

A Multimodal Critical Discourse Analysis of Food Blogs in English

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Abstract:

The study investigates the American Healthy food blogs on Instagram and how healthy American cuisines are stated and shown to people, explaining the identities and ideologies that have been inserted in these blogs. So this paper aims to examine how bloggers or chefs make use of language rhetoric to shape readers' attitudes and actions when it comes to food and related subjects and, hence, to examine how American bloggers enhance their text by visuals in their posts and how these elements work together with the written content to see their impact on the values used in American food blogs. To achieve these aims, the paper adopts Fairclough Modal 2015 to investigate the texts with Kress and Van Leeuwen modal (2006) to analyze the images of the selected data, for this concern, the paper raises these questions: How do food bloggers use language, rhetorical devices, visual features, and emojis to influence readers' healthy food choices and preferences in their blogs and, hence to what extent do dominant food ideologies reflect in the content of food blogs? How do they reveal cultural values towards food? The finding of the study states that the bloggers are very engaged with their community and, reflect all occasions traditions, and try with all their ability to reflect their ideologies; these blogs Show how food blogs are not just about recipes but also about identity, culture, expression and shared human habit.

Key Words: Critical Discourse Analysis, Multimodal, Healthy Food, Instagram, Ideology, Cultural Values.

1. Introduction

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies how social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take an explicit position and thus want to understand, expose, and ultimately resist social inequality. (van Dijk, 2001, p. 352). A conversation, sermon, argument, joke, or tale are all examples of discourse, which is defined as an uninterrupted stretch of languages larger than a sentence that frequently constitutes a coherent unit (Crystal, 2007 cited in S. Kadhum, 2017). Critical Discourse Analysis (CDA) is employed to examine speeches in order to reveal their underlying ideologies and power dynamics, as Wodak (2001) asserts that CDA elucidates the relationship between power and ideology and their application for dominance (Wodak, 2001 cited in Al-Badri, Al-Janabi, 2022).

Bloggers are defined as digital influencers who have an influence on communities gathered around similar interests (Uzunoglu, 2018). Bloggers play a role in shaping public opinion and disseminating information on a variety of topics. Their ability to create engaging content and share their unique perspectives has made them a valuable source of information for millions worldwide. There are ideologies in every kind of conversation; in other words, discourse is never neutral or devoid of ideology. Both explicit and implicit expressions are possible. (Fairclough, 1995, p.70-72 cited in Dhafar 2021). By critically examining the language and visuals used in food blogs, this study aims to uncover the power dynamics at play and how they shape the representation of food, food practices, and food identities. This research can contribute to discussions on cultural hegemony, authenticity, and the negotiation of identities in the digital realm.

The emergence of CDA is said to be rooted in Critical Linguistics. CDA can be viewed as an extension of Critical Linguistics, which expands the critical viewpoint in the field of discourse analysis research (Hailong, 2006). Wodak (2001) explains that Critical Discourse Analysis (CDA) can be broadly characterised as the examination of discourse within its social environment. However, as a highly technical tendency, Henry and Tator (2002, 72) state it can be characterised as a mechanism for deconstructing the ideologies of mass media and other dominant factions, as well as for recognising and distinguishing social, economic, and historical power dynamics between predominant and subordinate groups (Al-Utbi, 2019).

1.2 Multimodality and Multimodal Critical Discourse Analysis

In alignment with Halliday's perspective, Kress and van Leeuwen (1996) introduced the concept of multimodality. Multimodality encompasses diverse forms of communication, encompassing spoken and written language, visual imagery, music, and signs. The advent of digital and internet technology has further expanded the spectrum of these modes. According to O'Halloran (2011), one can contend that all discourses are inherently multimodal. MCDA is a research method developed from a social semiotic perspective on multimodality, as Kress and van Leeuwen proposed in 1996 and 2001, and Kress in 2010. Mayr (2016) states that MCDA is employed not only to comprehend the characteristics of non-verbal communication but also to thoroughly examine linguistic and visual discourses within the wider framework of CDA. MCDA can be seen as an extension because it offers a structured framework for examining the interplay between verbal and visual elements, namely the inter-semiotic connections across different modes.

1.3 Previous Studies

Study 1: Poliakova (2017) investigates how Instagram's healthy food posts influence consumer purchase intention. A survey gathered responses from 156 Instagram users, mostly from Portugal. The survey aimed to analyze the relationship between independent variables (physical appearance, gender, popularity) and the dependent variable (purchase intention). The study used a multiple regression analysis to test the dependency on consumer purchases. The data was analyzed using SPSS software. The findings indicated that Physical appearance significantly positively influenced consumer purchase intention. The study concludes that Instagram users are more likely to purchase a healthy food product if the person posting looks fit, but they are not influenced by gender or popularity.

Study 2: El Khansa (2018) explores the language used by food bloggers in Lebanon and its perceived impact on readers. It aims to analyze the critical discourse of the language they use in their blog posts, and social media captions. The study collected data from Questionnaires distributed to 52 verified food bloggers on the Zomato application. The study is exploratory in nature and relies on qualitative data analysis. Critical Discourse Analysis (CDA) analyses the discourse and language patterns in blogs and social media posts. Food bloggers use various linguistic aspects in their reviews, including Descriptive language. Code-switching between Arabic, English, and French. Sarcasm and humour. Emotive language to express joy, nostalgia, or disappointment. Persuasive and warning language that influences readers' perceptions of restaurants. The increasing

significance of digital media in shaping our perceptions of food culture, dietary choices, and sustainability inspiration is reflected in the growing body of literature on CDA of food blogs. However, a substantial gap exists in understanding how these multimodal components interact with textual discourse. Hence, this paper investigates how healthy food blogs are stated and shown towards people.

1.4 Instagram

Instagram is an application that allows users to take, upload, and edit photos and videos. It also has social networking services through which users can share content with followers or a circle of people, like, or comment on others' posts. It is the first social network to grow to a massive scale without a desktop version (Miles, 2014, p. 12).

Social media, such as Instagram, changed the way many people consume food. Photos of food are used on Instagram in photographic exchanges to identify and interact with the community (Walsh, M.J.; Baker, S.A,2020) Further, as outlined by Johnson and Knobloch Westerwick (2016), image-based social media posts have demonstrably different effects on users' moods than text-based social media posts.

1.5 Social Media Influencers

In a broad sense, social media influencers can be regarded as "individuals who have developed sizeable social networks by sharing details about their personal lives, experiences, and opinions publicly through texts, pictures, videos, hashtags, location check-ins, etc." (Ki & Kim, 2019, p. 1).

2. Methodology

Fairclough introduces a thorough framework that encompasses three dimensions for the scrutiny of text and speech:

(a) Linguistic analysis of the text's formal features :In the description stage, analysis involves recognising and categorising a text formal characteristics (Fairclough, 2015, p. 59). This analysis systematically examines choices and patterns in vocabulary, grammar, coherence, and text structure.

An experiential value in a formal characteristic denotes a visible representation of how the text producer's portrayal of the natural or social world is perceived.

Expressive value in a formal feature can be characterized as a visible indication and signal of the producer's assessment (in the broadest sense) of the particular aspect of reality to which it pertains (Fairclough, 2015, p. 130).

b. Explanation Stage

The explanation phase, according to Fairclough's framework (2015), serves the purpose of explicating the ideological impacts and hegemonic mechanisms through which discourse operates as a social practice. The primary goal is to expound upon how discourse is shaped by social structures and the subsequent cumulative impact it may wield on these structures, whether perpetuating or modifying them. In Fairclough's work (2015), two aspects of explanation are pinpointed during this analysis stage.

The first aspect delves into the examination of discourses within the framework of social conflicts and their influence on societal structures.

