling restaurants, with Brazilian churrascarias and Argentine parrilladas paving the way? And what of the smaller-than-a-movement but bigger-than-a-quirk ethnic eateries of all descriptions that are mushrooming—from Afghan kebab houses to Korean BBQs, from Ethiopian injera joints to Cuban pork places, from Indian curry parlors to Thai noodle houses?

Part 5

But that's not all, in gastronomic America. What's especially **compelling** about all of this gastronomic activity on these shores is the "melting pot" factor. Yes, at the neighborhood ethnic spots, Thai food doesn't fuse with Cuban, Polish cuisine doesn't get hitched to Philippine. But let an American housewife take home from the Thai restaurant a taste for coconut milk in stews, and before long—helped by the extraordinary boom in grocery availability—she's combining Uncle George's Hungarian paprikash with Thai red curry. And at the higher levels of cooking, this kind of fusion goes on at an even more furious pace—with high-profile American chefs using the culinary peculiarities of ethnic cuisines from around the world, creating, night after night, hybridized gastronomic masterpieces that the world has never seen before.

It is, in America, always a transformative process.....and what always comes out is always American food.

([abridged from: eJournal USA: Society & Values, July 2004
http://usinfo.stte.gov/journals/itsv/0704](http://usinfo.stte.gov/journals/itsv/0704))

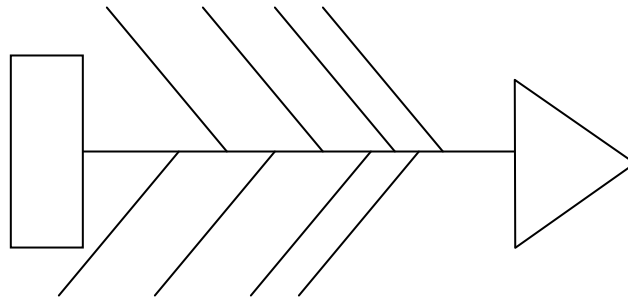
✚ Divide into teams that will represent one ethnic group that helped to shape modern American cuisine.

✚ Skim the article a second time to summarize information about the influence of the chosen ethnic group on the national dining picture.

✚ Using "Fish Bone" organize the data and present your conclusions to the class:

- ✓ Use the head to give the name of the ethnic group;

- ✓ Use the tail to give the time when the influence started;
- ✓ Use the upper bones to show the factors that played the main role in this influence;
- ✓ Use the lower bones to give major culinary contributions of the group



✚ Make evaluations of peer presentations:

- ✓ Is there anything that needs further clarification?
- ✓ Was there enough evidence given to support the ideas?
- ✓ Do you agree with the conclusions drawn by the team?
- ✓ What was the strongest point of the presentation?
- ✓ Is there anything you could advise to change /improve?

✚ Reflect on the issue: Can you predict how the American gastronomic landscape might be changing in the 21-st century? What changes in American society might play an essential role in this process?

2.8. Project work: **Exploring the Diversity of Regional Food Offers**

Regional cooking varies from state to state and is highly influenced by the types of ingredients locally available, as well as the cultural background of the people that settled in the area. New England cooking, native to the northeastern states, was heavily influenced by the cuisine of the original English settlers. Southern cooking has definite African influences. Cajun cooking, from the New Orleans area, is a spicy mixture of Spanish, French and African styles. California cooking is known for the use of fresh fruits and vegetables in interesting combinations with Asian, Mexican and Spanish flavorings.


If you are in the mood for more details you can explore the diversity of food choices offered in different regions of the U.S.A. with the help of restauranteur.com - an interactive dining guide.

Surfing the Internet you may find yourself in Pacific Grove (California):

http://www.pacificgrove.org/dining_intro.htm;

or in Salado,(Texas): <http://www.texasbest.com./restaurt.html>; or at any place to your liking.

The instructions given below will help you discover the multicultural diversity of available food choices in a particular city.

 Following the instructions make a virtual trip to one of the U.S. cities and find out possible dining options.

Step 1: Go to: <http://maps.yahoo.com>

Step 2: In the window: City, State or Zip put the name of an American city you would like to visit, for example: Houston, TX 77083-2608

Step 3: Find the icon: Food and dining that gives all ethnic restaurants in the area.

Step 4 Browsy the given dining options⁶ for example: All

Restaurants American Chinese Indian Italian Japanese Mexican Pizza
 Seafood Steak Houses Thai

Step5: Make a survey of the kinds and number of ethnic food eating places one may chose from.

Step 6: “Visit” one of the restaurants to learn more about it and the dishes it offers.

2.8. Don't forget to put new information into you **culture diary**. You may use Evaluation Chart to comment on the data you find:

New facts	New ideas	My comments



Here are only a few sites you may browse for further exploration of the ideas of the unit:

<http://www.ewebtribe.com/NACulture/food.htm> (Native American recipes)

http://anacostia.si.edu/exhibits/online_exhibitions/food/index.htm (African American food / "Soul Food")

<http://www.serve.com/sheaf/food.htm> (German influence on American food)

Unit III The Eating Out Revolution



(Photo by Valeriy Yevseyev)

3.1 The sign on the wall of a restaurant says: “Life is short, Eat dessert first”

✚ What does this sign mean?

3.2. The first public eating places in America appeared before the times of stagecoaches and roadside inns.

✚ Working with your partner, draw a timeline for the facts given in the Fact File.

✚ What do you think restaurants should do to be successful in the future? Discuss the issue with your groupmates.

FACT FILE

(from: <http://www.schonwalder.org>)

Samuel Cole opened the first American Tavern in 1634.

In 1656 Massachusetts passed a law that required every town in the colony to have a tavern or to be fined.

The first Coffeehouse in Boston was established in 1670.

A la carte menus were common since the early 1800s.

British flavored food was the norm till the American Revolution. At such time more and more French cuisine slipped into the daily menu of cooks throughout the colonies. George Washington and Thomas Jefferson served French style food at social events as well as their political dinners.

Delmonicos opened in 1827. It and the Sans Souci as well as Niblo's Garden, all in New York, claim the fame of having been the first American Restaurants. A number of social events were held there, including the first debutante ball in the city held outside a private home (1870).

1951 The American Food Service Industry had become of the countries largest industries.
In the mid 1980s upscale restaurants were popping up all over the country which dropped off by the late 1980s.
The overall number of restaurants in the U.S. today is 858,000.
The number of U.S. restaurants is expected to grow to 1 million by 2010.

3.3. Americans spend some \$821 billion on food today from supermarket produce to restaurant meals to snack foods at vending machines. The US Department of Agriculture reports this figure will grow to \$1.2 trillion over the next decade. As the decades roll by, Americans find themselves with more and more choices of what to eat and drink. The types of restaurants that you can find in America are as diverse as its people. A variety of food establishments allows satisfying people with any income level and food preferences.




(Photo by Valeriy Yevseyev)


✚ Using “quick write” make a short culture note to the picture.

A Helpful Hint! “Quick write” is a way to express your ideas in writing without editing the draft. Look at the picture carefully to study the details that help you interpret the cultural information the picture gives. For example, you may ask yourself: What kind of restaurant is it? When was the picture taken? Why is there a glass of water on the table? Who and why left the money on the table? Who is the lady standing by the window? For five minutes you’ll be writing down the ideas that come to your mind.

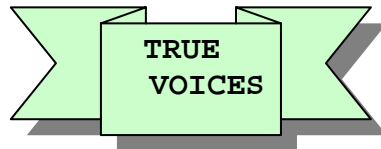
✚ Read the thoughts that you have put down to your partner. Then listen to his/her ideas.

3.4. Following are the opinions of different people who speak about their dining out choices.

 Read and analyze the answers.

 While reading the answers, fill out a chart to classify the information. Make up your own categories for the chart.

Name(s) of the speaker(s)				My conclusions



Questions: How often do you eat out? How do you choose a place where you are going to eat out?

A. Rosaline and John (California, U.S.A.):

Rosaline: John is a home person and thinks he can not get the good meal out like he gets at home so we do not eat out very often. Well, it is – You choose, no you choose!!! Then John will say, “Do you want to go to our favorite place?” For our family gatherings our sons usually pick the place and make the arrangements.

John: In general, we don't get to eat out very often. My wife is such a great cook and when she cooks I get better food at home than if I go out to eat. I guess I am a very picky eater. She knows what I like and she fixes it so good, why go out.

B. Kathy (New Jersey, U.S.A.):

We eat out maybe once or twice a month. It could be as a special treat or just because it's more convenient.

C. John (Oregon, U.S.A.):

How often do I eat out? I plan on eating out with friends I used to work with on Tuesday mornings. The group of men are all retired and we have a good time talking (mostly they talk and I listen) about everything under the sun. My standard breakfast there is two pancakes, two eggs fried "over easy" which means the white is cooked but the yolk is still liquid), a plate of assorted fresh fruit, and water. The total cost is just \$3.99 and the waitress gets a tip of \$1.00. There are routinely six or eight of us that eat together each week.

