

Culture of Services

Session 6-2 Taste

Yutaka Yamauchi
Kyoto University

Distinction

“ **Taste classifies**, and it classifies the classifier. Social subjects, classified by their classifications, **distinguish themselves by the distinctions they make**, between the beautiful and the ugly, the distinguished and the vulgar, in which their position in the objective classifications is expressed or betrayed. (p. 6)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

Distinction

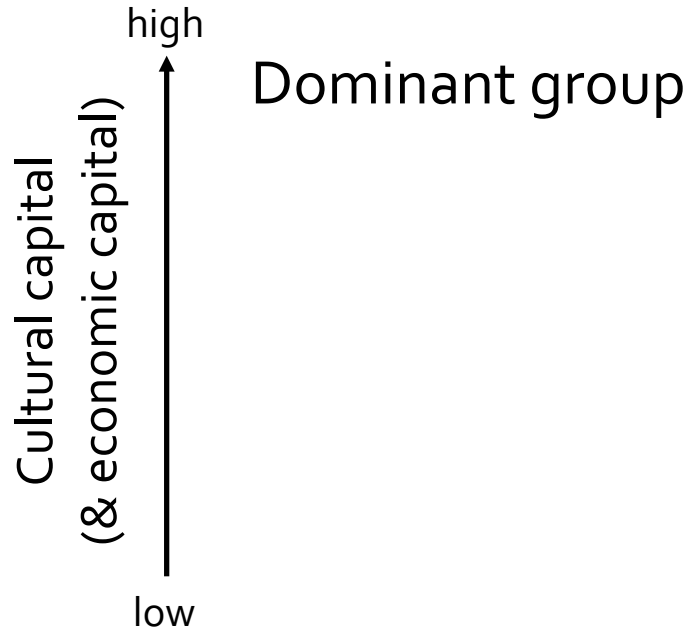
“ The definition of cultural nobility is the stake in a struggle ... between groups differing in their ideas of culture and of the legitimate relation to culture and to works of art, and therefore differing in the conditions of acquisition of which these dispositions are the product. (p. 2)



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

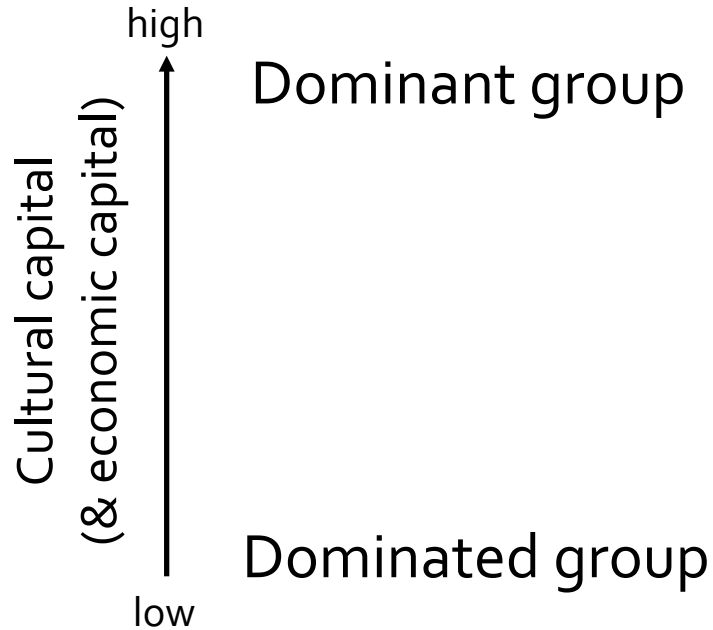
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