In the second case, discourses are scrutinized concerning their reliance on power dynamics established by individuals in authoritative positions, which may be commonly accepted as the norm.

2.1 Multimodal Discourse Analysis (Visual Grammar)

Kress and van Leeuwen (2006) identified three primary categories: representation, interaction, and composition. Each of these primary categories is succinctly and explicitly discussed below.

Representation is achieved through the arrangement of participants, whether individuals, figures, or objects, in a visual "Syntax" within an image, establishing relationships between these participants. Conceptual Representation depicts participants based on their categorization, organisation, or significance. Symbolic processes pertain to the intended meaning or essence of a participant. There are two possible scenarios: either there are two participants involved in the relationship - the Carrier, who establishes the meaning or identity, and the Symbolic Attribute, which represents the meaning or identity itself; or there is only one participant, the Carrier, and in that case, the symbolic meaning is established through another method, known as the Symbolic Suggestive.

For Interaction, Attitude is a Visual resource that can be employed to convey a specific attitude or perspective towards the depicted individuals in visuals. According to Kress and van Leeuwen (2006), sights can be categorised into two types: objective visuals, which lack perspective, and subjective visuals, which have a central viewpoint. The horizontal angle: The image can be captured from either a frontal or an oblique perspective. The frontal angle signifies engagement, while the oblique angle signifies disengagement. The Vertical angles, such as high, low, and eye-level angles, are used to convey perceptions of dominance, inferiority, and equality towards the portrayed participant (Yao & Zhuo, 2018, p. 127). For Composition, Kress and van Leeuwen examine the techniques used to structure

visual elements and the specific messages delivered through these compositions. Saliency is achieved using several aspects designed to attract the viewer's attention to varying degrees. Framing devices, such as dividing or framing lines, can connect or disconnect pieces of an image, indicating whether they belong together. (Kress and van Leeuwen, 2006, pp. 175-203).

2.2 Research design

Qualitative and quantitative research methodologies have always been seen as conflicting paradigms. However, these "mixed methods" approaches see qualitative and quantitative strategies as complementing rather than opposing strategies ([Creswell, 2015](#)).

4. Data collection

Two Accounts are selected for data analysis from Social Media (Instagram) . The two accounts are American (minimalist baker, feel-good foodie). These two confirmed Instagram accounts caught me as the main source of data because of their great interaction, large following, and obvious emphasis on American healthy cuisine culture. Both accounts do not only provide healthy dishes but also very faithfully capture the social and cultural setting of the United States. Although the data includes only two accounts, their influence, authenticity, and cultural representation allow for a meaningful and relevant exploration of the topic. This focused selection ensures depth of analysis rather than just breadth, making it a justified and valuable approach to understanding American perspective. The data are examined through linguistic and visual analysis, focusing on specific posts related to our objective and the significance of the study, like cultural values, experiences, identities and traditions. The majority of these posts comprise 10 posts.

Post 1 / Visual analysis

Conceptual Representation: This pesto sauce is a carrier in relation to (the spoon), which represents testing the sauce and the way of serving the dish as a symbolic Attribute. Also, the pesto Sauce is a carrier of its symbolic attribute (its ingredients), representing freshness, health, and homemade culinary practices, so it is symbolically suggestive.

Modality represents the saturation and differentiation of the colour, which is high in the image. This image reflects high modality. For Attitude, the image is taken from a top-down angle and offers a comprehensive and all-encompassing view. Saliency in the pesto sauce's vivid green colour makes it the most prominent element in the picture. For Framing, the components that enclose the pesto sauce provide an implicit frame, directing focus towards the central topic.

Textual Analysis

Experiential values are represented by adjectives, "bright," "garlicky," "cheesy," and "fan favourite" are Predicate adjectives to show the test and quality of the meal. "easy and vegan" are Attributive adjectives to describe specific qualities or characteristics of food. "more" is quantity adjective used to accentuate the attractive of the pesto. For vocabulary, use the words "homemade" and "BESTO!" "5-minute vegan", fan favourite" is 'Community Oriented Language enhances a joyful vibe and evokes a sense of personal connection.

Pronouns express Relational Values, "Do you agree?" is the second-person pronoun, fostering a conversational and captivating relationship with the listener. "Our" easy version" is a Possessive pronoun used to denote possession and establish validity. "It " is a person pronoun used as an ellipsis that is present with it to refer to the pesto.

Expressive Values are represented by the joyful and optimistic tone ("Besto," "homemade "fan favourite," "perfect"), which expresses a sense of enthusiasm and confidence in the dish. Emojis enhance the amusing and visually captivating aspect of the pesto. Capitalisation is used to emphasise the Power and focus of some words. Hshtags are also used heavily in these blogs to make the content reach for most people especially those who interested in healthy food .

For Socio-cultural practice , the content is a commercial and promotional message from Minimalist Baker, a well-known cooking blog with simple, plant-based recipes. It reveals a shift in consumer tastes for plant-based diets, which drives more general debate on food ethics and health. Digital marketing approaches shape the topic as social media interaction is crucial. Platform-induced power dynamics are shown in the call to action ("Comment 'pesto' and we will send you a link to the recipe"), because Instagram and other platforms stress users' involvement. Emphasising the idea that plant-based diets are essential to a larger social change. Hashtags as #vegan, #dairyfree, and #basilpesto act as tools for community building and exposure. In this post, the chef stresses the need of healthy food and its connection to simplicity, therefore encouraging a change of bad habits of eating using words and images. Particularly when the spoon is put in the main dish, which evokes a sensation of tasting the food, the image captivates viewers with its approach of capture and intimacy, thereby giving the illusion of their presence at the table ready to participate in the meal .

Post 2 / Visual Analysis

Concerning representation analysis, this image is utilized by Conceptual representation, employing a symbolic process. The pumpkin is a carrier of its symbolic attribute (significance) for Halloween, autumn, and Thanksgiving, so the pumpkin represents the celebration of these occasions as a symbolic suggestion. For interpersonal analysis, Modality is in vibrant brown, orange and white colours with intricate details, smooth texture, consistent light, and depth to enhance the high modality. Concerning Attitude, the image is captured from a somewhat top-down angle, often conveying a perception of dominance or control from the spectator's viewpoint. For composition analysis, salience is expressed in the bright turquoise background and forms a distinct juxtaposition with the warm, organic colours of the pumpkin squares, whipped cream, pumpkin, and cinnamon sticks in the foreground. Their prominent location in the centre establishes them as the most prominent attributes. Framing is represented in the turquoise background, which looks disconnected from the pumpkin squares. So, this framing of the image is disconnected.

Textual Analysis

Experiential Values are expressed by “easier”, which is a Comparative adjective to indicate the easiness and simplicity of the recipe . “satisfying, vegan-free, Fuss-Free, creamy” are predicate adjectives to make the recipe sound more appealing . “sweetened, loved and spiced” are participated adjectives . “all” is Quantity adjective to refer that all people love this bars. “ this, these “ are Demonstrative adjectives to refer the bars. Concerning Vocabulary, “NOVEMBER” and “Pumpkin Pie” are Seasonal Languages referring to the Halloween Occasion .“VEGAN, gluten-free, "Naturally sweetened," and "naturally sweetened" and “Fuss-Free” are related Items.

Pronouns express Relational Values, “It “and “they “are third person pronouns, which refer to the month and bars to prevent repetition . “ that “and’ which” are Relative pronouns, which refer to bars and, this time, making them . Expressive Language are expressed by Expression such as "equally as satisfying" and "loved by all", "FUS_FREE" and "WAY easier," provide a favourable assessment of the recipe. Emojis :(☺), effectively portray enthusiasm and happiness, reflecting the author's passionate attitude towards the dish.

