

## ORIGINALITY DECLARATION



Written assignment originality **declaration**

(Each student to complete for every written assignment)

Student ID: 123456789  
Surname: Blogs  
First Name: Josie  
Paper Number: 237.102 B  
Paper Title: Critical Studies 1B  
Assignment Title: Assignment 1

### Declaration

- I declare that this is an original assignment and is entirely my own work.
- Where I have made use of the ideas of other writers, I have acknowledged (referenced) the sources in every instance.
- Where I have made use any diagrams or visuals, I have acknowledged (referenced) the sources in every instance.
- This assignment has been prepared exclusively for this paper and has not been and will not be submitted as assessed work in any other academic courses.
- I am aware of the penalties for plagiarism as laid down by Massey University.
- A copy of the Assessment and Examination Regulations can be found under the Statutes and Regulations section on the Massey University website (<http://calendar.massey.ac.nz/>)

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Student signature

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Date

**Comment [MU1]:** This top sheet is required for all Creative Arts work that is handed in for assessment.

# 237.102b Critical Studies

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## Assignment 1

### Edmond's Cookery Book: A New Zealand Cultural Icon.

J. Blogs

Due: 21 August 2009, 4pm.  
Word count: 1356

**Tutorial Group F**  
**Hemi MacGregor**

# Edmond's Cookery Book: A European New Zealand cultural icon



Figure 1. unknown artist. Cover of the 3rd edition of *The 'Sure to rise' Cookery Book*. (1914) [online]. New Zealand Texts Collection, New Zealand Electronic Texts Centre. Retrieved, 2 July 2009 from <http://www.nzhistory.net.nz/media/photo/edmonds-cookbook>.

The Edmonds Cookery Book (Fig. 1, Edmonds Cover, 1914) is representative of the pioneering European culture that has influenced the production and consumption of visual and material culture in New Zealand. The book was a marketing tool that evolved from a problem identified by Thomas Edmonds, a Christchurch grocer, whose customers complained about the unreliability of the baking powder they were using at the time (Palenski, 2004). The book is a visual and material artifact in its own right, which is consumed in vast quantities every year (Goodman

**Comment [MU2]:** Digital images are easier to insert and most are available online. If you use a colour photocopy, then use appendices at the end of your essay for inserting images and refer people to that image-text.

**Comment [MU3]:** Introductions have a very specific job. To introduce your topic, your image, your informed opinion and place limits on your discussion. It can also provide any specific definitions that your reader may need.

**Comment [MU4]:** This sentence shows the argument of the essay. It does not have to be in the first sentence, but it is more usual to find the main argument near the end of the introduction.

**Comment [MU5]:** This provides a very brief background of the artifact.

Felder, 2009), but its contents has exerted influence on purchases, assisted in the generation of the idea that the pioneering European culture is important in New Zealand and the longevity of the publication has rendered it an icon. The focus of this discussion is the power and identity associated with the Goodman Fielder publication. For the purposes of this essay visual and material culture have been given the broadest interpretation and the terms 'production and consumption' have been used in an economic sense. Identity is used to describe the set of characteristics, values and beliefs established and adhered to by a group of people; power as the ability to exert authority over the behavior of others. The essay will begin with the influence of the cook book on consumers, then the power it has on product purchases and cooking repertoire. It will then focus on the notion that the Edmonds' Cookery Book represents characteristics of a Pakeha New Zealand identity.

The Edmond's Cookery book has influenced the baking products New Zealanders have bought for one hundred and one (101) years (Goodman Fielder, 2009). It is well established that advertising and brand promotion have an effect on product consumption (Mela, Gupta, & Lehmann, 1997), but it is the feelings associated with that brand's product which influences purchases (Keller, 1982). The cover of the 1914 Edmond's Cookery Book (Edmonds) seen in figure one, has the slogan

**Comment [MU6]:** This type of statement sends signals to the reader that this topic is to be read a particular way. It is called a limiting statement.