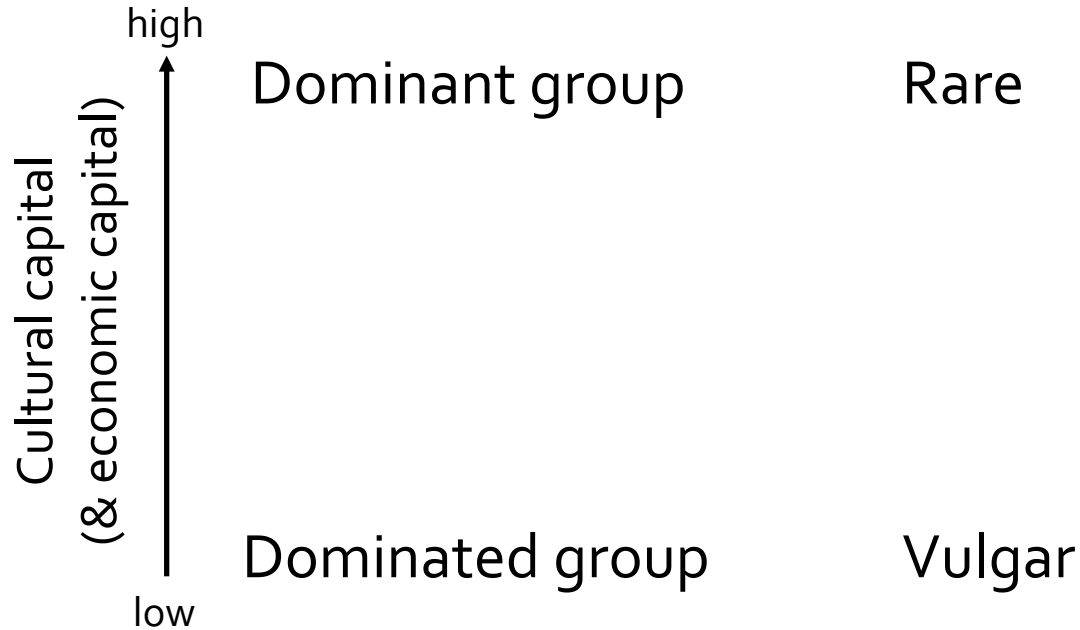
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



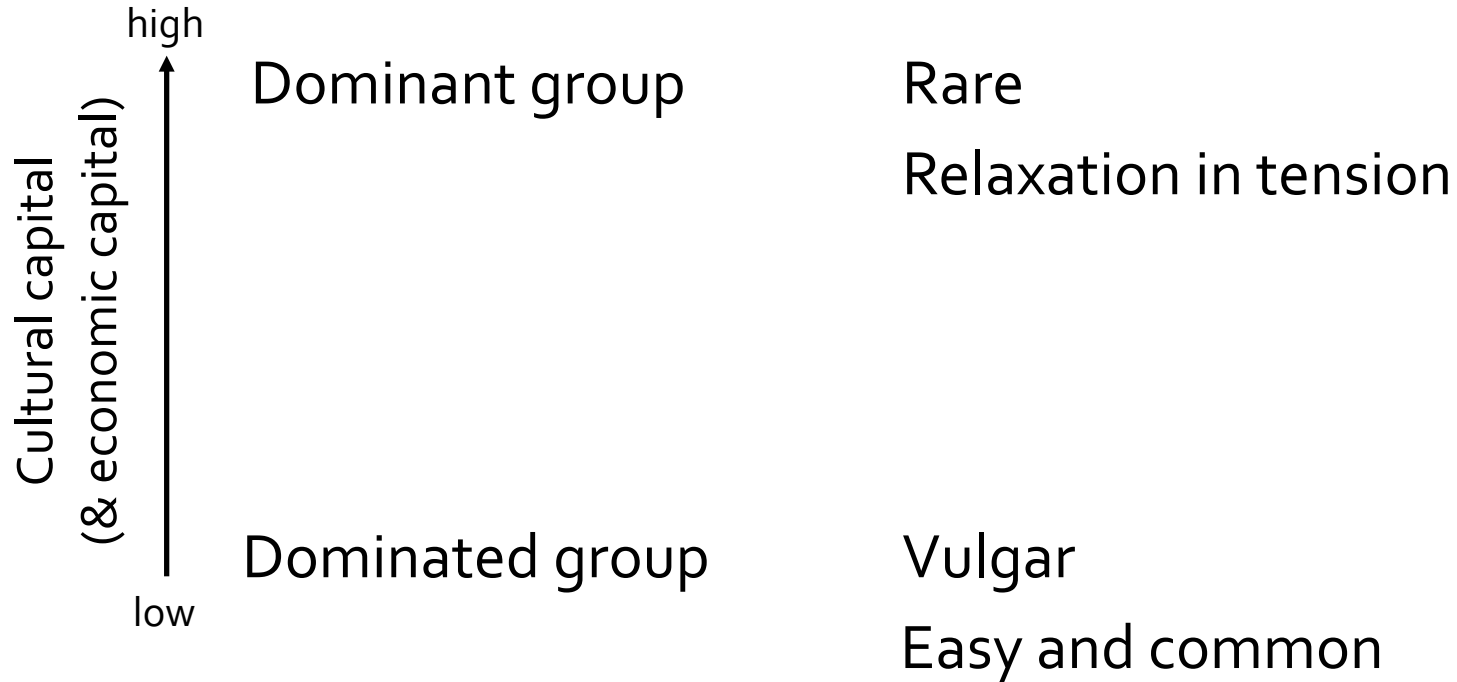
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