For Socio-cultural practice , this post illustrates societal problems within culinary culture: Advocating for a vegan, gluten-free, naturally sweetened dessert presents a challenge to conventional holiday desserts based on dairy, gluten, and processed sugars. The recipe's

"fuss-free" and "blender-made" attributes underscore a tension between contemporary, convenient alternatives and traditional, labour-intensive baking methods. While endorsing handmade and health-oriented alternatives, it critically interrogates the commercialisation of holiday meals, such as commercially produced pumpkin pies. This post engages with food discourse influenced by historical and social conflicts, specifically regarding Halloween and Thanksgiving culinary traditions, exemplified by *The Evolution of Pumpkin Pie in American Culture*, which has been associated with Thanksgiving and autumn festivities since the early colonial period in America. The post's structure—engaging language, emojis, hashtags, and a link in the bio—illustrates the power dynamics of social media, where content aimed at engagement influences the visibility of culinary trends. The use of hashtags (#thanksgivingdesserts, #pumpkinpie) indicates an effort to include veganism into the dialogue around traditional holiday cuisine.

Post 3/ Visual Analysis

Concerning Representation Analysis, this image employs conceptual analysis; each cookie is a carrier of its symbolic attribute. The decoration and shape acquire symbolic significance by virtue of their forms and colours. (Christmas Trees) represent the holiday season and celebrations. (Clouds and snowflakes) may symbolise winter and the related topics of the season. (The candy cane) is a traditional emblem of Christmas and is typically connected with holiday sweets, so it employs symbolic suggestion. For Interpersonal analysis, the Modality of the image displays vivid colours. The cookies' colours and embellishments are well differentiated, which enhances the realism of the image. It has a subtle perception of depth, and the lighting is bright and authentic, creating shadows and highlighting the textures, enhancing the modality. For Attitude, the image seems to be captured from a slightly oblique angle (Horizontal Angle); this implies a detached, objective connection as if the observer is gazing down at the platter of cookies. The shot is captured from a high angle (Vertical angle). The high angle often conveys a feeling of power and authority. For Compositional analysis, Saliency is represented by the bright icing on the cookies (green, blue, white and red) in the foreground, which contrasts with the muted colour of the baking tray, therefore making the form and colour more noticeable in establishing saliency. For Framing, the cookies are visually distinguished from each other by the surrounding space, enabling viewers to concentrate on each cookie individually. The framing is connected.

Textual Analysis

Experiential Values are expressed by Adjectives, “Classic, quintessential cookies, Gluten-Free, fancy” are Attributive adjectives to provide a clear description to understand the kind of food . “tender is a Descriptive adjective to help the audience understand how the food looks or tastes. The “required and veganized” cookies are participating adjectives, showing how the meal is healthy and desirable . “frosted” is a predicate adjective to make the recipe sound more appealing. “Best” is a Superlative adjective to show flour quality. “all” is a Quantity adjective, used twice to show the number of people in a gathering.

Concerning Vocabulary, “Just Dying to be Frosted” and BEAUTIFULLY are Community Language to show the purpose of the blog. : "All-purpose flour" and “Best 1:1 Gluten-Free Flour Blend are related Items that demonstrate proficiency and precision in the field of baking also "veganized" refers to the modification of conventional recipes to meet vegan dietary requirements . ” holiday gatherings”, "SUGAR COOKIES," are Seasonal Languages, refer to the Christmas vibes. Relational Values are expressed by pronouns, "We" in "We tested" is a First-Person Plural. Pronouns foster a communal sense of identity and inclusiveness. “it” is A personal pronoun used to refer to the flour to prevent ellipsis.: “Your holiday gathering” and “our best gluten-free flour” are Possessive determiners; the chef is talking directly to the audience. Concerning Expressive values, the language used is expressive, as "dying to be frosted" and "worked BEAUTIFULLY!" conveys a sense of passion and joy. Emojis contribute to a lively and fun atmosphere, fitting well with the Christmas theme, and hashtags to increase interactions . The blogger uses capitalisation to focus on some words like CLASSIC, SUGAR, BOWL, and BEAUTIFULLY.

For socio-cultural practice , Integration traditional baking techniques (sugar cookies) with modern digital engagement and dietary acceptance, this Instagram post captures modern Christmas and New Year social customs. It links food with social events (e.g., "brought to all your holiday gatherings"), so explaining how food choices are not only personal but embedded in social norms . This reflects the conflict between resistance to change from traditionalists and inclusivity in shared meals .

The date of the post, December 3, 2023, fits the Christmas and New Year season, so highlighting the seasonal setting. The chef creates these cookies in these forms like Christmas tree to draw attention by this mix of text and visual depiction since it's time of New year celebration and it's focus on how food can be shown by many

events. She also employs several colours for decoration (red, blue, pink, green) appeals and joyful evoking effect.

Post 4 / Visual Analysis

Concerning Representation Analysis, this image employs conceptual representation; the Symbolic process is utilized, and the arepas is a carrier in relation to its symbolic attributes (ingredients' healthiness), representing the concepts of freshness, health, and cultural identity. The vivid, colourful vegetables and beans imply a nourishing and healthful dinner, so this image represents a Symbolic suggestion. For Interpersonal analysis, Modality is shown in the vivid and intense colours. Enhancing the colour saturation of food has a tendency to increase the perception of realism and freshness. The image has a narrow depth of field; the backdrop is uncluttered and blurred, which reduces the modality. For Attitude, the image is captured from a frontal angle (Horizontal Angle), which often implies engagement. The Food is captured at eye-level shot (vertical angle), which often portrays a sense of equality. For compositional analysis, Saliency is in the juxtaposition of the vibrant food, and the comparatively muted and blurred backdrop intensifies the prominence of the food items in the centre. In Framing, the food pieces can be easily distinguished from the blurring backdrop by focusing, creating a noticeable distinction, so the framing is disconnected.

Textual Analysis

Adjectives express Experiential Value, "Central America" and "favourite filling" are Attributive adjectives, "central" is used to show the origin or culture of the meal, "favourite" is used to shed light on the fillings of the cakes to be obvious before audience. "crunchy, tender, Epic, satisfying, based" are predicate adjectives to show the test and quality. "smoky, black, hot" are Descriptive adjectives to describe and provide vivid and sensory details about the food like its taste . "this" is Demonstrative adjectives, used to refer to combo. Concerning Vocabulary expressed by Community Language, "AREPAS" is corn eaten in Venezuela and Colombia; this refers to cross culture and being open to knowing the food of other cultures . ". "guacamole" is a dish of mashed avocado mixed with chopped onion, tomatoes, chilli peppers, it has found in Mexico. "Habanero" is a spicy pepper based in Mexico. While Items are "Cornmeal-based cake, "plant-based sandwiches" are indications that this meal is healthy.

Relational Values are expressed by pronouns. " You " is a second-person pronoun in the text that establishes a direct and personalised contact form. "They " is a third-person pronoun used to refer to the pancakes. "Our favourite fillings" is a Possessive determiner that creates a feeling of togetherness.

Expressive Values are expressed by words like "EPIC" and "ultimate satisfying", giving the impression that the author offers more than a recipe; it suggests a passion. Emojis provide a joyful and enthusiastic tone to the text. The blogger used words with capital letters to make them more prominent, such as AREPAS and EPIC—the chef's emphasis on cultural significance.

For socio-cultural practice, the post discusses South and Central American cuisine, emphasising the adaptation and representation of ethnic dishes in global social media platforms. This reflects the conflict about cultural ownership and authenticity within the food business, as traditional meals are often transformed or commercialised by individuals and companies detached from their original cultural setting.