I also eat out several times per month, such as when Carol and Ron, my children, come over on the weekends to do some chores at my house. For their work I usually treat them to a meal at a Mexican restaurant or at Murphy's Bar and Grill which has a good selection of dishes. They usually get a Mushroom Burger, a small salad and French fries. I mostly get clam chowder or soup or a large salad.

I also eat out at other times during the month when I find someone willing to let me buy them dinner. I am trying to be a social person. When I go out I prefer to go to a restaurant of their choice. It is easy for me to find something I like most anywhere and I enjoy making them happy.

D. Barbara and Reid (Minnesota, U.S.A.):

Now we eat out usually once a week and it is dinner. It used to be different though. Several years ago we lived in the country, about 6 miles from the city. Every morning we drove there to have breakfast. We had it at the same place all the time, mainly because a lot of our friends also had breakfast there and this was a chance for us to communicate. We also liked that place because we could ask for food to be prepared the way we wanted to- for us that meant no fat, salt, onions.

E. Anna (Russia):

Well, every time I was in the States I was hosted either by a family or by an organization (but always staying with families). So, we went out to eat quite a lot. When I travel with the 10-day Open World delegations of Russians we eat out every day, sometimes both for lunch and dinner, because the schedule of the visit is packed and eating out seems to be the only option with such a busy schedule. Almost all the time it was our hosts' choice where to go because they wanted to introduce us to the best and different cuisines and restaurants in their city or town. When we got to choose we tried to go to a national cuisine restaurant we hadn't tried before, because there are so many of them in America, a much wider choice than here in my native city.

F. Maria (Russia):


During my stay in the U.S.A. I preferred to eat at home, just because I didn't like American food. For the first two weeks it seemed terrible to me. After two months I got more used to it.

G. Douglas (Washington, U.S.A.):

We eat out rarely, only on special occasions. We would rather eat at home to enjoy our company and our favorite foods. The price of food in restaurants is not a factor in our decision in deciding to stay at home. Most Americans, however, eat in restaurants several times a week.

H. Elena (Russia):

It is quite easy to find a good American restaurant with reasonable prices where they serve seafood dishes and show a lot of invention in cooking meat dishes with herbs. I prefer a perfectly cooked dish which is found in the home and not in a restaurant, so I seldom go out for a meal. When I do go out, I leave the choice of the place to my friends who know better which place to go.

 Share the information you have grouped in the chart and the conclusions you have come to with the class.

3.5. Eating out in the United States has a long history. The following selections are mainly focused on some peculiarities of modern eating out styles and settings.

- ✚ Working with your partner, decide which of the reading selections each of you is going to read.
- ✚ While reading the chosen selection mark the most important information that you would like to share with your partner. Then identify the key point and summarize sufficient details.

Selection A

Eating Out

(Adapted from: Food and Eating: An Anthropological Perspective - By Robin Fox

http://www.sirc.org/publik/food_and_eating_1.html)



Long ago eating out was for travelers, in inns and taverns where the customers were served home-like food. The first American restaurants popularized the leisurely lunch and dinner, and drew its customers from the city's elite. Finally, regular eating out has become vastly democratized with technology, affluence, and overemployment – leaving less time for preparation at home.

Statistics (BLS) reports that in 2000 (the latest year for which detailed consumer data is available), the typical American household spent \$2,137 (41 percent of the annual food budget) on food consumed away from home. Households headed by someone between 45 and 54 years of age spend the most on dining out - \$2,638 on average - while the young (under age 25) spend the greatest share of their food budget (49 percent) away from home.

Generally eating out is a social event and not just satisfying your hunger for food. It is either entertaining yourself or entertaining others.

“Doing lunch” in the business world has become an indispensable sign of a modern life.

The family outing even to the local fast food restaurant has an air of difference from routine eating at home. A casual lunch with a friend or taking your grandparents for an ice-cream treat helps provide the aura of an “event”. Eating out becomes an important socialization experience for children, when they learn the basic etiquette of eating in public. There are special eating establishments like “Mom’s Friendly Family” Restaurant” who cater for family outings.

Eating out on special occasions is not less popular. Celebrations like retirement dinners, anniversary dinners, romantic dinners, and birthday dinners are taken out of the workplace or home and become a public ritual. Many restaurants will provide a cake and waiters will sing for the birthday boy or girl.

Each time the choice of the eating place adds excitement that a home meal often lacks. You may choose a restaurant that is big and noisy, or a cozy one that gives you a sense of privacy. Sometimes you look for new impressions, sometimes go to our favorite place, where the setting, live music, and food are familiar.

Wherever you eat out it will satisfy your demand for making a change, and being taken care of.

Selection B

Types of Restaurants

(Adapted from: <http://americanhospitals.com>)



(photo from: <http://www.jimsrestaurants.com>)

There are three main groups of restaurants in the U.S.A.: fine dining, sit-down low /medium priced family restaurants and fast food restaurants.



(Photo by Valeriy Yevseyev)

Fine dining places are usually America's hottest and trendiest restaurants. If you are looking for a relaxed atmosphere where you can order a gourmet meal, dress up in your best clothes, and have valet parking for your car, visit an expensive restaurant. Restaurants in this category often require you to call to make reservations for a meal. Don't forget to ask if there is a dress code. Meals will usually cost more than those at medium-priced restaurants, and the wait and pace of the meal may be much slower. A gratuity (tip) is expected at this type of restaurant unless the restaurant states otherwise.



(Photo by Valeriy Yevseyev)

Another option is a place where you can sit down and be served in a family atmosphere and eat for under \$10-15 per person. Often the selection at these restaurants is diverse and the wait is longer (approx. 15-20 minutes). A gratuity is usually expected at this type of sit-down restaurant. If you are unsure, ask the person who seats you at your table.

All You Can Eat Buffets and *Salad Bars* are great places to go when you are really hungry. For one price, you can eat all you want from the buffet table. In some "all you can eat" restaurants the buffet table is over 50 feet (15 meters) long with all sorts of meats, fishes, salads, fruits, vegetables and desserts. Most "all you can eat" buffet restaurants charge about \$7 to \$10 at lunchtime and \$10 to \$15 for dinner. Many steak houses and other restaurants have "soup and salad" bars that include hot foods like chicken wings or tacos and desserts. If you order any meal, the "all you can eat" salad bar is included at no extra charge. For a real bargain, just order the salad bar with a beverage. A salad bar usually costs about \$5 at lunch and about \$8 at dinner.



(Photo by Valeriy Yevseyev)

In *Fast Food* restaurants you can purchase a low-priced meal (under \$7.00 per person, or even half of that) and almost always be served in under five minutes. You can take your food with you or eat in at most of these restaurants. In most cases, you will not have anyone serving you at the table. A “tip” or gratuity is not expected at this type of self-service, cafeteria style restaurant.

- + Share with your partner the information from your reading selection
- + Answer his/her questions if there any.
- + Make your own “think” question(s) to the text.
- + Discuss the questions with your partner.
- + Classify the restaurants described in the paragraphs below according to the types of restaurants that you know. Explain your choice.

Dine about Town:

- ✓ (S-F) San- Francisco

For the month of January, participating restaurants offer three-course menus for \$19.95/lunch and/or \$29.95/dinner.

- ✓ La Masseria (NYC) New York City

This Italian restaurant is a few paces from Broadway.

PRICE RANGE Lunch, appetizers, \$6.50 to \$14.50; pasta and entrees, \$12 to \$28.50. Dinner, appetizers, \$7.50 to \$16; pasta and entrees, \$13.50 to \$32.50; desserts, \$7.

- ✓ Chung Moo Ro, Korean restaurant, NYC

PRICE RANGE Appetizers \$5.95 to \$12.95; main courses \$8.95 to \$22.95.

- ✓ Masa , Japanese restaurant, NYC

It is located in Manhattan. The price fluctuates with the season and the availability of certain delicacies. It is now \$350 a person before tax and tip. Lunch or dinner for two can easily exceed \$1,000.

3.6. As you have learned from this unit there are numerous options to choose from if you make up your mind to dine out in the USA. Nevertheless, a classical American diner remains a unique eating place.

✚ *Read the story about the American diner.*



(Photo by Valeriy Yevseyev)

Age-old Addition to the American Restaurant Scene

(Adapted from: <http://www.dinercity.com>)

The American diner is a unique American institution that has both cultural and historical significance. The diner became a part of the American landscape more than a century ago, and since then has affected the culture in various ways. It influenced almost every aspect of American life including cooking, dining out, popular culture, design, fashion and more.

Walter Scott is considered to have inspired the birth of this one of America's most recognized icons. He was a part-time pressman at the *Providence Journal* newspaper in Providence, Rhode Island. In 1872, Scott began to sell prepared food from a converted horse-drawn freight wagon outside the newspaper's building.

An authentic diner preserves this type of structure. It is usually built in a factory and then transported to its permanent site. A classical diner is a small, family-owned and operated establishment. It serves about 50 people at one time. An essential element is a long counter with vintage stools. A diner may have counter space for 25 people. There are usually booths with tables that line the walls. Such an arrangement makes the diner more than just a place to eat: a diner is also a place for conversation, a community center in some ways. A diner is one of the best places to "meet the locals." No wonder that Bill Clinton used classic diners as a campaign rally site during his Presidential election.

