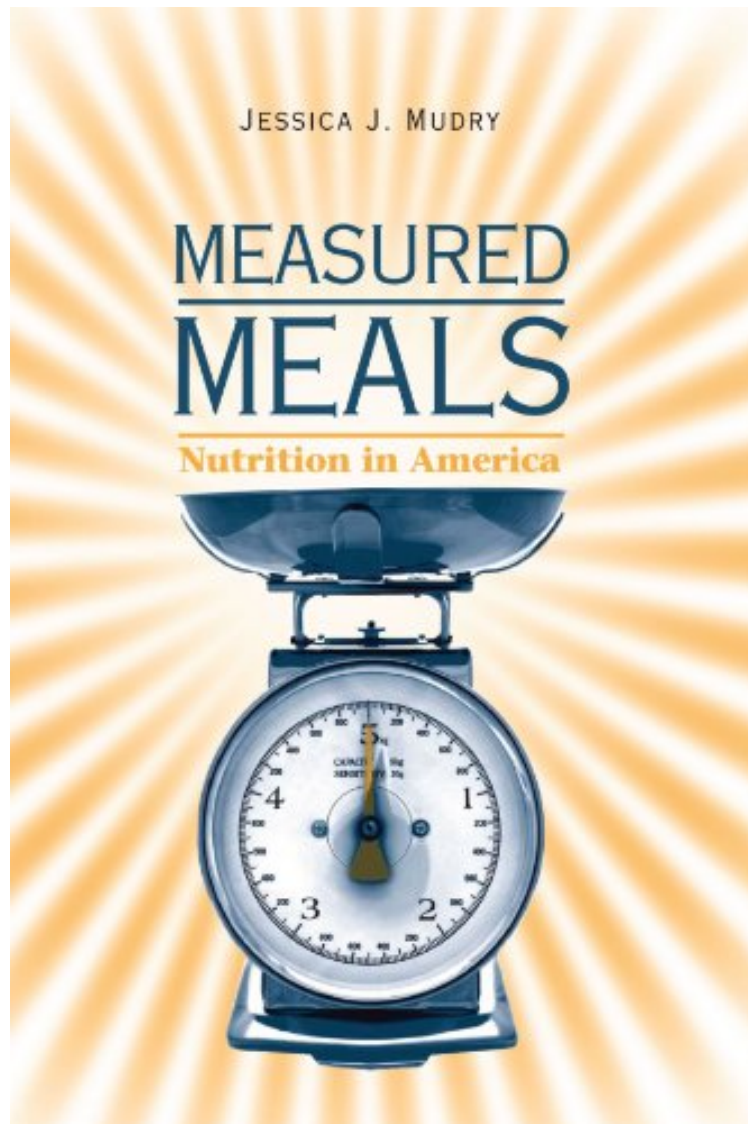


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Measured Meals: Nutrition in America

Jessica J. Mudry

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Jessica J. Mudry : Measured Meals: Nutrition in America before purchasing it in order to gage whether or not it would be worth my time, and all praised Measured Meals: Nutrition in America:

Provides an alternative history of nutrition in the U.S. that focuses on the power of scientific language. As nutritional studies proliferate, producing more and more knowledge about the connection between diet and health, Americans seem increasingly confused about what to eat to stay healthy. In Measured Meals, Jessica J. Mudry looks at the

language used in the United States to communicate about health and nutrition, and reveals its effects on reframing, reshaping, and controlling what and how Americans eat. Analyzing the USDA and American federal food guidelines over the past one hundred years, Mudry shows how the language of nutrition has evolved over time. She critiques the trend of discussing food in terms of quantification—calories, vitamins, and serving sizes. She also examines how organizations such as the USDA attempt to legislate a healthy diet by mandating quantities of food based on measurable nutrients, revealing the power of language to make meaning and influence social action. "Given the prominence of caloric monitoring in American society today, Jessica J. Mudry's *Measured Meals* is an important and overdue historical evaluation of the rise of quantitative epistemologies surrounding food and eating ... *Measured Meals* makes a substantial contribution to discourses about food." -- *Gastronomica*; Kathleen LeBesco, coeditor of *Edible Ideologies: Representing Food and Meaning*

Given the prominence of caloric monitoring in American society today, Jessica J. Mudry's *Measured Meals* is an important and overdue historical evaluation of the rise of quantitative epistemologies surrounding food and eating. *Measured Meals* makes a substantial contribution to discourses about food. *Gastronomica* a thoughtful, well-researched work that serves as an excellent resource for understanding the complexities involved in Americans' relationship to food and nutrition. CHOICE "This is a fascinating rhetorical criticism and history of our cultural addiction to quantification as a means of communicating about food and eating. Kathleen LeBesco, coeditor of *Edible Ideologies: Representing Food and Meaning*" "Given the prominence of caloric monitoring in American society today, Jessica J. Mudry's *Measured Meals* is an important and overdue historical evaluation of the rise of quantitative epistemologies surrounding food and eating ... *Measured Meals* makes a substantial contribution to discourses about food." -- *Gastronomica* .. "a thoughtful, well-researched work that serves as an excellent resource for understanding the complexities involved in Americans' relationship to food and nutrition." -- CHOICE "This is a fascinating rhetorical criticism and history of our cultural addiction to quantification as a means of communicating about food and eating." -- Kathleen LeBesco, coeditor of *Edible Ideologies: Representing Food and Meaning* From the Back Cover As nutritional studies proliferate, producing more and more knowledge about the connection between diet and health, Americans seem increasingly confused about what to eat to stay healthy. In *Measured Meals*, Jessica J. Mudry looks at the language used in the United States to communicate about health and nutrition, and reveals its effects on reframing, reshaping, and controlling what and how Americans eat. Analyzing the USDA and American federal food guidelines over the past one hundred years, Mudry shows how the language of nutrition has evolved over time. She critiques the trend of discussing food in terms of quantification—calories, vitamins, and serving sizes. She also examines how organizations such as the USDA attempt to legislate a healthy diet by mandating quantities of food based on measurable nutrients, revealing the power of language to make meaning and influence social action. "This is a fascinating rhetorical criticism and history of our cultural addiction to quantification as a means of communicating about food and eating." -- Kathleen LeBesco, coeditor of *Edible Ideologies: Representing Food and Meaning* About the Author Jessica J. Mudry is Assistant Professor of Science and Technical Communication at Concordia University.