Arepas, a traditional dish originating from Latin America, symbolise the culinary heritage of nations such as Venezuela and Colombia. They may also reflect the broader socio-political challenges faced by Latin American populations, including issues of representation and global recognition. The capacity to promote arepas within a vegan and gluten-free context exemplifies their incorporation into a contemporary plant-based lifestyle, highlighting how food discourse is shaped by individuals with visibility and influence on social media platforms.

Post 5 / Visual Analysis

Concerning Representation Analysis, This image is utilized by conceptual process, employing a symbolic process; the chocolate tart is a carrier in relation to its possessive attribute (the topping raspberries) with their vibrant red colour, which represents love or passion and freshness as a symbolic attribute. The tart itself is a carrier of what people eat and enjoy the celebration with its symbolic attribute representing indulgence, richness, celebration and healthy eating (with the dark chocolate). In this case, it employs symbolic suggestion. Concerning interpersonal analysis, the image employs saturated colours for modalities, which impacts it more. The lighting and sharpness are meticulously controlled, which enhances its authenticity. This image is taken from a top-down angle for Attitude, enabling them to observe the desert scene comprehensively. Concerning composition analysis, the raspberries are the most salient feature in the image because of their sharp contrast. Framing, the image composition, establishes visual connections between the different pieces.

Textual Analysis

Concerning experiential values, “ Favourite, Vegan, perfect, Luxurious, simple ”are Attributive adjectives to describe specific qualities or characteristics of food. “Sweetened” is a participating adjective. “Bright and creamy” are descriptive adjectives that make the recipe more appealing and describe how the food smells or tastes.

Vocabulary expressed by Seasonal Language as “Father’s Day, Summer gathering”. These two phrases give the impression of occasions and celebrations. The Community Oriented Language is “No-BAKE, used to emphasise that this cake is too easy to make . The Item is “ date-sweetened” to refer that this cake is healthy. Expressive values are not expressed here; the language used in this blog is descriptive and focuses on describing the meal qualities, taste, form and texture and making it more appealing to an audience. Emoji: To enhance the text's emotional tone and make a variety. Capitalization: The chef used words with capital letters to make them more prominent (FAN FAVOURITE FRIDAY, SIMPLE) to attract attention.

For socio-cultural practice , This post is part of that change, supporting a dairy-free, gluten-free dessert as a substitute for traditional sweets and also Father's Day in America is observed on the 15th of July, so marking a major cultural event. The Post is set for July 14th, meaning the chef is inviting the audience to honour and savour this meal as a social custom alongside their fathers and calls for family get-together. This occasion calls for the chef to highlight that the cake is created with premium ingredients, such premium chocolate, fresh cream, or exotic flavours, so also conveys that the cake is not ordinary but rather crafted to feel indulgent and worthy of the Father's Day celebration. By advocating "luxurious yet simple" desserts, it aims to close the distance between accessibility and exclusiveness. Historically, diets free of gluten and veganism were thought of as either costly or difficult to keep. By presenting alternative diets as both reasonable and luxurious, posts like this one explore those ideas and help to redefine accepted eating norms.

Post 6 / Visual Analysis

Concerning Representation analysis, this image employs conceptual representation; the symbolic process is utilised. These Rice Krispies carry (the chocolate coating and candy eyes) as suggestive symbols and symbolise faces, giving the treats playfully; they become fun, engaging “characters” that might appeal particularly to children or evoke a sense of creativity. Concerning Interpersonal analysis, the Modality in this image displays a combination of vivid and authentic colours; the saturation is representative of reality, indicating a moderate to high level of Modality. For Attitude, this image is

captured from a top-down angle, which imparts a neutral and objective perspective. Concerning Composition analysis, the most salient features are the contrasting colours of the snack —the pale golden colour of the Rice Krispies juxtaposed with the deep brown colour. Framing is expressed by how the treats are arranged in close proximity to one another, without any boundaries, fostering a feeling of connection and unity.

Textual Analysis

Experiential values are expressed by “easy to make, perfect for Halloween”, which are Attributive adjectives that focus on specific qualities or characteristics of food. “Classic treat, good way, large marshmallows, small candy”, “Krispie Monsters, “and unsalted butter” are Descriptive adjectives describing the qualities, taste, form, size and texture of the meal. The demonstrative adjective “these” is used to refer and emphasis these treats. Vocabulary is expressed by "hit at parties" which is Community Oriented language, to evoke imagery and positive emotions. Seasonal and playful language like ” Monsters” and “Halloween” are signals of the Halloween season’s Vibes. Relational values are expressed by “they”, which is a third-person pronoun used to refer to the treats and to prevent repetition. Expressive language is expressed by maintaining a consistent thematic focus on fun and family-oriented activities, fun takes, good ways, kids, and being hit at parties; they express fun and joy. Emoji is used to refer to the monster of Halloween.

For socio-cultural practice , within larger food and cultural discourses, especially around family-friendly cooking, digital food culture, and seasonal traditions, this post by feelgoodfoodie finds place. Consistent with modern expectations for quick, attractive food, the post advertises an easy, fun, and eye-catching treat. This signifies a shift towards convenience and engagement-driven cooking when compared with classic, labour-intensive homemade delicious dishes.

The recipe is related to Halloween (e.g., "Rice Krispie Monsters," "perfect for Halloween"), thus this krispie is in great form with these scary eyes just like a monster. Halloween is a celebration when people dress in unusual and maybe terrible clothes, so illustrating how seasonal marketing trends shape food. Their googly scared eyes make this monster more interesting. The connection between food and Halloween captures how media and businesses shape our experience and consumption of holidays. Seasonal recipes generate social pressure and urgency that drives consumers towards trend-based, fleeting food habits instead of sustainable, year-round cooking methods.

Textually and visually the post is influencing by its top-down angle to

show the details of its texture and choosing the appropriate words to make this post impact before followers by mentioning the Halloween and kids as a way of persuasive to make this recipe.

Post 7 / Visual Analysis

Concerning interpersonal representation, this image employs conceptual representation, and the symbolic process is utilised. These cookies are a carrier to the possessive attributive (the top icing) as symbolic suggestive, symbolises parties, celebrations, and home baking. Concerning Interpersonal analysis, Modality is expressed by the colour saturation at a modest level; the brightness is evenly distributed, enhancing the image authenticity. Attitude: The top-down angle places the viewer in the role of an observer, maintaining a neutral attitude towards the topic. Concerning compositional analysis, the salience features include the white icing that is delicately drizzled over the cookies. For Framing, the cooling rack is a physical and visual frame for the cookies, imparting a sense of arrangement and order.

Textual Analysis

Experiential values are expressed by “easier, cuter”, which are Comparative adjectives used to show the simplicity and cuteness of this recipe to others. “favourite walled” are Predicate adjectives, showing that this mug is valuable for her as a way to encourage people to join this challenge. “double” is Distributive adjective . “all” is Quantity adjective, means all audience by directly . “this” is Demonstrative adjective, reference to the month as an emphasis that the currently month is the required one of the challenge. Concerning Vocabulary, Community Oriented Language is the “monthly cooking Challenge” The word challenge is a keyword and the most important word in the post because it’s an invitation to try the recipe and win the gift. “Community” means that she is united with her audience, trying and cooking recipes together. Pronouns express Relational Values. Possessive determiners are “our monthly cooking”, which means that she is one of her followers, and they cook meals together. “My favourite” and “my stories” show that she is persuading the audience and telling them about her taste. The third person pronoun is “they”, a reference to the carrot cookies. First-person pronoun “we” strengthens the notion of a shared experience. Second person pronoun: “you” establishes a link between the speaker and the listener. The text is highly expressive, “monthly challenge, cook together, community, easier and cuter, win my favourite mug”. This structured approach helps readers follow the steps of the challenge. Emojis are used but a little bit to add variety and attractiveness.

