# A Trilogy of Food, Photography and Social Media: Gastroporn[1]

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**Abstract**

Eating is a biologically fundamental human activity. However, the real importance of eating stems not from its biological necessity but from its symbolic character. Food and eating also have psychological, social, and political significance. Food is a means by which love and desire are expressed and communicated. In addition, food serves purposes beyond filling the stomach, such as self-construction, identity formation, social status, gaining prestige, showing others who you are, and differentiating from others. In this context, the concept of gastroporn is considered a form of food that has moved away from its true meaning and undergone a shift in meaning and is expressed as aesthetic images of unattainable pleasure that replace real food. The presentation and visualization of the food, the preparation of the food, and the kitchen materials used often become more important than the food itself. Changing the existing image of the food and serving it with presentations that can emphasize the feelings and emotions of the consumer is the main reason underlying gastroporn. Although the pairing of food with pornography in the classical sense may sound repulsive and irreconcilable at first, the fact that the artistic aspect rather than the food itself comes to the fore in the dishes made with artistic mastery by the chefs in the kitchen, the "irresistible" erotic connotations of some ingredients and the professional photography of all these reveal the similarities between food and pornography. The sexual connotations of foods such as a burst yolk, a runny chocolate bar, and the elongation of hot cheese, bananas, ice cream, etc., reinforce the connection between food and pornography. The main thing emphasized in this article is that the concept of gastroporn is a new form of transforming food and that social media and food photography contribute positively to this new form.

**Keywords:** *Food, Gastronomy, Gastroporn, Photography, Food photography, Social media*

**JEL Codes:** *M1, M10, M3, M30*

## INTRODUCTION

Food is one of our most basic needs and has been mentioned in various written sources since prehistoric times (Cömert & Sökmen, 2017, p. 7). Recognition, authenticity, and diversity are the most well-known concepts in food and gastronomy. Recognition means that other cultures know and practice eating and presentation

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techniques, and authenticity means that cooking and presentation techniques belong to that country. Diversity means the multiplicity of food types (Hatipoğlu, 2014, p. 1). Food and beverages belonging to a destination can be a part of touristic products and an attraction on their own. The field of gastronomy, where food and beverages are the main factors, has become increasingly widespread in many countries (Eren, 2016, p. 1). Gastronomy helps to attract tourists to the region by creating tourism movements in the destination or businesses, thus enabling the relevant destination to stand out in the competitive environment. In this sense, traditional dishes, culinary characteristics, and local foods are among the primary drivers of tourism (Ottenbacher et al., 2016). With the spread of the concept of gastronomy, interest in this field is increasing, and an increasing number of academic studies are being conducted.

Considering that consumption plays a role in the identity formation activities of individuals in the consumer society, consumers create and express their identities through consumption related to their bodies such as weight loss, exercise, fashionable dressing and decoration, and eating. Eating is one of the fundamental biological activities of humans. However, the real importance of eating stems not from its biological necessity but from its symbolic characteristics. Food and eating also have psychological, social and political significance. By eating, individuals take nourishment for their bodies, which are their most private sphere, on the one hand, and construct their psychological selves. Food is a means of expressing and communicating love and desire (Dedeoğlu & Savaşçı, 2013, p. 80). Eating, which is a compulsory consumption activity for survival, is evolving towards a pretentious consumption outside of this necessity. Sharing what is eaten on social media is an indication of this.

