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**Abstract:** Nourishment stands apart from other physiological events: whilst we normally exercise discretion in relation to bodily functions, food consumption takes place in public. We dine, snack and nibble in front of others, and the imagery associated with food takes on the manifold of meanings—religious, cultural, historic and so forth. Gastronomic practices unite or divide people, and as such are a powerful communication tool. As the twenty-first century confrontational stance between fast food and family meal traditions intensifies, we investigate fast food’s visual imagery and its ability to attract consumers.

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