**Comment [MU7]:** This explains to the reader that certain terms are to be defined and understood in a very particular way.

**Comment [MU8]:** This is not a particularly useful definition and lets the reader use their own views about visual and material culture. Sometimes it is just difficult to define some terms, especially where the discipline field is reasonably new or there is little research available in the field.

**Comment [MU9]:** This provides some guidance for the reader, but it also assumes that the reader is interested enough to find out about economic principles or knows something about them already.

**Comment [MU10]:** As a definition this is much more useful because it is much more specific.

**Comment [MU11]:** This is a map that lets readers know what to expect.

**Comment [MU12]:** It is useful to refer readers to your images or tables so there is an explicit link and the writing makes more sense to them.

'Sure to Rise' and an idyllic image of rays of sunshine coming from the horizon, implying that Edmonds' products are as reliable as the sun rising and that using their products would present idyllic results (Noble & Bestley, 1960). The campaign was very successful at achieving Edmonds' promotional goals and the book was so popular, it too became a consumable and desirable product (Palenski, 2004: New Zealand Electronic Text Commons, 2009). The influence exerted over purchases through promotion, advertising placement (see figure 2, Baking Powder advertisement below) and maintaining the corporate value of product reliability has given the Goodman Fielder company (they now own the Edmonds brand) a lot of influence over product purchases in New Zealand.

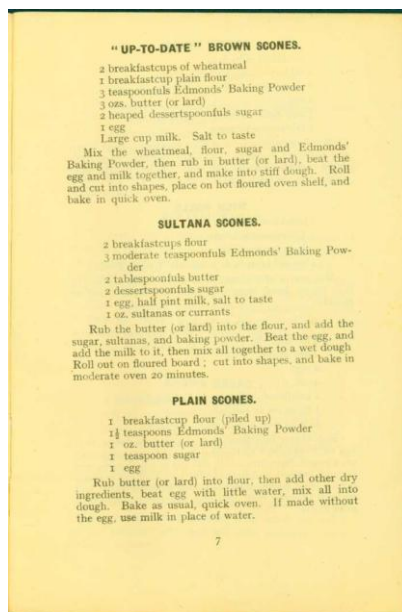
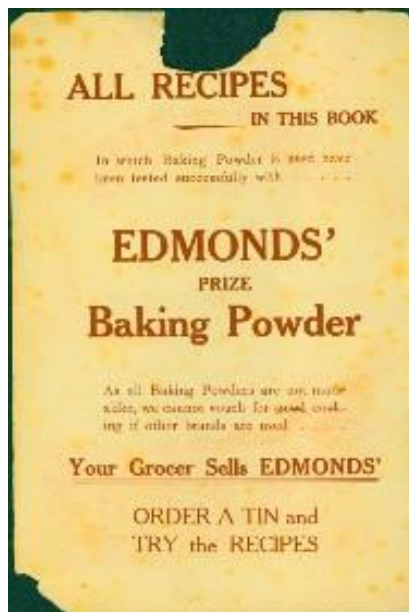


Figure 2 & Figure 3. artist unknown. Baking Powder advertisement, inside facing page and page 7 of the Edmonds' Cookery Book (1914), [online]. New Zealand Texts Collection, New Zealand Electronic Texts Centre. Retrieved 7 July 2009, from <http://www.nzetc.org/tm/scholarly/tei-EdmCook-t1-front-d2.html>

The Edmonds' cook book has influenced what New Zealanders cook by providing a standard set of recipes and then broadly distributing them. Prior to 1960 New Zealanders women tended to stay at home, mind children and keep house (History Group of New Zealand, 2007), which included cooking. It was fairly common to entertain visitors at home by providing home baked goods and Edmonds' recipes, such as scones, Pavlova and Sunday roasts were often used (History Group of New Zealand, 2007). Prior to this people relied on a smaller collection of traditional, regional or family recipes (Olver, 2009). Originally Edmonds gave copies to loyal customers and sent it to those who requested them (Goodman Fielder, 2009), Later posting unsolicited copies to every couple that announced their engagement in the New Zealand Herald (Palenski, 2004), making it some of New Zealand's earliest junk mail. Now Goodman Fielder estimate they sell two-hundred thousand (200 000) copies a year (Goodman Fielder, 2009). The formula of the cook book has not changed a great deal as it still has recipes (86 of them from the original book), cooking tips and advertising for Edmonds' products (as seen in figure 3) for Edmonds' Custard Powder. The dominance of the publication in New Zealand kitchens has affected the repertoire of New

