

# Communicating Scotland Through Food: From Devolution to Possible Futures

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## Submission Deadlines:

Abstract and Bio: October 15, 2023

Notification of Abstract Acceptance: November 1, 2023

Papers Due to Book Editors: April 2024

Final Version Due to Editors: June 2024

In this call, we are looking for abstracts for chapters that address the question of Scottish representation through and around food from devolution (1999) to contemporary and current visions of the future. As Scotland increasingly differentiates itself politically and economically, we ask what foods define Scotland as a UK "sub-nation," and how this communicative work helps distinguish it from England, the rest of the UK, and Europe. In this volume, we specifically focus on the role of media, language, and communication broadly in shaping Scotland's vision about itself and others, addressing a notable gap in discussions around Scotland's relationship to food. Our discussion contributes to the growing understanding of the role food plays in Scotland's past, present, and future. The book offers a perspective that may help shape future discussions around the important connection between food and the question of "national" identity in health, political, economic, and other communication.

Specifically, the volume will ask questions including, but not limited to:

- What is considered "traditional" Scottish food and how has this presentation/definition/cuisine changed, if at all, from devolution to now?
- What role has food and drink played in establishing Scotland as a "sub-nation" post-devolution, as opposed to England and in the wider context of the UK?
- How has Scotland been represented through food in its relationship to Europe and the European Union?
- How do these national representations intersect with questions of gender, class, and place?
- Is Scottish food linked geographically to Scotland or can Scottish food also be a cultural reference? What does Scottish food mean for people outside of Scotland?
- Who and how should Scottish food be eaten/produced/sold – and how are these decisions justified?
- What other discourses do questions surrounding Scottish food revolve? (health, tradition, history, regionalism, nationalism, identity, tourism, etc.)
- How do food branding and promotion contribute to a sense of national identity (ies) and how can this representation change?
- What role do global media play in representing Scottish food to the Scottish diaspora or its visitors?

We are looking for chapter proposals that examine these and any other related questions in relation to a range of texts, from social media to advertising, policy, film, and more, with a view to establishing an image of what "Scottish food" may mean, from devolution, to now, and with a look toward its futures. We are particularly interested in including papers from colleagues located in and outside Scotland and the UK and are circulating this call with a global perspective in mind. The papers will form part of an edited collection, for which we are currently in talks with a number of academic publishers who are principally interested in this topic.

If you are interested in this topic and can contribute, please send a 300-word abstract with your proposed paper focus and a short biography (100 words)

- To: [mishaq@gmu.ac.uk](mailto:mishaq@gmu.ac.uk)

- Subject line: Communicating Scotland Through Food Abstract

- By Sunday, 15 October 2023

Inquiries can be sent to either editor (emails listed above).