Many diners are open 24 hours and are always alive with activity. They offer free delivery from 7 a.m. to 9 p.m. daily, serve breakfast specials from 6 a.m. to 11 a.m., early-bird specials 10% off the regular price from 4 p.m. to 6 p.m., and regular dinners from 6 p.m. to 10 p.m.

The food served in a diner is far from being sophisticated, but it is a simple wholesome good-quality meal, prepared by a skillful cook. Food is cooked to order and the service is fast and efficient. The menu offers a variety of options for all three meals. Traditionally the menu includes the following sections: Eggs and Omelettes; Breakfast; Dinners; Side Orders; Burgers; Sandwiches; Desserts; Beverages. Portions are generous and coffee refills are free.

Prices for all meals are reasonable: from \$9 to \$19.95 for a complete dinner.

The diner tradition has continued into the 21st century. Massachusetts and New Jersey are two of diner-rich states. Traveling around the U.S.A. one may see diners built at different periods of time. Some of them are preserved and appreciated as historical treasures; others have been destroyed, several diners have been moved to other states and even overseas

It's a noble mission to save the vintage diners that are in danger of extinction. To celebrate and preserve the cultural and historical importance of diners and share it nationally and internationally the American Diner Museum (ADM) was founded in 1996.

✚ Working in groups of three answer the questions.

- ✓ How long is the history of the American diner?
- ✓ Who do we owe to credit for it?
- ✓ What does a typical diner look like?
- ✓ What food is served there?
- ✓ What makes this eating establishment unique?
- ✓ What is the mission of the ADM?
- ✓ Why is this not a very sophisticated eating place attractive for customers?
- ✓ Can you find an example of an authentic eatery in your culture?

✚ Study the menu from the Americana Diner. Make an order.

<p>Eggs and Omelettes</p> <p>1 egg, any style.....2.25 with bacon, ham, or sausage ...3.25</p> <p>2 eggs, any style.....2.80 with bacon, ham, or sausage3.80</p> <p>Cheese Omelette5.40</p> <p>Mushroom Omelette5.90</p> <p>Western Omelette5.95</p> <p><i>All eggs served with homefries and toast</i></p>	<p>Burgers</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 10%; text-align: center;">Plain</th> <th style="width: 10%; text-align: center;">Deluxe</th> </tr> </thead> <tbody> <tr> <td>Hamburger</td> <td style="text-align: center;">3.15</td> <td style="text-align: center;">5.15</td> </tr> <tr> <td>Cheeseburger.....</td> <td style="text-align: center;">3.85</td> <td style="text-align: center;">5.90</td> </tr> <tr> <td>Bacon Cheeseburger....</td> <td style="text-align: center;">4.50</td> <td style="text-align: center;">6.50</td> </tr> <tr> <td colspan="3"><i>Choice of American, Swiss, mozzarella, cheddar cheese</i></td> </tr> <tr> <td>Mushroom Burger.....</td> <td style="text-align: center;">3.50</td> <td style="text-align: center;">5.50</td> </tr> </tbody> </table> <p><i>Deluxe burgers are served with French fries, lettuce, and tomato</i></p>		Plain	Deluxe	Hamburger	3.15	5.15	Cheeseburger.....	3.85	5.90	Bacon Cheeseburger....	4.50	6.50	<i>Choice of American, Swiss, mozzarella, cheddar cheese</i>			Mushroom Burger.....	3.50	5.50
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Mushroom Burger.....	3.50	5.50																	
<p>Breakfast</p> <p>Pancakes, waffles, or French Toast3.50 <i>with bacon, ham, or sausage.....5.20</i></p> <p>Cold Cereal2.00</p> <p>Hot Oatmeal.....2.25</p> <p><i>Breakfast Specials are served Monday-Friday 6:00a.m. – 11:00a.m.</i></p>	<p>Healthy Favorites</p> <p>Veggie Burger3.80</p> <p>Turkey Burger3.80</p> <p><i>Ask about our Soups of the Day!</i></p> <p>Bowl1.65</p> <p>Cup.....1.35</p>																		
<p>Dinners</p> <p>Fried Jumbo Shrimp13.25</p> <p>Homemade Fishcakes.....8.95</p> <p>Veal Cutlet Parmigiana <i>with pasta</i>.....10.50</p> <p>Homestyle Baked Meatloaf..... 8.50</p> <p>Oven-roasted Fresh Ham.....9.95</p> <p>Chopped Beef Sirloin Steak9.25</p> <p>Roasted Half Chicken8.50</p> <p><i>Entrees include soup, salad, potato and vegetable.</i></p> <p><i>Complete dinners include entrée, dessert and beverage</i></p>	<p>Sandwiches</p> <p>Roast Beef5.75</p> <p>Fresh Turkey5.50</p> <p>Smoked Virginia Ham5.90</p> <p>Grilled Cheese.....3.25</p> <p>Tuna Fish Salad.....3.75</p> <p>Egg Salad..... 2.75</p> <p>Grilled Breast of Chicken.....4.50</p> <p>B.L.T. (bacon, lettuce and tomato).....3.50</p> <p><i>Served on your choice of bread, with fresh cole slaw and crispy pickles</i></p>																		
<p>Side Orders</p> <p>French Fries1.85</p> <p>Onion Rings2.95</p> <p>Cole Slaw or Potato Salad.....3.25</p> <p>Garlic Bread.....1.50</p> <p>Vegetables of the Day.....1.85</p>	<p>Desserts</p> <p>Assorted Pastries.....1.50</p> <p>Layer Cake.....2.00</p> <p>Old Fashioned Pie.....2.25</p> <p>Chocolate Pudding1.50</p> <p>Ice Cream.....1.75</p>																		

(corn, peas and carrots, broccoli, spinach) Boston baked Beans.....3.00	Fruit Cup.....2.00
Beverages <u>Hot</u> Coffee or Tea.....0.75 Decaffeinated Coffee0.75 Herbal Tea.....1.00 Hot Chocolate.....0.75	Beverages <u>Cold</u> Sodas0.85 Milk.....1.00 Ice Cream Sodas.....2.25 Egg Cream.....1.50 Iced Tea/Coffee.....1.25

✚ Now read **one** review and focus on the details of the description. Pay attention to:

- ✓ the building itself
- ✓ the interior
- ✓ the atmosphere
- ✓ the food
- ✓ the service
- ✓ the opinion of the visitor
- ✓ the rating.

✚ While reading organize the information with the help of the Category organizer:

The Name of the Diner and its location:

1.
2.
3.

✚ Afterwards share the information in your small group.

(Based on materials from: <http://www.dinercity.com>)

Review 1

Rainbow Diner: Charlestown, West Virginia

by Diner Dave

Having seen a few television shows on Diners, and after having purchased and read a book about Diners, not to mention checking out the Diner City Website, I finally felt ready for my first "Classical Diner" experience. The Diner I chose was the Rainbow Diner just South of

Charlestown along Route 340. Interestingly enough, I had driven past this diner many times without even knowing it was a "Diner" in the classic definition.

The Rainbow Diner has been altered heavily with a couple of added dining rooms. Very little of the stainless steel exterior remains visible. I arrived early on a Saturday morning around 7 a.m. so breakfast was in order. I was not quite sure what to expect when I first arrived, so I went in and went straight to the counter and took my place on one of the many vintage stools. I ordered a two egg special with toast and bacon with a large orange juice and waited. I looked around and noticed the small manufacturer's plate directly across from my chosen place.

It identified the "Rainbow" as a Mountain View Diner from New Jersey. The inside showed the signs of the addition of the dining rooms off to the left and right sides of the diner. The ceiling and most of the walls were decorated with stickers of all sorts. It made interesting reading while I waited for my order to arrive. I glanced around the diner and noticed several booths taken by a few customers enjoying coffee and involved with their morning papers. The diner was calm and quiet. The jukebox along the far right wall stood regally but silent. My order came from the kitchen and was placed before me on the counter. The two eggs were accompanied by three strips of crispy bacon and a helping of homefries plus 2 slices of toast and jelly. Not a bad deal for the \$3.95 price. My large orange juice added another \$1.95. My total for the meal was \$6.20. The item I liked most was the home fries. These peeled potatoes fried in bacon drippings were delicious. Overall good rating.

Review 2

Legend's Diner: Napoleon ,Ohio

by bigdog

This is a little diner: it seats about 40 people. The building is made of wood but painted with a checkered board look. Inside you will find some memorabilia from the 50's & 60's era. Not a usual diner though but has its own atmosphere. The food is the talk here. This little diner has some of the best cooked food I have had in a while. The owners make sure that food prep is #1. Delicious hamburgers, great home-made onion rings, rib-eye steak sandwich. I had the Elvis Presley, a 6 oz rib-eye steak sandwich layered with BBQ sauce. Then I tried the onion rings, nothing but superb. For dessert, you will have to try the coconut crème pie. I talked with one of the owners when I was checking out and they have informed me that they were looking for the stainless steel frame for their diner, I recommended it also.

In a word, it is not the usual stainless steel diner but the food is what works here. I rated the food here a A+, the building is wooded but painted a B, the inside decor also a B.