Food will be defined in this study, and its cultural, economic, and social meanings will be discussed. Then, the concept of gastronomy will be defined, the relationship between gastronomy and other disciplines will be explained, and the concept of gastroporn will be introduced. Finally, the concept of social media will be explained, and the contribution of social media and photography to the concept of gastroporn will be emphasized. This article is prepared as a literature review, and its main claim is that "social media networks and photography feed the concept of gastroporn." Another claim is that food fulfills a psychological, social, and communal need rather than a physiological need and that the concept of gastroporn is a new form of food that has moved away from its primary purpose. There is a reciprocal relationship between social media and photography. While social media emphasizes taking photographs, uploading and displaying them on social networks has become necessary. As a result of this reciprocal relationship between them, the concept of gastroporn has gradually shifted in meaning, and food has gone beyond "filling the stomach" to serve purposes such as self-construction, identity formation, showing off, and achieving status. Within the framework of these claims, the following conceptual model has been created, and the elements in this conceptual model are explained.
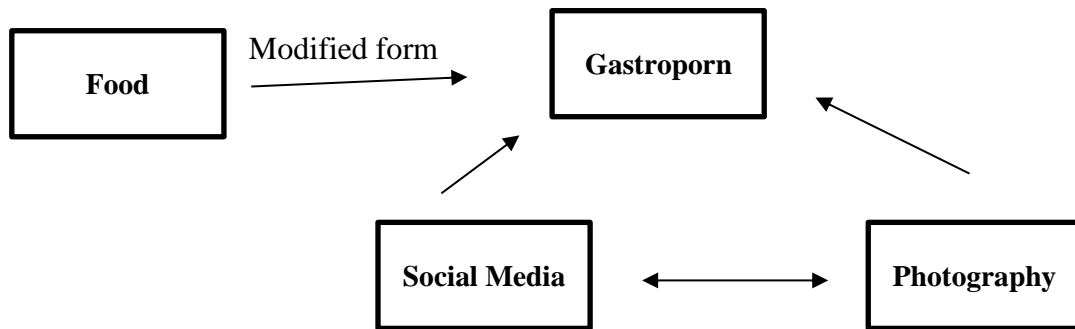
**Figure 1.** Conceptual Model

The model above shows that gastroporn is a changing form of food and that social media and photography have contributed to the development of gastroporn. It is emphasized that there is a reciprocal relationship between social media and photography. While it is only possible to exist in social media with photographs, it is seen as a necessity to upload the photographs taken to social networks in order to exhibit them.

## THE CONCEPT OF FOOD AND ITS SUB-MEANINGS

Food, one of the basic human needs, has become a symbolic indicator. From a point in our religion where it may be shameful for people to say what they eat, where a dish with an intense smell should be given to the neighbors when it is cooked at home, and where there is an understanding called the right of the eye, we have come to a point where what we eat is advertised. In addition, the fact that many television brands present their food presentations to the public in a very ostentatious way or that they are prominently displayed on billboards in places with heavy vehicles and human traffic proves that food has other sub-meanings. The fact that food has become a status indicator is the main reason for these posts.

According to Çaycı (2019), cultural values such as lifestyle, upbringing, and habits influence people's food choices. Food consumption is the most essential activity for an individual to survive. The relationship between consumption and culture constitutes human history's most fundamental complementary aspect. Today, it is seen that exaggerated food presentations are shared intensively on social media. The content shared here shapes users' identity and social identity in the virtual environment, as well as the unique advertising activities of brand owners (Çaycı, 2019). Self-presentation on social media is more oriented towards presenting what one consumes and what one wants to consume. The food consumed by individuals has come to determine personal identity or status,

economic quality, and cultural value (Demir & Öztürk, 2023). Therefore, people tend to show what they eat, who they eat with, and where they eat by sharing what they have eaten recently.

In summary, presenting food to consumers with this visual feast creates the idea of "I exist if I can consume" in individuals. By recognizing these dishes on social media and in their daily lives, individuals prove they are in the socio-economic and cultural environment that can afford them. By pointing to the position they want to have, they give the messages "I can consume these meals" and "I can buy these meals" (Demirel & Karanfiloğlu, 2020, p. 243).

## GASTRONOMY CONCEPT

The concept of gastronomy is related to various fields such as sociology, economics, chemistry, and modern technologies and is not limited to food and beverage (Gülen, 2017, p. 33). In this context, gastronomy, which refers to all the rules related to eating and drinking, is also blended with culture and history (Küçükkömürler et al., 2018, p. 79). In addition, gastronomy is a valuable tool for local people in terms of strengthening local identity, increasing interaction between different cultures and contributing to the economy (Yılmaz, 2017, p. 172). Gastronomy is a wide field of study phenomenon due to its many features. Therefore, it is also included in the visual communication and presentation working activities.