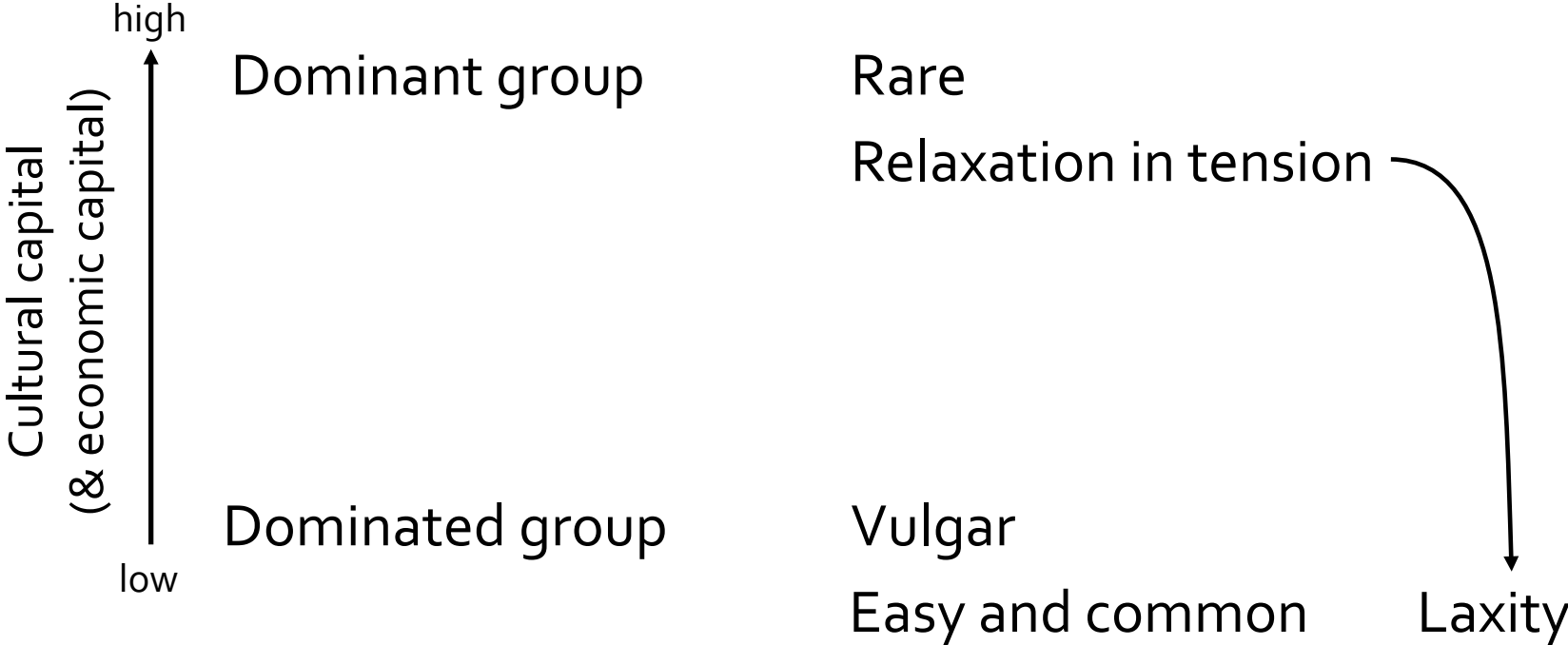
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