Review 3

Sugar Shack Diner: Chester, Montana

by diner dan

This is a truly original diner!!! It was made in 1953 in Wichita, Kansas and shipped to Montana on the railway. It has been in two towns before coming to Chester but it is in the original "from the factory" shape. The only thing to be changed or replaced in 46 years is the floor tile and the outside paint. It is a charming 10 stool diner that is in a quaint 10 X 25 ft. area.

The food in the Sugar Shack is by far the best 50's food around. Don't come here if you are looking for healthy low fat food of the 90's. But if full flavor of real beef burgers and real homemade fries cooked in real lard and served by real friendly people are what you want, this is the place to visit.

The diner is open from June 1 until Oct 31 (or later if the weather holds) and is open for breakfast, lunch and dinner as well as a late night piece of pie and ice cream. Stop in !!! It is well worth the drive.

Review 4

Double T Diner: Baltimore, Maryland

by ZomaLaur1227

Basically, it is really awful. I am a Jersey Girl, born and raised, which by definition makes me familiar with diners. The Double T definitely ranks as the worst diner I have ever been to.

First off, the prices are extremely outrageous. I am used to the good ole' NJ diners where you can get a heaping portion of just about anything for 3 bucks....Not here at the Double T!!! Even the French toast, which is supposed to be a sure cheap item, is expensive.

Secondly, I have over the years taken a diner to be a place where you can sit and "chill" with friends. Unfortunately, here at the double T we do not agree with this idea. I went one time where all of my friends except for one ordered food (and I am not just talking about a coffee...I am talking about extensive meals here). The management then informed the person I was with (the one who did not order) that he would be charged with a 3 dollar sitting fee if he did not get anything...

Review 5

Americana Diner: Shrewsbury, New Jersey

by Ron Saari

The new Americana Diner is everything a modern retro diner should be. The diner itself is absolutely stunning with a glorious neon sign, huge glass block vestibule, and interior which

strongly recalls the stylish interiors of 1940's Pullman diners. The only negative is the small parking lot. If you come here on a Sunday morning, expect to wait, despite the large seating capacity. Like in other big, flamboyant New Jersey diners, the menu is huge with a seemingly endless variety of breakfasts, sandwiches, salads, burgers, steaks, seafood, pastas, and Greek entrees. There are generally four soups of the day. It's hard to go wrong with anything on the menu, but if anything stands out it's the Greek specialties. The Americana easily blows away Mykonos, a more formal Greek restaurant in a strip mall just behind.

While Americana lacks the intimacy of a true vintage diner, it's certainly something you want to experience if you come anywhere near the Jersey shore. Definitely worth a special trip!

- ✚ Working in a group of three sum up your perception of the American diner.
- ✚ Go on to the Diner City photo tour that presents 10 historic diners around the United States at <http://www.dinercity.com>
- ✚ Study the pictures carefully. Find in the pictures the details you read about and compare them with the descriptions from the text.

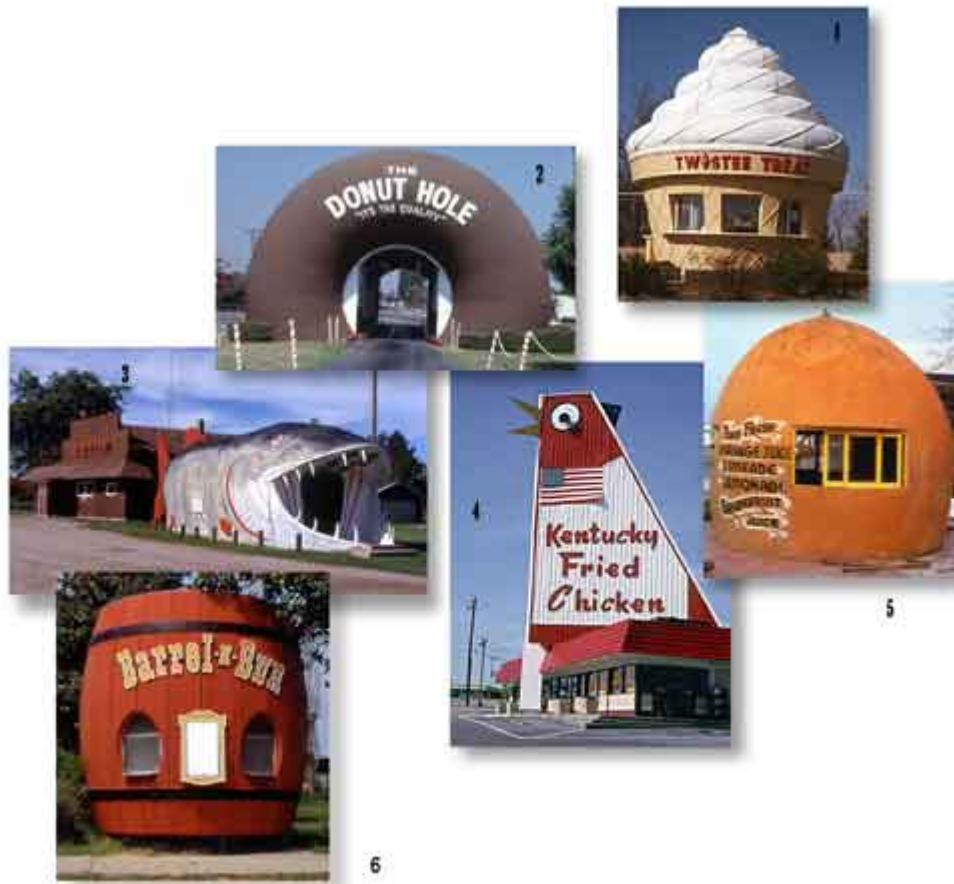
3.7. Fun File

According to *eJournal USA: Society & Values, July 2004*, "Beginning in the 1930s, intense competition in the restaurant industry and Americans' increasing reliance on the automobile led to a trend in restaurant design sometimes referred to as "programmatic" architecture. Owners and builders began to create restaurants in odd and distinctive shapes. The objective was to catch the eyes of passing motorists, make them smile or laugh at the bizarrely shaped structure, and, hopefully, cause them to stop and come inside for something to eat. While this type of restaurant architecture began to die out in the 1950s, examples of the genre remain today, with some of the buildings still functioning as restaurants".

✚ Match the photo to the description :

(from: eJournal USA: Society & Values, July 2004. All the photographs Copyright © John Margolies/Esto.)

- | | |
|---|--|
| a) Donut Hole
La Puente, California | e) Big Fish Supper Club
Bena, Minnesota |
| b) "The Big Chicken"
Marietta, Georgia | f) Twistee Treat Ice Cream Stand
St. Joseph, Missouri |
| c) Barrel and Bun
Buckroe Beach, Virginia. | |
| d) Orange Juice Stand
Turlock, California | |



3.8 Project work: A Typically Russian Eating Establishment

- ✚ Divide into small groups.
- ✚ Working in a small group design a typically Russian eating establishment.
- ✚ Explain your ideas and present your project to the class.

The following steps may help you organize your work.

1. Brainstorm to recall examples of Russian restaurants you've visited or read/ heard about.
2. Present the idea of your project to your small group and develop the concept that will make your restaurant an authentic Russian eating place.
3. Think about what kind of customers your eating establishment will attract.
4. Distribute the roles of the participants of the project (who will work on the interior, the menu, advertisements, the choice of music, etc.)
5. Schedule the time for preparation and presentation of the project.
6. Get together to discuss and revise the draft of the presentation.
7. Practice your presentation in your small group and make the final revision.
8. Present your project to the class.
9. Listen to comments and answer questions from the audience.



Here are only a few sites you may browse for further exploration of the ideas of the unit.:

<http://www.dinermuseum.org/>

<http://usinfo.state.gov/journals/itsv/0704>

Don't forget to fill out your *culture diary* and add to the files new cultural information that you found in the unit and on the Web.

Unit IV Fast Food Nation?



by Buzz Baxter

(photo from "A Tounge-in-Cheek History of Cooking" by Buss Baxter <http://www.thegutsgourmet.net>)

4.1. Fast food has always been a controversial issue that gives rise to heated disputes in America and overseas. The participants of these fierce discussions always mention McDonald's, but forget that the sandwich, which is unquestionably the most popular snack in the world, was "invented" by the Earl of Sandwich, John Montague. They think hamburgers are the most popular dish in the U.S.A., but forget that alongside with popularity of fast food there are more than 1,000 Chinese restaurants in New York alone.

Humor is the best way to approach a disputable issue that we will further try to clarify in this chapter, so let's start with the cartoon above.

✚ How can you interpret the joke in your own words?

✚ Comment on the quotation from an essay of a Russian student:

"Junk food – that's how the Americans themselves call the food you can buy at fast-food restaurants like McDonalds, Burger King, Kentucky Fried Chicken, Subway, and Chic-Fil-A. It is true, the food is not at all healthy ... but it's so tasty."

(from HELLO online, "America from A to Z" a contest essay by Anna Dorodnykh, Kursk State University, <http://www.hello-online.ru>)

✚ Study the opinions about fast food presented in the Internet survey. Which opinion do you share?

Каково Ваше отношение к FAST FOOD и MCDONALD'S в частности?

