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
VIII GOURMANDS AND GLUTTONS: THE RHETORIC OF FOOD EXCESS

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