Gastronomy is a combination of the Greek words gaster (stomach) and nomas (law) (Altınel, 2009, p. 2). Gastronomy is defined as the art of cooking in which food and beverages are prepared in a particular order within the framework of hygiene rules and presented in a way that appeals to the eye and palate (Dilsiz, 2010, p. 3). Gastronomy is also defined as a healthy, pleasant and delicious kitchen order (Hatipoğlu, 2014, p. 10). While gastronomy is defined as a branch of science that utilizes science and social sciences in some sources, it is defined as the art of eating and drinking in some sources (Sormaz et al., 2015, p. 69). When we look at the relationship between gastronomy and other sciences; it is seen that it is based on psychology in terms of reasons for eating, preferences and factors affecting them, and on sociology and economics in terms of the place of food and drink in social communication and reasons for eating out. However, gastronomic tourism is based on agriculture, culture, and tourism. Agricultural products and cultural elements serve history and the historical past, while tourism provides infrastructure and services (Akgöl, 2012). Gastronomy is based on food and beverage culture and includes travel to farms and wine production sites to taste the food and beverages provided. While gastronomy introduces tourists to the culture and history of a region, it also provides the opportunity to live in that region, creating travel motivation to experience a new food and beverage experience and shaping travel behaviors (Özdemir & Altıner, 2019, p.3). In addition, gastronomy strengthens public diplomacy and dialog between countries as a soft power. This situation, which is explained by the concept of gastro diplomacy, shows that food plays a role even in the field of international relations. This concept promotes countries, creates a positive image

and brings different cultures together, making diplomatic messages more understandable (Sökmen Alaca, 2018).

## GASTROPORN CONCEPT

The term Gastroporn is widely used to refer to several interrelated aspects of visual culinary culture. The staged sensuality of celebrity chefs and the dazzling images of ingredients and dishes that parallel pornography on television and in magazines are highly attractive to consumers (Mentinis, 2017). In short, gastroporn can be defined as aesthetic images of unattainable pleasure that replace real food. Photographing food with a visual feast is related to the feelings of the trend of that food. For example, the extending cheddar of a pizza, the fried appearance of the meat in a delicious hamburger, and the fluidity of the chocolate sauce on a waffle provide a favorable environment for photography and reveal the dazzling, mouthwatering images of the food. The presentation and visualization of the food often become more important than the food itself. Based on the fact that food is consumed with the eyes rather than physically (Aprilia & Irwansyah, 2017), it can be said that food that appeals to the eye deserves to be looked at and watched more, is shared more frequently on social media (Chauhan et al., 2022), and satisfies people emotionally, psychologically and spiritually.

In food presentations, photographers must reflect the most aesthetically desirable image (Tınmaz & Yılmaz, 2019, p. 428). Exaggerated food presentations are sometimes made for advertising and promotional purposes and sometimes for ideological and cultural purposes. Although these presentations have become quite popular with social media, professional shooting studios are more prioritized for sector-specific productions. At this point, aesthetic rules are essential during the food presentation, and the presentations are realized to convince the consumer.

New culinary movements such as "Refined Cuisine," "Nouvelle Cuisine," and "Haute Cuisine" emerged in France after the second half of the last century regarding the consumption of food and beverages. The effects of the change brought about by these new culinary movements paved the way for the birth of the concept of gastroporn. Under the influence of these movements, the presentation of meals has been simplified regarding consumption and nutrition, both in food and in the ingredients used. Therefore, simple and aesthetic plates have come to the fore. As a result of this change, food and beverage presentations that attract attention with their aesthetic features have led to the emergence of the concept of gastroporn, and in this case, the designs that include the presentation of food are considered as works of art in themselves (Özdemir & Ateş, 2021, p. 1070). In addition to the culinary trends mentioned above, various methods have been developed to make the preparation and serving of food more pleasing and eye-catching. New and different culinary trends have emerged. One of these trends is molecular gastronomy. Molecular gastronomy has emerged from separating food into its molecules using different methods. In other words, molecular gastronomy can be explained as dishes with the same calories appearing less in the portion. At the same time, food photography and food styling are among the prominent business lines in the field

of gastronomy that are used to obtain different presentations.