Замечательно! Люблю быстро и вкусно поесть!	<input type="text"/>	13% [15]
Нормально. Иногда можно съесть чизбургер.	<input type="text"/>	25% [27]
Индифферентно... Мне всё-равно...	<input type="text"/>	14% [16]
Плохо. Люблю настоящую еду!	<input type="text"/>	17% [19]
Ужасно! Здоровье дороже!!!	<input type="text"/>	22% [24]
своеобразное.....	<input type="text"/>	6% [7]

Всего проголосовало : 108

(from: Форум Марий Эл.Ru: Yola.ru)

FACT FILE

Fast Food Facts

(from: Fast Food Nation: The Dark Side of the All-American Meal. By Eric Schlosser. Houghton Mifflin, 342 pp)

Between 1968 and 1990 the fast food chains expanded at their fastest rate:

1970 - \$6 billion was spent on fast food in the USA.

2001 - \$ 110 billion was spent on fast food in the USA.

70 % of fast food visits are made on impulse.

Every day about 25 % of adult population of the USA. visits a fast food restaurant.

Every month about 90 % of American children between the ages of three and nine visit a McDonald's.

Every year \$3 billion is spent on television advertising by fast food chains.

During 2000 the fast food industry didn't gain any new customers in the USA.

Hot Dog Facts

(from: <http://www.diggitydog.com/trivia.htm>; http://www.hot-dog.org/hd_history.htm)

450 Hot Dogs are eaten every second of every day in the United States or an average of 65 per year/per person.

Hot dogs are served in 95% of homes in the USA.

Most Hot dogs are eaten at home, 15% are purchased from street vendors, 9% are purchased at ballparks.

Mustard remains the most popular Hot dog topping: 87% of Hot dog eaters use Mustard.

Most people still prefer the good old 6" Hot dog; it is preferred by 46.3% of Hot Dog eaters. 26% prefer the 7" Hot dog. Only 4% prefer the foot long version.

Chicago's O'Hare International Airport sells more Hot dogs than any other location in the USA, over 2 million a year.

Hot dogs are primarily regarded as a fun, summertime food, and most are eaten between Memorial Day and Labor Day.

Do you know that Americans are not the only ones who love hot dogs? , " The French call them "chien chaud," the Spaniards refer to them as "perrito caliente," in Italian, it's "cane caldo", the Germans call them "Heisser Hund," and the Dutch - "worstjes."

✚ What do the figures from the Fact File tell you? Working with your groupmates, compare your opinions.

4.2. There is an opinion that fast food marks American life like nearly nothing else can.

✚ Read the following Culture Note:

(adapted from: Fast Food Nation, the Dark Side of the All-American Meal By Eric Schlosser Perennial, HarperCollins Publishers, Inc., New York USA, 2004; (photo from <http://www.whatscookingamerica.net>)



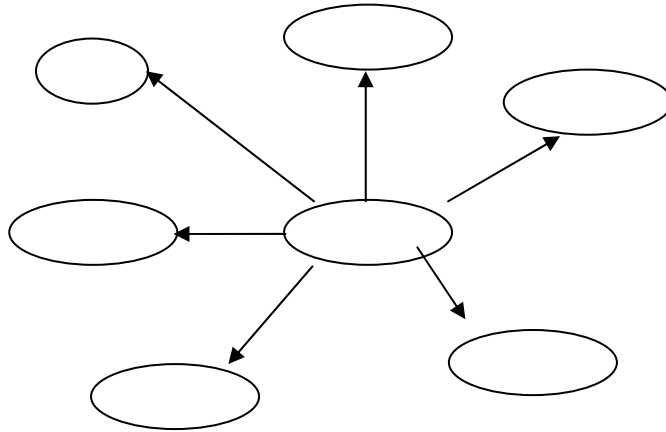
The ads, the towering arches poking up from the forest alongside the highway—the drive-thrus—make indulging irresistible. Do you know that fast food chains in the USA are much more than McDonald's?

The McDonald's Corporation is the largest and the most widely recognized in the world, but not the only fast food chain brand. By now, the beginning of the 21st century, Burger King, Chili's,

Denny's, Domino's Pizza, Dunkin' Donuts, Hardees, KFC , the former Kentucky Fried Chicken, Long John Silver's, Pizza Hut, Wendy's, Subway, Taco Bell, Sbarro, Carl's Jr. to name a few are well known franchise companies. Franchises strive to offer exactly the same product at numerous locations. You can find it everywhere: in restaurants and drive-throughs, at schools and universities, in Wall-Marts and K-Marts, at airports and stadiums, at gas stations and amusement parks, on planes and trains, at every mall and main street.

** to indulge – удовлетворять свои желания, не отказывать себе (в чем-л.)

✚ Make up a cluster that will include the names of fast food chains/restaurants you've learned about t in the unit:



4.3. Here are some opinions from different people who tell us about fast food.

✚ Before reading, discuss with you partner the following:

- ✓ Why, in your opinion, do people choose a fast food restaurant when there is a wealth of eating places to choose from?
- ✓ If you go to the US on a visit, would you go to a fast food restaurant? Why or why not?
- ✓ If you decide to go to a fast food restaurant in America, would you go to a McDonald's, which is familiar to you, or to some other eating place? Why?
- ✓ Do you go to McDonald's in Russia/your native country? Why or why not?

✚ Read and analyze the answers.



Questions: How often do you eat fast food? What fast food chain do you prefer and why?

A. Rosaline and John (California, U.S.A.).

Rosaline: Our favorite place when the kids were growing up was McDonald's for their Big Mac. Today John prefers Carl's Jr. It is also a hamburger place. He always has a hamburger. I vary – sometime ordering a fish sandwich, or a baked potato with broccoli and cheese. We always have a milk shake with our meal.

John: Years ago I usually ate McDonald's Big Mac Hamburgers as my best choice. I still get them once in a while. A few years ago I had a Carl's Jr. Famous Star Hamburger; it was different than the Big Mac. It had one quarter pound hamburger patty, with leaf lettuce not shredded, and the bun is different. There for sometime you could get a Famous Star burger with fries for 99 cents, and it was a tasty hamburger. The Big Mac which had its bun sliced in three layers and the Big Mac had

two thinner hamburgers in between the 3 layers of bun. Both have tomato and each has their own relish. I don't know what McDonald's gets for their Big Mac combo. Carl's Jr. has their Famous Star Combo that includes the hamburger, fries and a soft drink for \$4.15. Cheese is extra. I think Big Mac Combo is about the same price. I order the Famous Star Combo, but instead of the Coke or Pepsi, I order a Strawberry Shake.

B. John (Oregon, U.S.A.):

How often do you eat fast food? My fast food is limited mostly to Tuesdays and Thursdays of each week when I pick up my daughter, Carol and friend Rob, at their place of work and we go out for lunch. They have one hour for lunch and we seldom have time for a full meal at a regular restaurant. If I am driving on a long trip (eg. to another state) I occasionally will stop at a fast food drive in for a quick bite of food, but taking the time for a full restaurant meal provides some rest time and is preferable. When Carol, Rob and I go out, we generally go to Wendy's which is about a ten minute drive from their offices. There are McDonald's and Burger King restaurants as close, or closer, but we consistently go to Wendy's, partly because they have better tossed green salads, their hamburgers and French fries are tastier, they have "Frosties" which is a chocolate flavored soft ice cream that I like, and we go partly out of habit. The prices are mostly comparable in the various chain fast food places.

C. Barbara and Reid (Minnesota, U.S.A.):

There are very many fast food chains in America. Let us name a few and talk about their differences. Jack-in-the-Box, In-and-Out, Carl Junior serve hamburgers. Wiener Schnitzel is known for its hot dogs. Colonel Sanders is famous for its roasted chicken and KFC (Kentucky Fried Chicken)- for crispy, spicy chicken. Wendy's offers hamburgers and salads. In fact, not all fast food restaurants are hamburger places! At Dairy Queen you can have very good soft ice cream.

There are seafood fast food restaurants, for example, Long John Silver's and Skipper. There are also Chinese fast food restaurants, but they are not chains, just individual places.

From all fast food chains we like hamburgers at Carl's Junior and fish at Long John Silver (because they don't deep-fry it there).But, frankly speaking, we don't like fast food very much and seldom go there. We don't like that the food there is not prepared right away, but is already made when you order it. We also prefer to come to a restaurant, sit down, have a waiter come and take our order.

Nevertheless, when you have children sometimes you are too tired or it is too late to make supper, so you would go to a fast food restaurant or take out food from there on the way home from work.

D. Anna (Russia):

Not often, just a couple of times. Most of the times it was McDonald's – many drive-throughs, very convenient on the way somewhere; I personally enjoyed Chinese takeouts a lot (I like Chinese food).

E. Maria (Russia):

I usually ate fast food for lunch at my work. I liked Pizza Hut, Dunkin Doughnuts (that's the best food in the USA), chicken wings from McDonald's, hamburgers from 7/11. All these are very delicious, but I gained extra weight over the summer.

G. Douglas (Washington, U.S.A.):

We rarely eat fast food: only when we are traveling by road. We believe that most fast foods are not good for one's health. All fast foods are not good, whether it be McDonald's, Wendy's, Burger King, etc.