For socio-cultural practice, This post exists inside more general social movements concerning online communities and consumer interaction. The "double-walled mug" giveaway brings a capitalist element to community involvement, whereby participation is not only for enjoyment but also for a tangible reward, so introducing commercial and engagement-driven motives into what would otherwise be a basic cooking activity. Feelgoodfoodie's power to create a monthly challenge reflects how food bloggers control food trends, so influencing what people cook and when. The challenge element—"make the recipe and leave a comment"—emphasizes the change from personal, intrinsic drive to algorithm-driven interaction. Examining the linguistics and visual aspects of this Post makes it clear how food is portrayed and in what manner the chef displayed her recipes using the challenge firstly to stay in connection and engagement with her recipes and thus they will be rewarded with a gift.

Post 8 / Visual Analysis

This image employs conceptual representation. Symbolic processes are utilised. The taco is a carrier to the symbolic attribute (ingredients' healthiness) as a symbolic suggestive that represents freshness and healthy food for a particular country, which reflects the culture of a specific country. Concerning Interpersonal analysis, Modality employs realistic, vibrant colours, giving the image a heightened level of colour authenticity. The image lacks contextualisation. The deliberate use of depth and perspective enhances the modality of the image. This image is captured from a high angle (vertical) for Attitude. This feature enables the observer to get a clear visual representation of the tacos' contents. The image depicts the tacos from an oblique angle (Horizontal angle). This angle tends to detach the observers. Concerning composition analysis, the salient colour of the ingredients provides a striking juxtaposition to the platter and the neutral backdrop. For Framing, the tacos are arranged in close proximity; This indicates that the tacos are integrated into a whole entity, intended to be seen as a single.

Textual Analysis

Experiential values are expressed by "fun," a Predicate adjective used to describe and make it more appealing to people. For Vocabulary, Community-Oriented Language is "Kids" to show that this recipe is made for a specific category of people. "Weekend" signals to do the meal at a specific time to make kids participate in preparing it. Relational values are expressed by ("I") First-person pronouns, which focus the story on the author's individual experience, creating a sense of a collective activity. "They" is a third-person pronoun that refers to the kids to prevent repetition. "My kids" is a

Possessive determiner, referring to her kids, and she talks about their preference and participation in decorating the tacos. Emotional language may be highlighted by the use of informal and emotional words, such as “fun way, weekend, I love, they like,” which indicate excitement and optimism and enhance the overall expressive tone. Emojis are used a little bit to add variety and beauty to the text.

For socio-cultural practice, the Conflict Among Social Media Trends and Traditional Food Culture. Though their cultural roots are in Mexican and Tex-Mex cuisine, the post presents breakfast tacos as a flexible, family-friendly meal devoid of reference to cultural background. This captures the conflict between conventional cuisine methods and social media's inclination to simplify, decontextualise, and rebrand foods for wider appeal. The language of the post is very simple, emotional and captivating; the chef tries to focus linguistically or visually to focus on the personal experience as a way to show or explore her item; this will be very persuasive before followers to trust more in recipe and make it for their kids too on weekends and for all days. With her recipes, this one of her means of sharing knowledge or story to establish trust and rapport with her audience.

Post 9/ Visual Analysis

This image employs conceptual representation and symbolic processes, and the whole cupcake is a carrier with its decoration as symbolic suggestive, which represents celebration, Christmas and a festive season. Also, a whole cupcake is a carrier to the symbolic attribute of the milk bottle and the snowflake ornaments, and the overall colour palette (white, silver, light colours), which refer to winter vibes and evoke a feeling of coldness or freshness, which is often associated with the season, as symbolic Attributive. Concerning Interpersonal analysis, the use of colours enhances the high-modality characteristic of the image. The image exhibits intricate details; the image has natural lighting that enhances the sense of depth without generating sharp contrasts. For Attitude, the image is captured from a frontal horizontal angle, indicating that the observer directly sees the cupcakes from the front. The image is captured from a somewhat low vertical angle, with the cupcakes slightly raised above the observer's eye level. Concerning composition analysis, for Salience, the cupcakes capture the viewer's attention first, and the blurred background makes them the most prominent characteristics. For Framing, the cupcakes are ordered in close proximity, without any prominent visual barriers separating them, to see them as a unified whole.

Textual Analysis

Experiential values are expressed by descriptive adjectives like “big snowfall,” which describe how big the snowfall is! Moreover, this cupcake is similar to this falling by its decoration, “heavy cream” to show and describe the form of the cream . “unsalted butter” describes its qualities of being without salt. Numeral adjectives like “first, one, one”, in the ingredients, the chef mentioned the quantity of each item used in this meal “to be clear about the way of cooking this recipe . Superlative adjectives like “the easiest Christmas cupcakes ”, “ the most delicious” are used to describe the simplicity of doing the recipe and how its taste is delicious. Demonstrative adjectives like” these cupcakes “ are used to refer and emphasis on the cupcakes themselves. Proper Adjectives like “Greek adjective” describe the origin of the yoghurt, showing it comes from Greek. For Vocabulary, Seasonal Language is expressed by “Christmas cupcakes”, which refers to this time of celebration on New Year’s Eve. “Snowfall” also gives the impression of a cold-weather family gathering around tables in warm houses in winter.

Relational values are expressed in Third person pronouns like “it, it” are used twice to refer to the cupcakes. Second-person pronouns such as “you will ever make” directly address the reader. Expressive Language reflects a high level of excitement and enthusiasm. The used style serves to highlight the author's passion for the dish “Christmas cupcakes, magic, delicious, snowfall”. The language choices are intentionally made to enhance the perceived value of the cupcakes. Emojis are used to add variety.

For socio-cultural practice , the post correspond to a larger trend whereby food bloggers and influencers produce important combining consumer interaction, branding, and personal storytelling. The reference to "Christmas Cupcakes" and "first big snowfall" links the conversation to Western holiday customs, so supporting prevailing cultural narratives about food and celebration. The suggestion of users to comment "CUPCAKES" for the entire recipe helps the post stand out in the struggle for social media algorithm visibility. This approach raises involvement, so supporting influencer marketing techniques.

The chef emphasises Christmas festival to underline the theme of the Image and also link it with winter and snow with ward magic. From the first sight, the viewer will fell by winter vibes when he looks into the image because of the colours and decoration referred to cold, snow and new year celebration .

Post 10 / Visual Analysis

This image employs conceptual representation as symbolic suggestive, the pizza is a carrier with its ingredients which are by their arrangement, represent a face like human which effect emotion as Mushroom reflects eyes and the sliced part resemble an expressive gesture for an open mouth.

Concerning Interpersonal analysis, Modality is depicted by colours that exhibit a high degree of realism and vibrancy. The image has elaborate levels of detail and texture. The image exhibits bright and consistent light, accompanied by soft shadows. For Attitude, the top-down angle accurately and impartially portrays the pizza, simply emphasising its characteristics. Concerning composition analysis, salience is the pizza that captures the viewer's attention since it is shown prominently in the centre. For Framing, the pizza lacks a distinct separation of components due to the integration of toppings, emphasising its completeness and appeal.

Textual Analysis

Experiential adjectives are expressed by Predicate adjectives, which are “the perfect solution” and reflect a positive attitude towards the recipe. Demonstrative adjectives such as “this tortilla” refer to the pizza, while “those nights” alludes to our dull evening days. Vocabulary concerned Community language, “Call it a day” is called for days when we are out of the mood and want to lay down to watch a movie and eat something. “throw something together” states that an easy recipe which does not need any effort or long time of preparing. Relational values are expressed by pronouns, “you” is A person pronoun “that directly addresses the reader, fostering a sense of intimacy. “It” is a third-person pronoun used to refer to “this Tortilla Pizza” when describing its qualities.

