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Portuguese food-creative memory transformation and metamorphose in a foreign blog

Ana **PEREIRA NETO**,¹ Ana **RUNA**²

(1) CHAM, Faculdade de Ciências Sociais e Humanas, FCSH, Universidade Nova de Lisboa, 1069-061 Lisboa e ISEC Lisboa, Portugal

E-mail: ananeto@fcs.unl.pt ; ana.pereiraneto@iseclisboa.pt

ORCID: 0000-0002-0954-1220

(2) Le@d, Universidade Aberta de Lisboa; ISEC Lisboa, Portugal

E-mail: runa@lead.uab.pt ; ana.runa@iseclisboa.pt

ORCID: 0000-0001-9398-750X

Abstract

In this paper, we will explore the process of Portuguese food change out of Portugal, namely in the United States of America, through the communicative genius of a Luso-descendant woman that gave her name to a creative blog that became one of the memory sense keepers to those who live in the diaspora. We will focus on the communicative ways technology acts in the transformational process of traditional heritage, transforming it into a Portuguese hospitality factor of attractiveness. For this purpose, literature was revised on several issues related to consumerism sustainability and authenticity. Our ethnological gaze on the female gender narrative on food was not a choice, but it is a fact that captured our attention, namely by its structure.

Keywords: food culture, hospitality, authenticity, technology, communication