D. Elena (Russia):


Fast food is something the foreigner frequently eats when he is in America. There's a BLT and a PB&J on the American menu. The BLT sandwich has bacon in it, and PB&J stands for peanut butter and jelly. The latter is very unusual!

 Answer the following questions, based on what you've just read:

- ✓ Were your predictions correct?
- ✓ Have you changed your opinion about going to a fast food restaurant if you visit the United States? Why?
- ✓ Judging by what you've read, how can you explain why people choose to go/not to go to a fast food restaurant?
- ✓ Which fast food restaurant/chain do they prefer? Why?
- ✓ How can you develop your cluster now?
- ✓ Did foreign visitors and Americans make their choices for the same reason(s)?
- ✓ Do you think eating at a fast food restaurant is a good choice when you travel? Why or why not?

4.4. Each year, more and more young people go to the United States to earn some money during their summer vacation and afterwards travel around the country to see the places they've heard about. Linda is an American student, who is writing to her pen pal Alex. Alex plans to go to America this summer and asks a lot of questions. The information given by Linda in her letter below may be helpful to any one who travels on a low budget.

 What information about food would you like to know if you were traveling around the USA on your own?

 Read Linda's letter to her foreign pen pal:

(adapted on: usatourist.com)

Dear Alex,

You were asking about how you could arrange your meals during your trip around the States without spending much money on food. You are right; it is always good to save some travel money to have a chance to spend it on sightseeing, visiting an amusement park, etc.

Don't worry, if you are traveling on a limited budget, like students usually do, there are still many places where you can eat. There is quite a variety of choices:

Fast Food is available almost everywhere and is very inexpensive. Sandwiches are the most common and they come in many varieties such as: Hamburgers, roast beef, chicken and submarines (also known as Hoagies, Grinders or PoBoys). Pizza is sold everywhere. In addition, there are fast food restaurants serving fried chicken, Mexican Tacos, Greek Gyros, Chinese dishes, Japanese sushi, Bar-B-Que and many regional specialties. Look for specially priced combinations or "value meals" where you can get a sandwich with French fries and a drink for a very low, bargain price. Many fast food restaurants offer free refills on all drinks, and some offer "Giant sized" portions for a small additional charge. You can get a fast food breakfast for about \$3 and lunch for less than \$5.

Convenience Stores are open from early morning to late night, sometimes even open "24 hours a day". They usually sell groceries, snacks, pastries, cold drinks, coffee, hot dogs, and sandwiches made to your order. They are very inexpensive. You can usually get a light breakfast or lunch for just a few dollars.

Supermarkets sell many things besides groceries. Look for the soup and salad bar or the delicatessen and hot food sections. They sell hot soups by the cup, the pint or the quart. Serve yourself! Spoons and napkins are free. Make your own salad from a choice of several dozen items and pay by the weight when you check out at the cashier. You can find some real bargain meals "ready to eat" in a large supermarket. In many cities, supermarkets are open "24 hours a day".

Food Courts have become very popular in most shopping malls. They offer a variety of fast food restaurants clustered around a central seating area. You can find many kinds of foods, beverages and desserts with a comfortable place to relax and eat. Malls usually open about 10:00 Am and close at 9:00 PM except on Sundays when they close at 5:00 PM in most parts of the USA.

All you can Eat Buffets and Salad Bars are great places to go when you are really hungry. For one price, you can eat all you want from the buffet table. In some "all you can eat" restaurants the buffet table is over 50 feet (15 meters) long with all sorts of meats, fishes, salads, fruits, vegetables

and desserts. Most “all you can eat” buffet restaurants charge about \$7 to \$10 at lunchtime and \$10 to \$15 for dinner. Many steak houses and other restaurants have “soup and salad” bars that include hot foods like chicken wings or tacos and desserts. If you order any meal, the “all you can eat” salad bar is included at no extra charge. For a real bargain, just order the salad bar with a beverage. A salad bar usually costs about \$5 at lunch and about \$8 at dinner.

If you happen to be in San-Francisco, give me a call. I will show you around.

Have a nice trip!

Linda



Examine the information given in the letter, using the following questions:

- ✓ Did you find answers to your questions in the letter?
- ✓ What are the advantages of each option described in the letter?
- ✓ Which would you choose? Why?
- ✓ What other dishes besides hamburgers can you find in fast food restaurants?
- ✓ What ethnic cuisines do they represent?



Plan your “low budget eating” day in the US. Describe where you will go and how much you will approximately spend.



What options will a student in your country have for “low budget eating”?

4.5. Over the second half of the 20-th century fast food reached every corner of the American nation. Since then it has had both advocates and critics.



Read the article below and create subtitles for each part:

The Unofficial National Meal

(adapted from Fast Food Nation, the Dark Side of the All-American Meal By Eric Schlosser Perennial, HarperCollins Publishers, Inc., New York USA, 2004 and Eating: An nthropological Perspective - By Robin Fox http://www.sirc.org/publik/food_and_eating_1.html. Photos from <http://www.whats-cookingamerica.net>)

Part 1

In the early years of the 20-th century hamburger had a bad reputation. It was considered “a food for the poor” and people looked down at it. Restaurants seldom served hamburgers. One could buy them from a lunch cart near a factory, a circus or a state fair. In the 1920s the first American hamburger chain *White Castle* did the utmost to improve the reputation of hamburgers, but it didn’t manage to attract a broad range of people.



Turning the hamburger into a national dish happened in the 1950s with the development of drive-ins and fast food restaurants in California when Ray Kroc decided to promote McDonald's as a restaurant chain for families. Operating playgrounds, giving away simple toys with children's meals and different discounts made fast food restaurants gathering places for families with children.

Part 2

These restaurants have a profound impact on the nation's eating habits. A generation ago three-quarters of the family food budget of Americans was spent on preparing meals at home. Today about half of the "food money" is spent at restaurants, mainly fast food restaurants. The whole experience of buying fast food has become so routine that it is taken for granted. It is now as American as apple pie. It gave birth to fast food mentality and has been exported to every corner of the globe as an element of popular culture alongside with Hollywood movies, pop music, and blue jeans.

Part 3



What makes fast food so popular? Though for many adults fast food will always remain outside the normal rules of nutrition and moderation, it often remains a kind of "comfort food" reminding you of Sunday family outings as part of a nostalgia for childhood: the time when today's adults were allowed "treats": hot dogs with mustard, ketchup, and relish, or giant ice cream sundaes with five different scoops of ice cream, pecans, chocolate sauce, and whipped cream; sloppy joes with French fries and gravy; malted milk shakes and root beer floats. What else makes fast food a product of mass consumption? Most of it tastes pretty good (it is kept at the set standard), it is inexpensive (franchise outlets offer a good value for the customer's money), it is convenient (because of fast service and availability, cleanliness and cheerful hospitality of the employees). Besides, as a result of the attempts to introduce healthy dishes into fast food restaurant menu there are many decent choices a person can make when eating on the fly.

Part 4

Fast food began with a handful of hot dog and hamburger stands of self-made men, the men inspired by the spirit of American West: dreams of freedom without limits, self-reliance, and wide-open frontier. It ended by a fast food empire of giant corporations that transformed not only the American diet, but its landscape, economy, workforce and popular culture. The leading fast food chains spread nationwide perfected the art of selling inexpensive, mass-produced, highly-industrialized foods.

Part 5

The remarkable growth of the fast food as industry has been driven by fundamental changes in American society: the fastening pace of life, the growth of city population, women entering the workforce in record numbers, the democratization of eating out, technological advances hidden behind an ordinary-looking café of the fast food restaurant, the possibilities television and the Internet offer to promote the fast food chains and create positive feelings about fast food.


Part 6



When the fast food industry grew very competitive in the USA, the major chains started opening restaurants overseas. The first German McDonald's, for example, opened in 1971 and now there 1,000 of them. Today McDonald's has more than 17,000 restaurants in more than 120 countries.

On the one hand, American fast food chains abroad were received favorably and often treated as totems of Western economic development. In Beijing (China) thousands of people waited for hours to eat in the first McDonald's. It sold so many burgers so fast that the cash registers burned out. The line of cars waiting at the first drive-through window that McDonald's opened in Kuwait was seven miles long. In Mecca (Saudi Arabia) a Kentucky Fried Chicken broke the sales records earning \$200,000 in a week. Kentucky Fried Chicken has now opened in Beijing, and has become a popular place to eat in Berlin.

On the other hand, many times and in many countries fast food restaurants became targets of protest. The reasons are different: disadvantages of fast food; its threatening a fundamental aspect of national identity: where and what people choose to eat; campaigns against perceived Americanization of the world.

 *Before you read the last part examine the picture below:*



(photo by Irina Labutova)

- ✓ Where, do you think, the picture was taken?
- ✓ How can you explain the sign?
- ✓ Where is the fast food restaurant that the sign advertises?
- ✓ Did you know that today fast food eating establishments can be found in most unusual places?