**Comment [MU13]:** This comparison shows that the writer anticipated the readers interest in what happened prior to the introduction of the cook book.

It also shows the writer has done a little more research outside of the topic.

**Comment [MU14]:** This phrase uses

**Comment [MU15]:** This is often a good idea. It shows you have considered the possibility that the reader may have a preference for taking in information a different way. Images and tables show a similar thing.

Zealand cooks making it a powerful artifact of New Zealand's material culture.

[a note on paragraph structure]

Thomas Edmonds' deliberately set out to create an identity by publishing the values of the Edmonds' brand. The phrase 'Sure to Rise' was a term coined by him relating to the reliability of his baking powder, but he then applied that value across other product lines and enshrined it on the Edmonds' building and so too the Edmonds' Cookery Book (Goodman Fielder, 2009). This is shown by the advertisement for custard powder in the 1914 book (see fig 3 below), which states "*There is no element of uncertainty about the success of the custard – if you use Edmonds' you can take the rest for granted.*" (Edmonds, 1914, p. 2) which suggests this product has the same reliability as others in the range. New Zealanders also have the reputation of being reliable, particularly when considering military involvement in both World Wars (Te Manatu Taonga Ministry of Culture and Heritage, 2009). The Edmonds' cook book represents reliability, which is a value that is synonymous with the New Zealand identity.

**Comment [MU16]:** The first sentence of a paragraph usually makes a point about the topic and relates it to the argument. For this essay that is:

The Edmonds Cookery Book is representative of the pioneering European culture that has influenced the production and consumption of visual and material culture in New Zealand

**Comment [MU17]:** The second sentence explains the statement in the first sentence. This provides further detail and leads the reader to the same conclusion as you.

**Comment [MU18]:** This provides an example of what you mean using the artifact. In this instance there is a visual example combined with a slogan that helps reiterate the point made in the first sentence.

**Comment [MU19]:** This is good writing practice. Including quotes is often used to make a link to the point, by explicitly writing the link between the quote and the point, the intent of the writer is made clear.

**Comment [MU20]:** This sentence explains the connection between example and the point made in the first sentence of the paragraph.

**Comment [MU21]:** This last sentence of the paragraph is a summative one. This is the 'so what?' bit of the paragraph. It explains the relevance of the paragraph point to the argument.



Figure 5. artist unknown. Custard powder advertising. In The 'Sure to rise' Cookery Book. (1914) [online]. New Zealand Texts Collection, New Zealand Electronic Texts Centre.

Language, the set of rules for generating speech (Dennis, 2009), and food are strong indicators of cultural identity of a particular group or society (Counihan & Van Esterik, 1997). The first edition of the 'Sure to Rise' Cookery Book was a fifty-seven page booklet published in English (Goodman Felder, 2009) and contained mostly European recipes such as Yorkshire tea scones and Rolled French pudding (Victoria University of Wellington, 2008). Despite representation of Maori, Chinese and later Polynesian, Asian and sub-Saharan people in New Zealand's population the Edmonds Cook Book has not been published in any other language



in its history. There appears to be some resistance to publishing in another language as te reo Maori was made an official language in 1987 (Maori Language Commission, 1987), yet there is no change in stance from Edmonds. Having a book that is printed in English, containing European recipes and being so widely distributed for so long sends a very clear message that English speaking culture is enduring, dominant and important in New Zealand.