Bulut (2019), examined the artistic aspect of food in his study to examine aesthetics in gastronomy through the concepts of painting and photography and stated that human emotions are reflected through paintings. The author also defends the idea that modern art understanding is applied in the presentation stages of gastronomy, and thus, food is transformed into an art. Therefore, as a result, it is argued in the study that instead of plating the food as it is, it should be served with presentations that can emphasize the feelings and emotions of the consumer. Photographing food with different presentations can also be indirectly associated with the use of social media. Sharing food photos on social media with the #foodporn hashtag supports this idea (Yıldırım & Doğan, 2022).

Kocabay Şener (2014), in his evaluation of food photos shared on social media, claims that the individual transforms his/her existing eating habits into indicators through shared photos. Demirel and Karanfiloğlu (2020) investigated the consumption of food photos on social media in the context of identity construction. They stated the effect of food photos on the identity and image desired to be created. They concluded that food is also used as an object of status, vanity, and image.

## SOCIAL MEDIA

A human being is a social being. While they want to be informed about something, they also want to share what they know and have learned with other individuals. They want others to be aware of everything that makes them feel valuable, from where they stay, where they stay, what they eat and drink. It is possible to say that even publishing a photo taken at dinner is a result of the effort to show themselves in a higher social status (Eryılmaz, 2014). Social media can be considered as one of the most essential parts of our lives, allowing us to communicate with people we know and even with people we do not know at any time. It has entered our lives with Web 2.0, which enables individuals using the Internet to not only access readily available content, but also to create new communications and contribute to individuals becoming content producers (Gümüş, 2018). Social media attracts users' attention with its websites, content-sharing sites, and messaging areas. Accordingly, it is possible to define social media as a platform where individuals and institutions want to be noticed in order to eliminate loneliness and show their presence by creating differences (Aydoğan & Akyüz, 2010).

With social media, individuals can both show themselves and have the opportunity to keep track of where they are, what they are doing, and what they share. Social media constitutes a large part of the time most computer users spend online (Solmaz et al., 2013). In addition to computers, the use of smartcell phones has gradually increased, making it possible to access social media at any time. In addition to listening to music and communicating verbally and visually on social media, individuals now efficiently perform their daily activities, such as shopping, ordering food, or sharing images of their environment. Users sometimes take a photo of something that interests them and share it, while at other times, they write their thoughts at that moment and

continue to communicate with the people they are in contact with (Kocabay Şener, 2014, p. 74). In social media, societies have actually become unafraid of doing certain practices that do not precisely symbolize their own values, but which they normalize and accept internally.  Especially the sharing of food photos on social media is a result of the process mentioned.

Çaycı & Aktaş (2018), state that social networks create popular food and beverage environments. Although the presentation of food photos on social platforms is beneficial in terms of promoting the beliefs, traditions, and food cultures of countries, it is possible to say that the presentations made on social networks are part of the consumption culture.

According to Çaycı (2019), the food show is a powerful method Today. The photos shared on social media are shared in the most appetizing and aesthetic way rather than being published randomly. Thanks to these visuals, feelings of pleasure arise in people. Instagram and Facebook, in particular, are the leading platforms where such photos are shared within subject tags (#hastags). While these shared food images allow people to meet foods from various cultures, food, which has become an element of pleasure and entertainment, also changes people's consumption habits.

Eryılmaz & Şengül (2016) emphasize that there are many opinions about the fact that people and businesses share food images on social media. Some argue that eating is one of people's most essential activities, and sharing food images is the next best thing to eating together. Others attribute the reasons why food visuals are so compelling to the fact that they are consumed with the eye before handling the equipment associated with the meal. Some experts also see the sharing of images of a dish promoted by top restaurants or a dish that is not widely known as a status symbol.