Part 7

But the popularity of fast food in the world is not the “fault” of Americans. It is only one of many cultural changes brought about by globalization. Fast food has taken the world by storm in one of the greatest eating revolutions since the discovery of the potato. In a curious twist, two local foods of the East – Japanese raw-fish sushi, and the Chinese dim sum (small items bought by the plate) – are rapidly turning into the fast food specials. Examples of national fast foods that are popular today can be found in nearly every culture: the transport café with its huge portions of bacon and eggs and fish-and-chip warehouses in Britain; the French bistro, with its wonderful casseroles and bifstekpommefrit (steak with French fries); the Italian trattoria with its cheap seafood, the beer-and-sausage halls of Germany; the open-air food markets in all the warm countries.

Culture Notes:

malted milk – солодовое молоко (Растворимый порошок из сухого молока и крупы с солодом, а также напиток, получаемый путем растворения этого порошка в молоке)

root beer – рутбир (Газированный напиток из корнеплодов с добавлением сахара, мускатного масла, аниса, и др. Рецепт составлен в конце XIX в. Филадельфийским аптекарем Ч. Хайрсом [Hires, Charles], впервые представлен публике на Филадельфийской выставке столетия США [International Centennial Exposition] в 1876.


Float – «айсберг» (Мороженое; подается в стакане с прохладительным напитком, например, root beer float – рутбир с мороженым.)

- ✚ Tell your groupmates whether you agree or disagree with the title of the article. Give clear arguments to support your opinion.
- ✚ Working in small groups, make a list of reasons that stimulated the development of the fast food industry.
- ✚ Share your list with the class.
- ✚ Read the opinion given by Eric Schlosser. Do you agree or disagree with it? Why do you think so?

The overwhelming success of fast food chain restaurants is disheartening. For the past few decades Americans have been bombarded with hypnotic advertising, consequently marching like sheep to

the nearest highway eyesore for a quick, low-quality bite to eat. The signs on the world's most successful restaurant should read "Over 99 Billion Brainwashed."

(Fast Food Nation, the Dark Side of the All-American Meal By Eric Schlosser Perennial, HarperCollins Publishers, Inc., New York U.S.A.,2004)

 Working in pairs fill in the chart:


Advantages of fast food	Disadvantages of fast food

One of the biggest disadvantages of fast food is that it is low in nutrition and very fattening.


[Carla I. Plaza](#) from Healthcare Financial Management Association: wrote: “State legislators in the U.S.A. are concerned about youth obesity because shaping healthy behaviors at an early age is easier than changing established adult lifestyles. Hundreds of bills were introduced in 40 states in an attempt to create a healthier, more active school environment for children and adolescents. Along with state government, local school boards have also taken action: for example, schools in Philadelphia, New York City, and Los Angeles can no longer sell soda; and in Chicago, schools now face restrictions on what items they can sell in vending machines.”


(from: http://www.findarticles.com/p/articles/mi_m3257/is_9_58)

What is the way to mold healthy eating habits of young people?

 Discuss the issue with your groupmates.

No one forces anyone to eat fast food. In fact, did you know that healthy food can be found in many fast food restaurants?

 Choose healthy food that you would like to order in a fast food restaurant from the list that Elizabeth M. Wardin gives in her article “Fast Food as Fuel” in Men's Fitness, August, 2005. (<http://www.findrticles.com>)

 Write a short essay to express your own opinion about the place of fast food in American life: can Americans be called “a Fast Food Nation” or not?

 Put your essays on the bulletin board and compare your opinions.

 In writing give some brief feedback to your classmates' essays.

FACT FILE

Do you know anything about **slow food**?

“**Slow food** means learning how to manage our time, savoring food with pleasure and awareness. It is not so much the quantity of time we spend at the table that counts as the quality of the food we eat and the relationship we establish with it.”

To learn more about it go to: <http://www.slowfoodUSA>

(from: *Better Nutrition*, July, 2001: http://www.findarticles.com/p/articles/mi_m0FKA)

4.6. Fun File

Man does not live by bread alone. Or ... does he?

✚ *The poem you are going to read now is called “Love Song”. Does it illustrate the proverb or contradict it?*

He said to her, “I’d like a cheeseburger,
And I might like a milkshake as well.”
She said to him, “I can’t give you either”.
And he stared at the cheeseburger bill.
She said, “Yes, it is, but we are closed now.
But we open tomorrow at ten.”
He said, “I am extremely hungry,
But I guess, I can wait until then,
“Cause you’re my cheeseburger...”
He stayed at the drive-through till sunrise.
He even dozed off once or twice.
Then he spotted the billboard for Denny’s –
Bacon and eggs for half price!
How could he resist such an offer?
He really needed something to hunch.
Cheeseburger, please, don’t be angry!
He’ll eat and be back here for lunch!
“Cause you are his cheeseburger –

He will wait for you!

✚ What cultural information and words connected with American food concepts can you find in the poem?

4.7. Project work. "Eating Your Way across the U.S.A. "

(photos from <http://www.whatscookingamerica.net>)

Working on this project you will make a delicious and culturally enlightening journey across the States The following steps may help you organize your work.

Step 1. Analyze the information in the Fact File.

FACT FILE

Club sandwich – three pieces of bread with cold food between them to be eaten with the hands. Usually it's a sandwich with cooked chicken breast and bacon, juicy ripe tomatoes and crisp lettuce layered between two or three slices of toasted bread with mayonnaise.



Open sandwich – a single piece of bread with various foods on top of it.

Sandwich - Two pieces of bread and butter with a thin slice of meat, cheese, or the like, between them.

Have you ever heard about a **hero sandwich** ? It's other names are: an Italian sandwich, a submarine , a sub , a hoagie , a grinder, or a baguette sandwich. Why do certain places call similar foods by different names?

Compare:

* hero "сэндвич героя" Длинная булка, разрезанная вдоль, с начинкой из нескольких видов мяса и сыра с салатом и приправами

** sub" - субмарина" (сэндвич, бутерброд, сделанный из белого хлеба с различными наполнителями: сосисками, сыром, специями, солеными и маринованными овощами) (to learn more about the differences go to: <http://www.whatscookingamerica.net/info.htm>)



hoagie

submarine

Italian sandwich





Step 2. Brainstorm with your partner to answer the following questions:




- ✓ What is a sandwich like in your culture?
- ✓ Is there any local sandwich specialty in your hometown?
- ✓ What is your favorite sandwich?

Step 3. Study the Concise Sandwich Encyclopedia "A Local Staple or Gastronomic Glory?"
 (Based on "Sandwich Pride" by Ed Levine: <http://usinfo.state.gov/journals/itvs/0704>)

Can you imagine that even simple dishes can become a gastronomic glory, the culinary signature of a city or region? There is a broad diversity of sandwiches in the United States. All over the country there are sandwiches that are identified with each city as much or more than their sports teams! Heated discussions take place trying to determine who makes the best. In any city in America, large or small, people will tell you that their hometown version of a sandwich has no equal in America. Each place makes a claim of sandwich superiority.

City	Sandwich name	Description	
Chicago	The Italian Beef Sandwich	Thin slices of slow-cooked roast beef are sopped in pan juices loaded up with garlic, piled into an oblong sandwich roll, and garnished with either sweet peppers or giardinera, a hot pickle relish.	
Chicago	Combo	A length of sweet Italian sausage is added to the above ingredients	
Sheboygan or Milwaukee (Wisconsin)	"Brat" (pronounced "brot") or bratwurst sandwich	It is grilled over charcoal until their casings are about to burst forth with sausage drippings, and then inserted into a not so hard roll.	
Des Moines (Iowa)	The pork tenderloin sandwich	Pork tenderloin that's been pounded, flattened, and deep-fried. It looks like an oddly shaped, oversized frisbee that overwhelms the hamburger bun it's sheathed in, especially when it's topped with lettuce, tomato, and slathered with mayo and/or mustard.	
Kansas City	Smoked beef brisket sandwich	Slices of the lovely, smoky, tender meat are piled high between two slices of commercial white bread.	

