



## Séminaire 21 mars 2014

### Séminaire Marketing

Salle J 323, 10h 30

**Polymeros Chrysochou**, Aarhus University, Assistant Professor: "Social Discourses of Healthy Eating: Conceptual Model and Empirical Implications"

### **Abstract:**

Existing research on healthy eating has been criticized with regard to its emphasis on individual beliefs. This is problematic because everyday decisions about food, although being individual acts, are also deeply embedded in societal norms. These norms both express and (re)generate a system of meanings and practices about phenomena through which individuals come to understand themselves. From the perspective of the French social analyst Michel Foucault, such systems of meanings ultimately form structures that enable and constrain what can be said (and thought) about social phenomena. In their role as empowering and disempowering ways of thought, these systems are

described as discourses. In this presentation I will present the framework on social discourses of healthy eating, as presented in Chrysochou et al. (2010), and will provide empirical implications in which the framework has been adopted.

[Chrysochou-et-al.-2010-Appetite.pdf](#)