

1. Record Nr.	UNINA9910958956103321
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Titolo	Measured meals : nutrition in America / / Jessica J. Mudry
Pubbl/distr/stampa	Albany, : SUNY Press, c2009
ISBN	9780791493861 0791493865 9781441615763 1441615768
Edizione	[1st ed.]
Descrizione fisica	1 online resource (227 p.)
Disciplina	613.20973
Soggetti	Nutrition - United States Nutrition policy - United States Diet - United States Rhetoric
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 191-205) and index.
Nota di contenuto	Intro -- Measured Meals -- Contents -- Illustrations -- Acknowledgments -- Introduction. Eating by Numbers: How Language Shapes Food and Eating -- 1. The Early History of American Nutrition Research: From Quality to Quantity -- 2. Reading Federal Nutrition Guides: Quantification as Communication Strategy -- 3. The Food Pyramid: Visualizing Quantification -- 4. Scaling the Pyramid: Criticisms of the USDA -- 5. Talking about Taste: Alternatives to a Discourse of Quantification -- Conclusion. Rethinking Common Sense Toward a Rhetoric of Eating -- Notes -- References -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- Z.
Sommario/riassunto	Provides an alternative history of nutrition in the U.S. that focuses on the power of scientific language.