		The brisket and the barbecue sauce	
New York	Pastrami or corned beef sandwich	Slices of rye bread with steamy meat, moist and tender, perfumed by spice and smoke, inside.	
Boston, Essex	The fried clam roll	Sweet, full-bellied clams are dipped in batter and thrown into the deep fryer; a few minutes later they are laid into a top-loaded hot dog bun with some tartar sauce and a slice of lemon on the side.	
Philadelphia	The cheesesteak	Slices of top round (so thin you can see through them) are cooked on a very hot grill. In less than two minutes cheese is added to the meat, either American, provolone, or for the most tradition-minded, Cheese Whiz. This lovely, unholy mess is then inserted into a hero roll that should be crunchy and crispy enough to absorb the meat juices and cheesy goop without falling apart, and topped with grilled onions.	
North Carolina	Pork barbecue	Pork is cooked and smoked in a pit over low heat for hours until the sweet, tender meat can either be pulled apart into porcine shards without the benefit of a knife, or chopped fine with bits of golden brown pig skin thrown in for good measure.	
Wilson (eastern North Carolina)		Pork is served on a hamburger bun with finely diced cole slaw. The barbecue sauce is tomato-based	
Lexington (western North Carolina)		Here the sauce is vinegar-based.	
Miami	The Cuban sandwich	Slices of ham, roast pork, and Swiss cheese are put in a cottony hero roll along with slices of pickle, mustard, and garlic sauce. Then the concoction is placed in a sandwich press until the cheese is melted and the roll is all toasty and crisp	
New Orleans	The po' boy and the muffaletta	1. Slices of roast beef or ham are stuffed inside a loaf of French bread. Everything from oysters, shrimp, soft-shell crabs, and duck is put inside.	

	battle for sandwich supremacy	2. A round, seeded Sicilian loaf of bread is stuffed with ham, salami, mortadella, provolone, and olives laden with enough garlic.		
Los Angeles	The French dip sandwich	A sliced roll is dipped into beef gravy. These are wet” sandwiches with your choice of beef, lamb, ham, pork, or turkey. They’ll even double-dip the sandwiches if you ask.		
San-Francisco	Sourdough French Toast	Thick slabs of bread sizzled on a grill in butter until they are custard-soft.		
Cincinnati	Double-decker sandwich	Dagwood sandwich made from three slices of roasted bread. Ingredients are always in multiples. The possible combos include ham and cheese, bacon and egg, or turkey and roast beef, with lettuce and mayonnaise added..		
Memphis, Tennessee	Pig sandwich	Shreds of pork with spicy-sweet red sauce, are topped with cole slaw and piled on a bun.		
San Diego	Fish tacos	Mustard-crusting fried whitefish dressed with creamy white sauce and cool cabbage is dressed in a soft corn tortilla.		
Louisville, Kentucky	Hot Brown sandwich	Slices of turkey, poured by sauce and sprinkled with Parmesan cheese is placed between two slices of toasted bread and broiled until the sauce is speckled brown and bubbly. After removing from broiler, is sprinkled with diced pimientos two pieces of bacon are crossed over the top. Is served immediately.		
Springfield, Illinois	Horseshoe Sandwich	Is made from two to three slices of thick toasted bread. On top of that		

		you have two traditional choices: a thick fried ham steak or two large hamburger patties. Then a large amount of freshly made French fries are placed onto the top of it. The secret to this sandwich is the cheese sauce that is poured over the top.	
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*Dagwood sandwich дагвудовский сэндвич Большой многослойный сэндвич, в состав которого входят необычные и чаще всего совершенно несовместимые продукты; любимое блюдо героя комиксов 30-х-50-х гг. XX в. «Блонди» [Blondie] – Дагвуда Бамстеда [Dagwood Bumstead] . Обычно такой сэндвич делают во время вечернего «налета на холодильник»



** taco – мн.ч.: tacos тако (мексиканский пирожок из кукурузной лепешки тортилья, см. tortilla , с начинкой из рубленого мяса, томатов, сыра, салатных листьев; подается с острым соусом; входит в меню во многих ресторанах быстрого питания в США)

*** tortilla – мн.ч.: tortillas тортилья (лепешка из кукурузной или пшеничной муки со специями; основа некоторых мексиканских блюд; см. burrito , taco)

Step 4. Group the local specialties according to the states from east to west.

Step 5. Filling out the map of the U.S.A. make a trip across the country and mark the place of each individual type of sandwich on the culinary landscape of the U.S.A.



Here are only a few sites you may browse for further exploration of the ideas of the unit:.

<http://usinfo.state.gov/journals/itvs/0704>

<http://www.whatscookingamerica.net/info.htm>

<http://www.finarticles.com>

Don't forget to fill out your *culture diary* and add to the files new cultural information that you found in the unit and on the Web.

Unit V Looking from Another perspective



The key concepts that helped you explore the patchwork of American food in the previous units were: *multiculturalism, diversity, choice and change*. Moving forward through the offered materials and activities together with your peers you tried to solve contradictory cultural messages about food in the U.S.A. Food was a language that articulated common values shared by Americans and at the same time helped you hear the variety of American voices expressing the distinctive culinary tastes.

Below you will find ideas for reflection on what you've learned and for further exploration of the culinary diversity of America through research projects. You can develop the projects sharing the joy of discovery with your friends.

Project 1 “Food and Holidays”



(Photo by Valeriy Yevseyev)

Food is invested with so many layers of emotional significance, especially holiday food!

For most Americans Thanksgiving is the most important holiday of the year for a festive family meal. The rituals of this day are of great emotional importance. A family gathers around the Thanksgiving table expecting that tradition would once again be the guiding force be-

hind the meal. When Americans happen to celebrate Thanksgiving away from home they miss the familiarity of their family's food. Thanksgiving, like most holidays, is all about ritual and sameness:

the same turkey, the same cranberry sauce, the same sweet potatoes, followed by pumpkin pie. The repetition of holiday routines is comforting.

At the same time, some families today have a bigger variety of dishes on their Thanksgiving menu, adding recipes from the cultures of their origin, like Italian spaghetti or Mexican sopa, or local dishes, like dirty rice.

Traditional Christmas dinner in America is roast turkey, dressing, vegetables and sauces. For dessert it is rich, fruity Christmas pudding with brandy sauce; mince pies, pastry cases filled with a mixture of chopped dried fruit.

But Mexican-Americans, for example, celebrate Christmas by cooking tamales (homemade or bought). In December, almost all Mexican women start to make tamales. They take moistured cornhusks in A-shape, spread masa, premixed white corn meal, onto the bottom, top it by chili sauce mixed with pork, traditionally, but any family can use what it wants , even pumpkin instead of meat), roll it like a cigar and fold the top over at the ends; then- put it into a steamer.

Turkey that traditionally used to be the specialty for Thanksgiving and Christmas table is now yielding the pas. Today people cook it more often than twice a year.. Other holiday recipes are offered: from Cornish game hens to vegetarian dishes.

In today's cultural context, even holiday food becomes a code with complex messages.



(Photo by Valeriy Yevseyev)



(Photo by Grigoriy Levin)

Some ideas to explore:

- ✓ Favorite holiday recipes
- ✓ Ways to cook turkey
- ✓ Christmas in a multicultural family
- ✓ Food and rituals of eating across cultures (comparing American and Russian festive meals: Christmas, Easter)
- ✓ Valentine's Day cooking
- ✓ Vegetarian recipes for holidays
- ✓ Halloween recipes

Some sources to use:

<http://harvestfestivals>

<http://usinfo.stte.gov/journals/itsv/0704>

<http://southernfood.about.com./library/holiday>

Project 2“Food Events”



Food events range from meals that people share on different occasions to picturesque festivals connected with a certain kind of food. For example, potluck parties are quite common in the United States.

(photo from: <http://www.freefoto.com>)



(photo from: <http://www.freefoto.com>)

Potluck is a meal contributed by others. It is a way of sharing and trying different dishes brought to the party by its participants. It may be not only a party at one’s home. This is how John Radmore describes a potluck dinner at his church (unit I, p.5):” Each family attending brings their choice of a single dish of hot food (meat, casserole, or vegetables) or a salad (fresh vegetables, fruit, or pasta) or bread, or dessert. “

Some ideas to explore:

- ✓ Backyard cook-out or barbecue
- ✓ Potluck
- ✓ The multicultural Latke Festival on Long Island.
- ✓ Oregon strawberry festival

- ✓ Michigan cherry festival
- ✓ Hopkins County, Texas- Stew festival
- ✓ Frankfurt, Indiana- Hot dog festival
- ✓ Oakhurst, California- Annual chocolate festival
- ✓ San-Francisco- Ghirardelli chocolate festival
- ✓ Marion, Ohio- Popcorn festival
- ✓ Cincinnati, Ohio- Chili festival
- ✓ Annual Fajitas festival.

Some sources to use:

<http://www.npr.org/about/people/bios/smith.html>

Project 3 “America's Culinary Heritage”

“Americans are forever searching for an identity. In our toys, our clothes, our literature, our cars, and our foods, we define ourselves and our times with a distinctive flavor as though out of compulsion to continuously remake ourselves. Americans like new things, embrace them to the point of fanaticism. In all areas of popular culture, we can trace the spirit of the times”

(Robin McCoy “*History of the American Salad*”

from: <http://www.geocities.com/foodedge/feature.html>)

Food is an essential force in the construction of identity. It mirrors our attachments to people and events. Each heritage recipe is a small sociological window into the history of American culture.

Some ideas to explore:

- ✓ Yankee recipes (Rhode Island jonnycakes, oyster fritters, Indian pudding and deviled lobster and more)
- ✓ The best traditions of southern cooking
- ✓ Soul food
- ✓ Texas cooking
- ✓ Amish cooking
- ✓ History of the American salad
- ✓ Historic American Recipes
- ✓ America's heritage on a paper plate (picnic and potluck staples)
- ✓ Food and religion in American culture

Some sources to use:

<http://www.geocities.com/foodedge/feature.html>

<http://southernfood.about.com>

Conclusion

I hope that the book you've read not only provided you with new information about American food, but gave you new experience in dealing with another culture. I hope that many voices you heard in the book helped you understand that "different" doesn't mean "bad" or "wrong", that judgment should be tolerant and argumentative, that in true life there is often more than one answer to most of the questions.

I also hope that the book is only a springboard for your exciting exploration of a foreign culture.