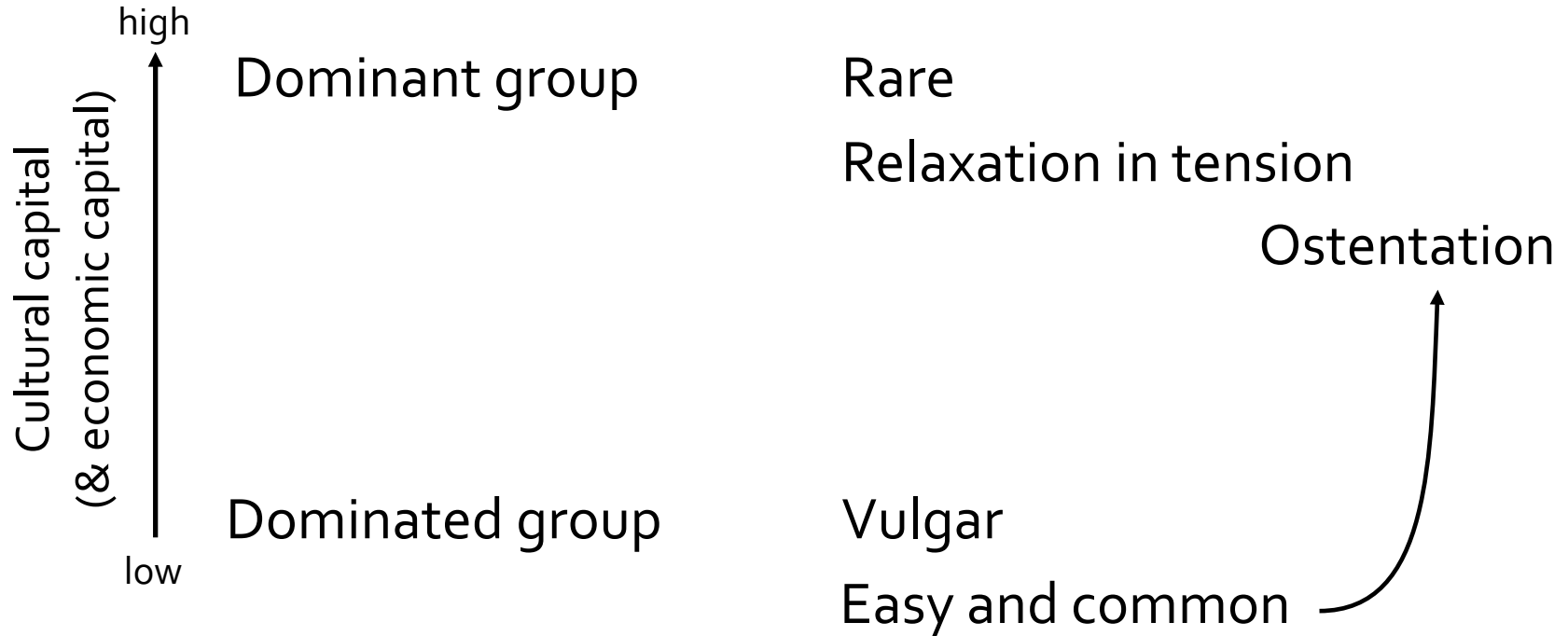
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Two different tastes

“The antithesis between quantity and quality, substance and form, corresponds to the opposition ... between **the taste of necessity**, which favours the most ‘filling’ and most economical foods, and **the taste of liberty**—or luxury—which shifts the emphasis to the manner (of presenting, serving, eating, etc.) and tends to use stylized forms to deny function.” (p. 6)



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Two approaches to food

Popular aesthetic: “food is claimed as **a material reality, a nourishing substance** which sustains the body and gives strength.”

Dominant aesthetic: “the priority given to form ... and social form, formality, ... identifies **true freedom with the elective asceticism of a self-imposed rule.**” (pp. 198-199)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.



Pierre Bourdieu
(work by Alicia Gaudi CC BY)