Consumption is an action that depends on the satisfaction of physiological and psychological needs. While physiological needs are necessary for the healthy survival of the body, psychological needs are essential for the satisfaction of the soul. It is inevitable for a healthy individual to satisfy both of these needs adequately.  However, the symbolic meanings that consumption has gained Today have caused the line between these two basic needs to blur. In this sense, food photographs have become an important indicator value. Food photos, which serve as a gateway to gather and share daily experiences, have gained a symbolic meaning that will satisfy the soul before the body (İbrahim, 2015, p. 46). Food, which is among the most shared photos on social media, has become a symbol and, in the opinion of some people Today, has turned into self-definition (Kocabay Şener, 2014, p. 73). Today's people, who gain "visibility" with what they consume and produce, also prefer food venues in this direction. Social media offers a wide market to users in this sense. Moreover, not only the food itself but also the place of the food, the way the food is served, and the presentation of the food carry a show value. The reactions to the photographs presented are an example of the pleasure and satisfaction that the soul needs.

The wide user base of social media has become a showcase not only for individual users but also for business owners. Today, the suitability of the places that people prefer especially for socializing to social media is an important issue. The desire of people to share the places they visit on social media and the efforts of brand owners to arouse interest in the target audience with visual presentations are progressing in a way to meet these expectations (Yıldırım & Doğan, 2022). For this purpose, businesses have started to keep the show and show value high while trying to develop different styles in order to differentiate their meals. When food photographs are taken in luxurious, branded and famous places, they can gain status and ostentation. Since an ordinary meal eaten in an ordinary restaurant does not create any value for being extraordinary, it is not considered worth sharing on social media. Food and presentation take place in almost every area of human consumption (Kocabay Şener, 2014, p. 77). Food influencers also affect people's food and restaurant preferences, and the photos they share on social media contribute positively to the marketing strategies of businesses (Tran, 2023). Both the brand owner and the consumer should consider factors such as the location of the food and presentation aesthetics when sharing food photos. The individual aims to gain identity and status by showing the luxurious places he can go and the luxurious foods he can eat to his environment, while the brand owner aims to gain a competitive advantage in his market area and gain more customers by making exaggerated and intriguing presentations as much as possible. Therefore, the high probability of receiving feedback on social media draws attention as the main reason for the basic sharing value of a meal.

## PHOTOGRAPHY AND ARTISTIC MOVEMENTS

Suppose we accept art as the expression of people's feelings and thoughts in various ways. In that case, these ways can be sound, word, note, or photography (Çizgen, 1998, p. 15). Although it is thought that photography cannot be a product with an artistic quality as in gastronomy, it can bring art and gastronomy together with the aesthetic concern it contains within itself. In the early periods of the development of photography, photography was known as a field that contained only technical elements. Following the technical searches in the field of photography, aesthetic searches began, and photography became an important communication tool that could convey many emotions, thoughts, and information to society through photography (İmançer, 2014, p. 110). The art of photography, which developed due to the interaction between technology and aesthetics, has undergone a technical transformation in gastronomy, accompanied by media tools such as computers, the internet, and mobile phones (Sağlamtimur, 2017, p. 89).

The easiest way to show what you can have is to document it on social media with photographs. The basis for sharing food on social media is not the food itself but the message it gives and its status and benefits (Demirel & Karanfiloğlu, 2020, p. 243). Thousands of people share photos of a meal they have eaten, prepared or seen on many different social accounts and even on social media sites specially opened for food sharing. While sharing, they also convey their opinions about local dishes, restaurants, or businesses that serve them to other people

around them. Individuals especially like to share dishes that reflect the local culture in the places they visit. In this way, they try to show that they are in a different region and that they have an experience that other people do not know and have not seen (Eryılmaz & Şengül, 2016, p. 34).