Expressive value is expressed by the language used; it is friendly and attractive to invite the audience to participate actively, “perfect solution, call it a day, five minutes to prep and cook”. Emojis are used to add variety and beauty to the text.

For Socio-cultural practice, the post presents the dish as a “solution” for people with busy lifestyles since it addresses modern issues about limited time and meal preparation. This correspond to more general cultural trends supporting quick meal options, usually at the expense of traditional cooking methods. Designed for quick solutions that fit hectic lives, tortilla pizza is described as This fits corporate food marketing strategies that give convenience above traditional cooking methods top priority.

The directive to comment "PIZZA" marks a search for visibility inside social media algorithms; the recipe is not easily available but requires user engagement for access, so reflecting a larger trend whereby recipes are commodified as digital assets, so reinforcing power dynamics benefiting those who understand and control algorithms.

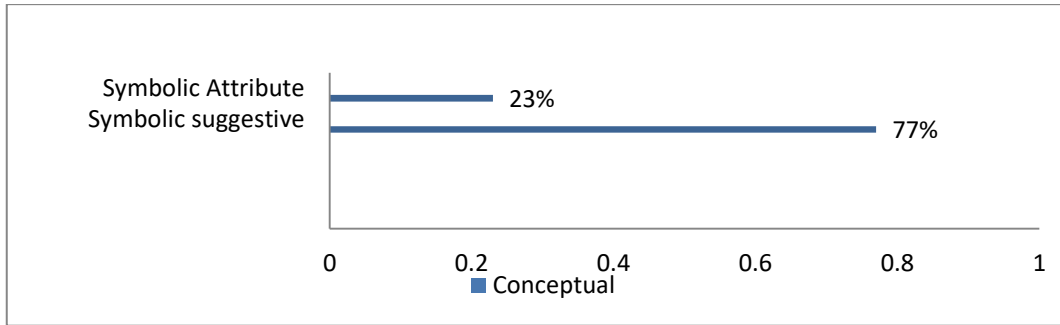
In post, the chef clarifies a basic and healthy dinner that would be especially fit for cold weather when time and effort for cooking could be scarce. The pizza is highlighted by the composition and subdued backdrop; these elements taken together encourage adherence to plant-based, healthy food.

3.1 Quantitative Analysis of the American Data

This qualitative analysis focuses on the examination of visual components. The statistical distributions of the main visual categories and their subcategories are briefly detailed. The quantitative analysis of the images in these posts tends to enhance the abovementioned qualitative analysis.

Table1: The Frequencies and Percentages of the Representation Meaning of the American Data

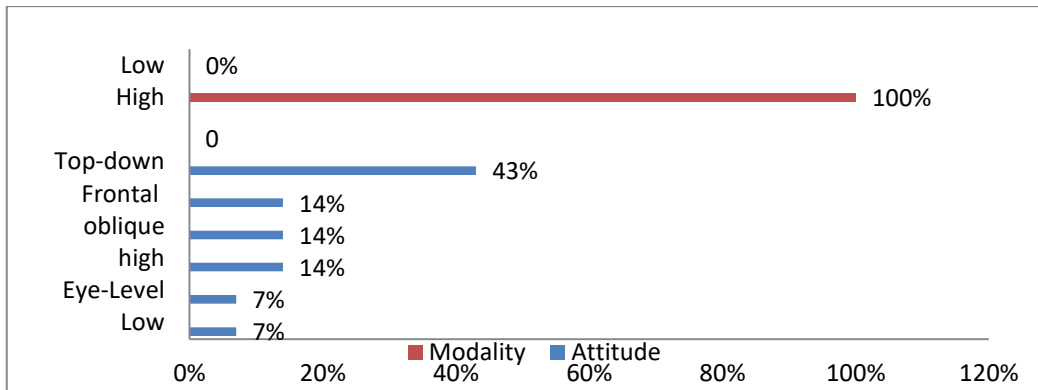
Representation Metafunction		
Number Of images	Conceptual	
	suggestive	Symbolic Attributive
1	1	1
2	1	
3		
4	1	
5	1	1
6	1	
7	1	
8	1	
9	1	1
10	1	
Frequency	10	3
Percentages	77%	23.7%
Total Frequency	13	
Percentages	100%	



According to Table 1, the visual category of the Conceptual representation process is 95%. This means there is a relative focus on the represented object more than on unfolding actions or events. This percentage is distributed to Symbolic attributes 23%. The highest one is symbolic suggestion 77% which shows how these bloggers or chefs focus on symbolism to represent certain ideologies and interests, also cultural values and festivals that reflect the identity of their society and cultural values and traditional Occasions like Halloween, Father’s Day celebration, Christmas celebrations and winter vibes, wellness, and freshness. In the same way, they are open to other cultures and countries; in post (4).

Table 2: The Frequencies of Interpersonal Meaning of American

Number of Images	Interpersonal Met function							
	Attitude					Modality		
	subjective					objective	High	Medium
	vertical		Horizontal			Top-down		
	low	Eye-level	high	oblique	Frontal			
1						1	1	-
2						1	1	-
3			1	1			1	-
4		1			1		1	-
5						1	1	-
6						1	1	-
7						1	1	-
8			1				1	-
9	1				1		1	-
10						1	1	-
Frequency	1	1	2	2	2	6	10	0
Percentages	7%	7%	14%	14%	14%	43%	100%	0
Total Frequencies	14						10	
Total	58%						42%	



According to this distribution of Table 2, Attitude, The top-down angle is the highest frequency over all angles with 43%, which shows that this angle of photograph is the most used because it is an overhead angle, which makes the viewer so neutral and objective. For the Vertical angle, the high angle gets (14%) (in comparison with the low and eye-level angles, which both rate (7%). This feature enables the observer to get a clear visual representation of the meal. For horizontal perspective, frontal and oblique angles both rate 14%. For Modality, the high modality is the dominant in this section with 100% that makes the viewers amazed and enjoy the view of the meal.

Table 3: The Frequencies of Compositions Meaning of American Data

Number Of Images	Composition meaning			
	Salience		Framing	
	colour	background foreground	connected	disconnected
1	1	1	1	
2	1			1
3	1		1	
4	1		1	
5	1		1	
6	1		1	
7	1			1
8	1		1	
9	1	1	1	
10	1		1	
Frequency	10	2	8	2
percentages	83%	17%	80%	20%
Total Frequencies	12		10	
Total Percentages	55%		45%	

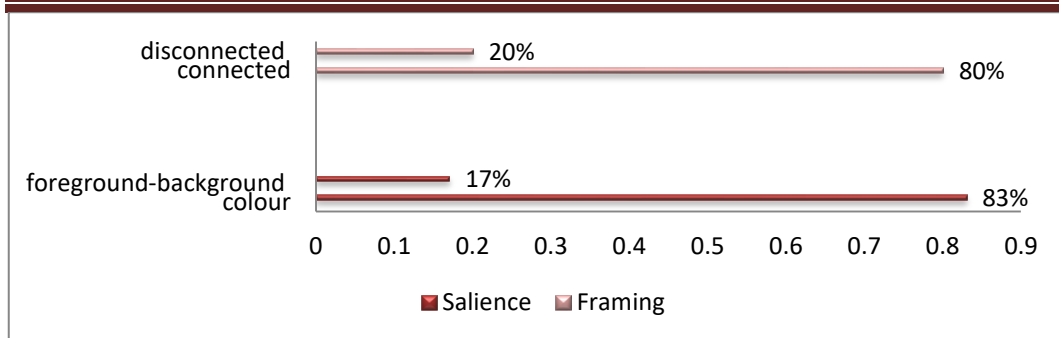


Table 3 shows the compositional aspects. For Saliency, colour is the highest rate with 83% compared with foreground-background with 17%; this indicates that these healthy meals are very colourful and attractive in their ingredients. For framing, the connected one is the most frequent (80%) in comparison to the disconnected one (20%). This implies a sense of coherence and simplicity in the meals' structure, emphasising its completeness and appeal.

