

CONTENTS

Introduction—The Rhetoric of Food Excess	1
Chewing Over the Recent Food Frenzy in Media and Popular Culture	2
Beyond “Mere Cookery”—Situating Food in Rhetorical Studies	3
Scrutinizing a Full Plate—A Holistic Approach to the Rhetoric of Food	6
Untangling Incongruities—Alluding to Excess	8
Enter the Gourmand and the Glutton—A Preview of Chapters	11
1. From Gourmand to Glutton—	
Counterparts and Cultural Personae	15
In the Footstep of a Gastronome: The Historical Gourmand	16
The Historical Glutton as the Embodiment of Excess	22
The Gourmand and the Glutton as Cultural Personae Today	24
2. Enfolding Desires and Pleasures into Tantalizing Appeals	
and Rhetorical Strategies	29
What Is Excess?	30
Tantalizing Appeals—Rhetorically Steering Us Towards Excess	32

The Rhetorical Strategies of Excess	39
Weighing the Influence of the Gourmand or the Glutton	44
 3. The Foodie's Arsenal of Excessive Delights	47
Recounting Foodie Motifs in the Origins of Slow	
Food and Locavore	48
Tantalizing with the Slow and the Local	51
Seasoning with the Rhetorical Strategies of Quality and Control	53
Foodie Excesses: Copiousness, Competition, and Rationalizing	58
Foodie Paradoxes and the Backlash Against Foodies	60
 4. Embracing the Glutton through the Power of Fat	65
Fast Food Consumption and Fat Shaming	66
Enticing Consumers with Escape and Control	69
The Strategy of Quantity—Enormous Portions and Fatty,	
Sugary Foods	70
Excess as Challenge: “Upping the Ante” by “Hedging	
Your Bets” or “Going All In”	74
The Problems of Gluttony—Trying to Quantify Desires	84
 5. Digitized Food Porn as a Cornucopia of Excess	89
Getting to Excess by Narrowing the Definition of Food Porn	90
A Tantalizing Invitation that Simultaneously Presents	
and Masks Excess	92
A Fusion of the Gourmand and the Glutton in Food Porn	94
Employing Necessity and Escalating Our Desires	101
Fleeting Pleasures Steadily Feeding Cravings Beyond Food Porn	105
 Conclusion—Overstuffed, Insatiable, and Teeming	
with Questions	107
 Notes	113
Bibliography	127
Index	143