Today, many food and beverage brands have started creating new methods to maximize their presence and attract consumers. The most effective among these methods were food photographs that created the brand's image. Presenting the meals with a visual feast is important in the consumer's encounter with the brand. Businesses are aware that food photographs give effective messages about the brand to the society and are aware of how aesthetically pleasing food photographs must be created to create a unique appearance in the consumer's mind. This existing awareness has given the opportunity to the formation of a new profession in the food and beverage industry. Food presentations in the promotions of food and beverage establishments aim to attract the consumer's attention and whet his appetite. The basis for a business to achieve its goal is to reflect the image and story of the business or brand to the consumer (Sarıtaş, 2022). While companies and businesses in the food and beverage sector undertake the task of increasing the consumer's appetite with the food presentations they provide, they also ensure their loyalty and continuity in the future (Bekâr & Karakulak, 2016, p. 110). The presentation of a meal should be done in accordance with the consumer's decision-making process. Describing food only with words will never attract the attention of the consumer. Since the consumer wants to see the visual of the product he intends to eat, describing the food with an impressive visual and words will be more eye-catching. Technological tools such as augmented reality can be used in visual food presentations. Kabaq application uses augmented reality technology to present meals to the customer in high quality in three dimensions, and the customer can see the food in its actual size before ordering (Yıldırım & Yıldırım, 2020). If a food photo or its technological visual does not attract the consumer's attention and begin to serve its purpose quickly, the consumer will immediately turn to another option. This is an outcome that businesses and food companies do not want. Businesses promoting food should ensure that the message conveyed through the food photos they take is designed for the consumer's tastes (Finkelstein, 2004, p. 59).

As a new perspective on the artistic representation of contemporary food and beverage presentations created in the context of gastronomy and culinary arts, the concept of "Nature Cuite" has been encountered quite frequently lately. While Nature Cuite is defined by the expression "dead nature," it can also be conceptualized as "cooked nature." The concept is also known as designs that can be experienced real and simultaneously, including elements evaluated from an artistic point of view, food and beverages offered for consumption, such as presentation plates and cake designs (Özdemir & Ateş, 2021, p. 1058). Showing food and beverage presentations with a particular art movement or products that evaluate presentations using a specific food and beverage product within the framework of art movements supports the meaning of the concept of Nature Cuite in the examples. In the following headings, movements such as Cubism, Abstract Expressionism, Pop-art, and Surrealism will be

mentioned, and the ways in which these movements are used in gastronomy will be explained.

**Cubism**

In Cubism's works, which were prepared with a rational and clear perspective, without any aesthetic illusions, the forms were fragmented into small cubes, and it became the viewer's duty to put the puzzle together as a whole. In Cubism, the artist, in a sense, responds to the preconditions of science regarding space and time (Alparslan, 2019).



**Picture 1.** Cubist Nature Cuite Example (Google, 2023a)

In Picture 1, we see the abstract forms created by dark chocolate, milk chocolate, white chocolate, and caramel. The intersections of the layers created by using the tonal values and textural effects of chocolates with different contents were composed with a front-back relationship. Chocolate pieces of different sizes supported the composition with their transparency effect and light, medium, and dark values.

**Abstract Expressionism**

With abstract expressionism, artists sought ways to express themselves freely, moving away from oppression. The first examples of the abstract expressionism movement were primarily influenced by cubism and surrealism (Ahmetoğlu & Denli, 2013).

**Picture 2.** Example of Abstract Expressionist Nature Cuite (Google, 2023b)

Picture 2 shows an example of abstract expressionist Nature Cuite. Pork belly, rhubarb leaves, Japanese zucchini, spinach, mushrooms, egg yolk, black rice, and sauces are presented on a black plate with spiral-cut lines opening from the inside to the outside. The objects presented on the plate are arranged in an expressionist style with dots and lines.

## Pop Art (Pop Art)

Within the scope of pop art, these elements were organized from the artist's perspective, creating artistic objects that were sometimes humorous and sometimes thought-provoking (Toptaş, 2017).