3.2 Quantitative Analysis of Textual American Data

Experiential value	Category	Frequency	Percentages
Adjectives	Predicate	18	18.36%
	Attributive	15	15.30%
	Quantity	4	4.08%
	Comparative	3	3.06%
	Participated	6	6.12%
	Demonstrative	8	8.16%
	Descriptive	15	15.30%
	Superlative	3	3.06%
	Distributive	1	1.02%
	Numeral	24	24.48%
Proper	1	1.02%	
Vocabulary	Community Oriented Language	17	45.94%
	Seasonal Language	10	27.02%
	Healthy related Items	10	27.02%
Relational Value (Pronouns)	First person pronoun	3	10.34%
	Second person	5	17.24%
	Third person	11	37.93%
	Possessive pronoun	1	3.44%
	Relative pronouns	2	6.89%
	Possessive determiners	1	3.44%
Expressive Value	Expressive Language	30	30.92%
	Emoji	41	42.26%
	Capitalization	26	26.80%

In the linguistic Analysis of American Data, because the blogs are about healthy food, it is evident that the Numeral adjectives are the most used adjective by 24% because they determine the quantity of the ingredients used for structuring content and ranking. The second type of adjective is the predicate adjective 18.36%, which comes after linking verbs. This frequency of this type suggests that these blogs concentrate on evaluating food quality rather than just listing it. The third used adjectives are the attributive and descriptive adjectives, which are used by 15.30% of the readers, indicating that these blogs provide detailed descriptions of meals, which makes the recipes more visualised and understood by an audience. The fourth most frequent adjective is the demonstrative one 8.16%, it builds a connection with readers by directly referring to a specific item, making the content more engaging and interactive.

In vocabulary and the choice of words, the bloggers are more engaging with the audience by using common words that everyone speaks to foster a sense of connection, so community-oriented language is more used in these blogs by 45.94%, Healthy related Items are in the same level by 27.02%, these bloggers are trying to connect their recipes by traditional occasions like Halloween, Thanksgiving, Christmas, Father's Day, family gathering and birthdays. For Relational Value (Pronouns), the most frequently used pronouns are the third person pronouns by 37.93%; this shows that the bloggers' writing style is objective to describe the recipe and storytelling to narrate the experience. Possessive determiners are third used in these blogs by 24.13%; this shows the bloggers' moderate to make sense of credibility and ownership by sharing their experience. Second person pronouns by 17.24%, this shows that these bloggers also used the direct address. First-person pronouns are the fourth most used by 10.34%; the least used adjective is the relative one just twice in these blogs by 6.89%. For Expressive Value, Expressive language rates 30.92%, which indicates that these bloggers use emotional words in their descriptions of recipes. Using emojis nowadays in social media is viral, so emojis are at 42.26% of food blogs. Capitalisation rates 26.80% to emphasise and draw attention to keywords and ingredients, making readers scan the recipes more easily.

Conclusion

This paper analysed 10 American posts using the Kress and van Leeuwen modal (2006) and Fairclough modal (2015) critical discourse analysis; outlining the previous findings, the selected posts from American healthy accounts show the validity of Experiential value in the description stage as a more prominent value by choosing the suitable adjectives and vocabularies that are so close to and spoken by

the community to be more effected towards them and make their posts more persuasive and influential; Concerning the Socio-cultural stage also it is evident that these bloggers and chefs are so engaged and attached by their community and become as a mirror to reflect their occasions, celebrations and inserting their recipes and healthy habits through their meals to reflect different cultural values and personal experiences by using expressive and storytelling language which make people interactive and joyful through reading .

Concerning visual posts, interpersonal structure is the most prominent, affecting the relationship between the represented object and the participant. It represents how the image is important, while in its angle, colours, composition and salience, it is from first sight, the point of attraction before followers. Therefore, these bloggers are interested in this point because of the modality and clarity of the images. The bloggers are so creative in their ideas about cooking, arranging and preparing the final result by using colours like green to reflect healthiness. Fresh, which comprises their message of spreading good habits in cooking healthily, orange to reflect Halloween and Thanksgiving, red to reflect emotion and celebration, and other different shapes like funny faces and Christmas cookies to persuade kids and adults to make their posts more reachable. Incorporating all these values, traditions, and personal experiences creates a sense of connection and transforms food blogging into a dynamic cultural exchange.

It's concluded that , dominant media, corporate advertising, and digital algorithms shape this data and show how outside forces rather than personal preferences define eating norms more and more. This suggests that platforms like Instagram eventually control the popularity of culinary content, thereby increasing influencers' dependency on these platforms .Until people use it, the post hides the whole recipe. This reflects a change in information sharing: instead of being freely available, it is connected to social media participation, therefore benefitting the content creator. Rising as the new judges of culinary art, social media influencers have replaced traditional chefs and cookbooks. Their influence derives from their capacity to mould trends via computational manipulation. The focus on interaction indicates that next digital food discussions will prioritise enhancing participation above the unrestricted dissemination of information. The phrase “link in bio” and the metrics of likes, shares, and interactions underscore the manner in which Instagram’s algorithm compels food bloggers to organise their content—redirecting visitors to other websites instead of offering whole recipes in captions. These blogs

Show how food blogs are not just about recipes but also about identity, culture, expression and shared human habits.

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**Appendix
Data links**

No. of posts	Date of posting	Link of the posts
1.	2023.5.31	https://www.instagram.com/p/C7oxXOWRPvk/?igsh=MTJpZ3VkZzM5dHY3dg
2.	2023.11.9	https://www.instagram.com/p/CzbvTngxIwW/?igsh=Mm05YXV5Yml2N2Fx
3.	2023.12.3	https://www.instagram.com/reel/C0zfBcELqHt/?igsh=MXg3dWo4a3RhdWplcg
4.	2023.7.31	https://www.instagram.com/p/CvXiNBHppSl/?igsh=dnJkZm5vZmNkZHFfn
5.	2024.6.14	https://www.instagram.com/p/C8M8Q2LRXVL/?igsh=MTVhZGRnc3JvbnZw
6.	2023.10.8	https://www.instagram.com/p/CyJhZXhoK3x/?igsh=MWo4NzM2a3dwbHh0MA
7.	2023.3.3	https://www.instagram.com/p/CpTfFAXOtTo/?igsh=NTlrNHp6YW9mZXY3
8.	2024.4.15	https://www.instagram.com/p/C5ywdIaCB7W/?igsh=Z2Zoem55YTQyOHlh
9.	2023.12.17	https://www.instagram.com/p/C0937ERiJtZ/?igsh=NnVmZXMzeXc2bG5p
10.	2024.1.23	https://www.instagram.com/p/C2dJXIWMhwJ/?igsh=NW1kOW1zazI2bWRv

Post 1



minimalistbaker Homemade PESTO 🌿 is BESTO! Do you agree? Our Easy, 5-MINUTE vegan version is bright 🍋, garlicky 🧄, cheesy (without dairy) 🧀, and a FAN FAVORITE. It's perfect for pasta 🍝, pizza 🍕, soups 🍲, salads 🥗, and more!

Comment "pesto" and we'll send you a link to the recipe (or you can find it in our bio → @minimalistbaker).