Recipes from other ethnic groups, such as Indian curries and Chinese Chowmein, (Edmonds Food Industries Limited, 1985) have been included into the Edmonds' Cookery Book over the last century. There is little information about the reasons for inclusion of recipes from other ethnic groups but it is evident that as cooking technology changed, like using microwaves for example, additional sections were included in the book (Goodman Felder, 2009). Therefore, it seems reasonable to conclude that recipes from other cultures were included because the tastes of New Zealand society changed. However, Maori and Polynesian recipes, like Rewena Paroa<sup>1</sup> and Pani Popo<sup>2</sup>, have been excluded from the cookery book so it would seem that the Edmonds' Cookery Book is reflecting recipes from large populations, not necessarily ethnic groups in New Zealand. The Edmonds Cookery Book is influencing the food styles,

**Comment [MU22]:** This is a deliberate technique to lead the reader to a particular view.

**Comment [MU23]:** These names for food items are ethnic in origin and likely to be unfamiliar terms to other cultures in New Zealand. Endnotes have been inserted so that explanations can be made to give the reader clarity, but not included in the body of the essay because it is irrelevant information to the argument.

Endnotes show up at the end of the document and are usually numbered.

and so the consumer demand for ingredients of New Zealanders, but it does not reflect all of the culinary tastes of New Zealanders.

The Edmonds Cookery Book is a feature that dominates our kitchens, our repertoire of recipes and our purchases through placement of advertising and the ingredients needed for recipes within its pages. It represents social values of reliability, endurance and a pioneering spirit that is synonymous with the identity of New Zealanders. This alignment of values ensures the products, including the book, are purchased by New Zealanders but the book does not fairly represent all ethnic groups in New Zealand. Instead it implies that other cultures may not be as 'Sure to Rise' (Edmonds Food Industries Limited, 1985) as the more dominant New Zealand European culture. The Edmonds Cookery Book (Edmonds, 1914) has influenced the production and consumption of visual and material culture in New Zealand through advertising and product placement, generation of material for the cookery book and complimentary products for the last one-hundred and two years and will continue to do so.

**Comment [MU24]:** This is a linking statement that starts the conclusion and reiterates the main points of the last two paragraphs.

The paragraph illuminates the positives about the cook book and then the negative aspects. It is one way of balancing the strong view this essay presents with the contributions the book makes to New Zealand identity.

## Reference List

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Palenski, R. (2004). *Kiwi Mielstones: New Zealand's population. Through the millions*. Hodder Moa Beckett.

**Comment [MU25]:** This is the list of authors and readings used to inform this essay

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**Comment [MU26]:** This is the list of authors and readings read by the writer, that have not been included in the essay.

The layout is identical to the reference list and it will duplicate entries from the reference list. It may also have additional entries to the reference list.

This gives the markers or readers some idea of the theories or influences on the writers point of view.

Palenski, R. (2004). *Kiwi Milestones: New Zealand's population. Through the millions*. Hodder Moea Beckett.

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## Illustration List

Figure 1. unknown artist. Cover of the 3rd edition of *The 'Sure to rise' Cookery Book*. (1914) [online]. New Zealand Texts Collection, New Zealand Electronic Texts Centre. Retrieved, 2 July 2009 from <http://www.nzhistory.net.nz/media/photo/edmonds-cookbook>.

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Figure 4. artist unknown. Custard powder advertising. In The 'Sure to rise' Cookery Book. (1914) [online]. New Zealand Texts Collection, New Zealand Electronic Texts Centre. Retrieved 7 July 2009, from <http://www.nzetc.org/tm/scholarly/tei-EdmCook-t1-front-d2.html>

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<sup>i</sup> Bread made from potato yeast, which can be made sour or sweet by adding more or less sugar.

<sup>ii</sup> Yeast buns in coconut milk. It is Samoan in origin and sweet like a dessert.

**Comment [MU27]:** This is a requirement of the College of Creative Arts.

When tables are used there is normally a tables list.