

On the example of „turkey ham" this theoretical study illustrates the phenomena of alienation, loss of identity, growing artificiality, spreading of imitations; falling apart of concepts. It discusses the historical and social bases of the concept of „turkey ham", and concludes its absurdity. It also examines social and visual aspects of food and eating and transformations of its visual presentation. The aim of the didactic part is through the topic of food and eating to bring pupils to a fuller experiencing of the surrounding world and thinking about it.