#minimalistbaker #vegan #dairyfree #pesto #pestosauce #pestorecipe #veganpesto #basil #basilpesto #summerrecipes

Post 2



3,158 likes
minimalistbaker It's NOVEMBER 🍂 and that means: pumpkin pieeeeeee tiiiiiiiiimmm! 🍂🍂🍂 Only this version is Pumpkin Pie BARS, which are WAY easier, yet equally as satisfying! 😊 They're VEGAN, GLUTEN-FREE, and naturally sweetened, but loved by all.

Bonus? These FUSS-FREE treats 🍪 are made entirely in a blender (both the oat-almond crust and creamy spiced filling) with just 10 ingredients!

Link in bio → @minimalistbaker for the recipe! Or send us a DM if you have any trouble finding it. 🍂

#minimalistbaker #vegan #glutenfree #pumpkinpie #thanksgivingdesserts #pumpkinrecipes

Post3



1,878 likes
minimalistbaker CLASSIC, quintessential SUGAR COOKIES all veganized and tender and perfect, just dying to be frosted and brought to all your holiday gatherings 🍪🍪! Just 1 BOWL 🥣 and no fancy methods or equipment required!

Link in bio → @minimalistbaker for the recipe. Or send us a DM if you're having trouble finding it! 🍪

P.S. We tested swapping the all-purpose flour for our Best 1:1 Gluten-Free Flour Blend and it worked BEAUTIFULLY! 🍪

#minimalistbaker #vegan #glutenfree #sugarcookies #holidaycookies #christmascookies
December 3, 2023

Post 4



2,224 likes
feelgoodfoodie Breakfast Tacos are a fun way to vary scrambled eggs on a weekend, and I love that my kids can change up the toppings however they like! 🍪

Comment TACOS to get the full recipe. 🍪

You can also find the full recipe on my website at <https://feelgoodfoodie.net/recipe/chicken-parm-sandwich/>

April 15

Post 5



2,144 likes
 minimalistbaker 🌟 FAN FAVORITE FRIDAY: Vegan Raspberry Chocolate Ganache Tart! ❤️ Luxurious yet SIMPLE with a NO-BAKE, date-sweetened chocolate pecan crust 🍓 bright raspberry filling, and creamy chocolate ganache 🍫. Perfect for Father's Day, summer gatherings, and beyond!

Comment "chocolate" and we'll send you a link to the recipe (or you can find it in our bio → @minimalistbaker).

#minimalistbaker #vegan #glutenfree #dairyfree #chocolate #raspberries #dessert #chocolatedessert #nobakedessert

Post 6



Liked by cookingforpeanuts and 3,069 others
 feelgoodfoodie These Rice Krispie Monsters are a fun take on a classic treat! 🍬 Easy to make and perfect for Halloween, they're a hit at parties and a good way to get the kids involved in the kitchen!

INGREDIENTS
 6 tablespoons unsalted butter
 40 large marshmallows
 6 cups Rice Krispie cereal
 16 ounces chocolate candy melts
 32 large and small candy eyeballs

> Find the full recipe instructions through link in bio

<https://feelgoodfoodie.net/recipe/monster-rice-krispie-treats/>

Post 7



2,678 likes
 feelgoodfoodie Time for our monthly cooking challenge to cook together as a community one recipe from the site. This month we are making a carrot cake cookies because they're easier and cuter than a carrot cake! 🥕🍪

All you have to do is make the recipe and leave a comment on the website to be entered into a chance to win my favorite double walled mug. More details in my stories!

Link in profile for recipe @feelgoodfoodie

<https://feelgoodfoodie.net/recipe/carrot-cake-cookies/>
 March 3, 2023

Post 8



2,224 likes
 feelgoodfoodie Breakfast Tacos are a fun way to vary scrambled eggs on a weekend, and I love that my kids can change up the toppings however they like!! 🍳

Comment TACOS to get the full recipe. 🔍

You can also find the full recipe on my website at <https://feelgoodfoodie.net/recipe/chicken-parm-sandwich/>

April 15

Post 9

Post 10



3,642 likes

feelgoodfoodie These Christmas Cupcakes capture the magic of the first big snowfall of the year! ❄️ It is one of the easiest Christmas cupcake recipes you'll ever make, and it's also one of the most delicious! 🍪

INGREDIENTS

- 1 ½ cups all purpose flour
- 1 ½ teaspoons baking powder
- ¼ teaspoon baking soda
- ¼ teaspoon salt
- 6 tablespoons unsalted butter room temperature
- 1 cup granulated sugar
- 2 large eggs room temperature
- ¼ cup whole milk Greek yogurt room temperature
- ¼ cup vegetable oil
- ½ cup whole milk room temperature
- 2 teaspoons vanilla extract
- ¼ cup unsalted butter room temperature
- 3 cups powdered sugar
- 1 tablespoon heavy cream
- 1 teaspoon vanilla extract
- ¼ teaspoon peppermint extract
- Pinch of salt optional

Comment CUPCAKES to get the full recipe. 💙

You can also find the full recipe on my website at <https://feelgoodfoodie.net/recipe/christmas-cupcakes/>

December 17, 2023



2,694 likes

feelgoodfoodie This Tortilla Pizza is the perfect solution for those nights when you just want to throw something together and call it a day! 🍕 Just five minutes to prep and five minutes to cook.

Comment PIZZA to get the full recipe. 🍪

You can also find the full recipe on my website at <https://feelgoodfoodie.net/recipe/tortilla-pizza/>

January 23

تحليل خطاب نقدي متعدد الجوانب لمدونات الاغذية باللغة الانكليزية

نور حامد عبد السادة

سؤدد فاضل كاظم

جامعة بغداد / كلية اللغات

الملخص

تستكشف الدراسة مدونات الطعام الصحي الأمريكية على إنستغرام وكيف يتم تقديم وعرض المأكولات الأمريكية الصحية للناس، مع تفسير الهويات والأيديولوجيات التي تم إدراجها في هذه المدونات. لذلك، يهدف هذا البحث إلى فحص كيفية استخدام المدونين أو الطهاة للغة الخطاب لتشكيل اتجاهات وأفعال القراء عندما يتعلق الأمر بالطعام والمواضيع ذات الصلة، ومن ثم فحص كيفية تعزيز المدونين الأمريكيين لنصوصهم من خلال العناصر البصرية في منشوراتهم، وكيف تعمل هذه العناصر جنبًا إلى جنب مع المحتوى المكتوب لفهم تأثيرها على القيم المستخدمة في مدونات الطعام الأمريكية. لتحقيق هذه الأهداف، يتبنى البحث نموذج فيركلوف (2015) لتحليل النصوص مع نموذج كريس وفان لوين (2006) لتحليل الصور ضمن البيانات المختارة. في هذا السياق، يطرح البحث هذه الأسئلة: كيف يستخدم مدونو الطعام اللغة، الأساليب الخطابية، الخصائص البصرية والرموز التعبيرية لتأثير قرائهم على اختياراتهم وتفضيلاتهم المتعلقة بالطعام الصحي في مدوناتهم؟ وبالتالي، إلى أي مدى تعكس الأيديولوجيات الغذائية السائدة محتوى مدونات الطعام؟ وكيف يعكسون القيم الثقافية تجاه الطعام؟ تشير نتائج الدراسة إلى أن المدونين متفاعلون بشدة مع مجتمعاتهم، ويبدون جميع المناسبات والتقاليد، ويسعون بقدر استطاعتهم لعكس أيديولوجياتهم؛ وتوضح هذه المدونات أن مدونات الطعام ليست مجرد وصفات طعام، بل هي أيضًا عن الهوية، الثقافة، التعبير والعادات الإنسانية المشتركة.

الكلمات المفتاحية: تحليل خطاب نقدي، تحليل متعدد الوسائط، الطعام الصحي، إنستغرام، الأيديولوجية، القيم الثقافية