**Picture 3.** Pop Art Nature Cuite Example (2023c)

Picture 3 shows a two-layered cake with a blue circle on a white background and a noodle bowl on top. Cake: It is designed with French fries in a paper bag with blue, yellow, and red food coloring, noodles, and steak embossed in the bowl. In practice, a perspective similar to that of pop art artists who incorporate the world of consumption into art with popular culture images is observed.

## Surrealism

The surrealism movement aims to bring together seemingly unrelated forms and objects and present these objects as a whole. In this movement, objects are depicted in unusual ways, and contrasting colors make the expression striking (Yalur, 2019).

**Picture 4.** Surrealist Nature Cuite Example (2023d)

Picture 4 shows a black and white checkered chessboard with a wooden frame. The design includes a chocolate cake and white and black chocolate figures arranged on it. Chess, removed from its context, is now presented as a meal with a surreal significance. Objects that exist as representations in cake design are designed with an understanding that includes surreal references to the structure of reality in daily life, which is full of paradoxes and open to different interpretations.

## CONCLUSION AND RECOMMENDATIONS

While individuals continue their eating habits outside, they make choices by evaluating many visual and non-visual elements, such as the taste of the food, color harmony, the business's image, service quality, and the prices of the meals. The improved presentation techniques reflected on the plates and the enrichment of visuality in the services offered by businesses affect the service that individuals will prefer. In Today's service and marketing approach, customer satisfaction is the most critical business issue. The most vital aspect of the business is the appearance of the food and the physical appearance of the environment where the service is provided. For some, the food served is a signature, a name. However, achieving the same standard in every presentation may take time and effort. If it is necessary to include the most preferred dish on the menu, it would be wise to change its visuality and make it more exciting and eye-catching. Applying this approach in all presentations can significantly stay ahead of competitors. The time spent on cooking and serving food is long and laborious. It would be a colossal mistake to waste this tedious process on a sloppy presentation plate. It is possible to create a positive atmosphere before the tasting by paying attention to the presentation of the food, in other words, by presenting a well-designed plate. Thus, impressive plates can be created by carefully presenting new recipes and traditional cuisine. It is necessary in every field for design purposes.

Visuals produced in gastronomy are created according to specific aesthetic rules. The practical appearance of the product generally makes companies and people working in the field of food styling think about the arrangement and use of materials, as well as the basic structure of the photograph, and the effect of graphic design cannot be ignored. Because they are graphical processes that bring the product into the consumption phase after shooting it

and strengthen it with images such as color and placement. The aesthetic rules thought, and creativity used in graphic and visual communication to convey messages enable the product to be created and preferred.

The research provides important information about preparing and presenting food-based visuals. In addition, the main proposal of the research, which is the idea of presenting food visuals to the audience through graphic processing, was emphasized. The examples presented to support this idea show that food presentations do not consist of simple photographs. Because it was created to document or publish the photographed dishes. Therefore, processing the images taken, placing them in the necessary media, and creating a practical advertising face is essential. As a result, graphic design has a role in processing images in the production of all kinds of media in gastronomy. Therefore, it is essential for people working in gastronomy to know about graphics and visual communication to produce more vital images and food design and, thus, gain a problematic position against their competitors.

The consumer is influenced by the food photos on the menu before the taste of a plate. Encouraging business managers kit, Chen managers, and employees to receive training and interest in this field has a significant share in taking themselves to further levels than competing businesses. In this research, the interest of kitchen managers working in businesses operating in the food and beverage sector in food photography and presentation activities was examined. At the same time, it could provide a new interdisciplinary understanding of the literature with the scope of the subject covered.

In this article, the concept of gastroporn is expressed as the photography and presentation of food in an inaccessible, inaccessible way. It is defined as a transforming new form of food. It is also emphasized that social media and photography feed the concept of gastroporn and that the increasing number of food photos on social media develops the concept of gastroporn and causes a shift in meaning. For future research, it may be recommended to subject gastroporn-tagged social media accounts to content analysis, to conduct qualitative studies by interviewing the owners of accounts using the hashtag #gastroporn, and to analyze the comments made by people who follow accounts opened with the gastroporn tag through ethnography research.

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