Coming 11/16: Diners, Dudes & Diets: How Gender & Power Collide in Food Media & Culture

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Greetings all,

I'm excited to share that my book, Diners, Dudes, and Diets: How Gender and Power Collide in Food Media and Culture (University of North Carolina Press), comes out next month and pre-orders are already shipping out!

One of the few good things about the pandemic is that the book launch on November 16, hosted by Magic City Books, one of Tulsa's great independent bookstores, will be free and virtual. You are all warmly invited to attend! I'll be in conversation with Anne Helen Petersen, author of the just released Can't Even: How Millennials Became the Burnout Generation. Register here.

I feel hugely awkward to encourage pre-ordering the book, but if you do, I'd love to send you a postcard of thanks, custom designed by one of my wonderful students. Thank you to those who have already. Your support means so much to me!

With sincere thanks and best wishes,
Emily

Praise for Diners, Dudes, and Diets

“Contois has demonstrated that there is much fertile ground for considering how, why, and where the trope of ‘the dude’ functions and the arguments remain engaging throughout the entirety of Diners, Dudes, and Diets. She makes a significant contribution to food studies, gender studies, and cultural studies by deftly weaving an analysis of gendered power dynamics with observations of race, class, sexuality, age, and disability at important consumer culture sites.”

-Kathleen LeBesco, coeditor of The Bloomsbury Handbook of Food and Popular Culture

“Diners, Dudes, and Diets is truly interdisciplinary in a way that few works actually are. I feel like I’m being guided by a master storyteller who knows how to convey a sense of discovery, originality, and surprise. The textual analysis of the dude in his many forms is so compelling as to stand alone with the best literary deconstruction.
Not only is this book an accessible, up-to-date primer in cultural studies, consumer culture, gender studies, hegemonic process, body image, food studies, and many other fields, it obviously connects to the intense, intimate concerns of many students (regardless of major), and it’s short! A trifecta! It’s the perfect teaching text.”

–Warren Belasco, author of Meals to Come: A History of the Future of Food

“Contois deftly documents how the emergence of a new masculine identity—the “dude”—enabled food marketers, media, and culinary professionals to sell both diet food and a countercultural male lifestyle to consumers hungry for both. Astutely applying a historian’s lens to a sagacious selection of examples ... Contois reveals how “dude culture” softens the rigidity of gendered food rules but does not fully eradicate them. Ultimately, this sophisticated yet accessible work proves that we need more expansive, more inclusive, and more representative relationships between the food media we consume and the gender identities we inhabit.”

–Julia Ehrhardt, Reach for Excellence Associate Professor of American Studies and Women’s and Gender Studies, University of Oklahoma Honors College

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