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Nota di contenuto	Preliminary Material / Maria José Pires -- Italian Food in USA: It's Fashion and into the Spotlight / Giovanna Costantini -- Irreverence and Recreation of 'Bacalhau', the Portuguese Faithful Friend / Maria José Pires -- Colonial Food in Poetry: Hong Kong and Macau in Leung Ping-kwan's Food Poetry / Ames Siu Yan-ho -- Food Cultures and the Diaspora: Kerala Nurses in Brisbane / Preetha Thomas , Lisa Schubert , Andrea Whittaker and Brigitte Sébastia -- A Making Sense of New Food Technologies and Trust in Food (1960-1995) / Filip Degreef -- Designed Pleasure: How Advertising Is Selling Food as Drugs / Oliver Vodeb -- Living under Control: Social Representation of Dieting for Brazilian and Spanish Women / Maria Clara de Moraes Prata Gaspar and Lis Furlani Blanco -- Being Faceless in the Fear of Food / Anne-Marie Gloster and Amber Leigh Thompson -- The Common Oat as Food and Medicament in Greek Medical Treatises of Antiquity and Byzantium, II-VII c. AD. / Maciej Kokoszko -- Ham in Ancient and Byzantine Dietetics, Medicine and Gastronomy / Zofia Rzenicka.
Sommario/riassunto	A myriad of fresh possibilities is offered when researching in food studies. Just like any other area of knowledge, researchers here breathe the present because they have already absorbed the past and can easily try to devise the future. As the question of authenticity and adaptability rises urgently, we gain knowledge of the specificities where cultural heritage faces assimilation from other lifestyles, in an effort to save and reshape the community and its cultural identity. Food researchers have

also struggled with the constructions and measuring of tastes within diverse communities by comparison to other references, even though it has become harder to discern matters from expert advice and controlled mediation. Therefore, we invariably come across the power of representations, in deep association with culture and the society that produces them, for there are increasingly complex food systems bearing diverse layers of meaning.
