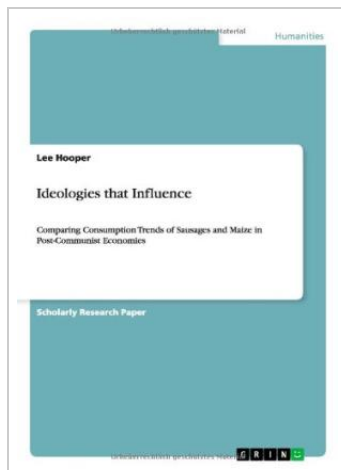




Ideologies That Influence

By Lee Hooper

GRIN Verlag. Paperback. Book Condition: New. Paperback. 12 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Scholarly Research Paper from the year 2012 in the subject Ethnology Cultural Anthropology, grade: 1, 5, Massey University, New Zealand, language: English, abstract: The link between ideology and identity has the potential to be a powerful and transforming catalyst, with food often taking on a symbolic nature outside of its original context. In the article The Soviet Sausage Renaissance (Klumbyte, 2010), the author points towards how the term Soviet, a word with negative connotations in post-communist Lithuania, has been transformed into a successful marketed brand of sausage. By reinventing the original association of the term Soviet, which denoted colonization, oppression. . . and cultural backwardness. . . of the nation, the company changed it to a representation of nature and striving for the highest quality (Kumbyte, 2010, p. 23-27). This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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