

Investigating the Function of Sound Design in Creating Atmosphere in Food Preparation Scenes

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Abstract: As a quintessential medium within the realm of audiovisual art, sound serves a pivotal role in cinematic expression. It is instrumental in navigating the audience's emotional journey, sculpting the film's atmosphere, and articulating the thematic essence of the narrative. Furthermore, culinary themes within film and television works often transcend conventional narrative frameworks, leveraging the creation of distinctive foodscapes to elicit novel auditory and visual experiences for the viewer. This study provides an in-depth analysis of the profound impact of sound design on the audience's experience in food preparation scenes. The research concentrates on the versatility of sound in emotional guidance, rhythm creation, character development, and scene composition within films. Taking food-themed movies as case studies, the objective is to elucidate how sound influences the audience's perception, emotions, and cognitive processes. Through the combination of literature review and case analysis, the study further illuminates the central role of sound in shaping the atmosphere of dining scenes and conveying cultural connotations. The innovation of this research lies in its combination of sound design with interdisciplinary knowledge, providing a novel perspective for exploring the sound design in food preparation scenes and its influence on stirring emotional resonance with the audience.

Keywords: Sound Design; Movie Sound; Audience Perception; Emotional Impact.

1. Foreword

As film art continues to evolve, the role of sound design becomes increasingly critical in crafting the emotional resonance of cinematic narratives and enriching the viewer's experience. This is particularly evident in culinary-themed film and television productions, where the ingenious integration of sound and visuals in food preparation sequences offers the audience an extraordinary sensory journey.

Humanity has historically relied on essentials such as food, clothing, shelter, and transportation, with diet being an integral facet of human existence since antiquity. As time progresses and societal norms evolve, culinary expressions have come to reflect the emotional resonances of individuals. Within this context, the author has developed a keen interest in the sound design employed in food and beverage sequences for film and television during the creation of their graduation project. However, scholarly inquiries into this domain have predominantly focused on visual depictions, with a relative paucity of examination dedicated to the influence and significance of auditory elements. The objective of this research is to systematically examine the distinct characteristics of sound design within food production scenarios and its repercussions on audience perceptions, drawing upon the full extent of existing analytical capabilities. By conducting a thorough analysis and empirical investigation, this study aims to explore how sound manipulates the emotional and cognitive responses of the audience within food production settings. It seeks to delve into the techniques for establishing a particular atmosphere and sentiment through auditory means, thereby enhancing our comprehension of the artistry within film sound design. The food production sequences under review in this paper are selected from cinematic works that possess a profound connection between the narrative content or the emotional message intended by the director and the culinary aspects

represented.

1.1. Research Status

Within the complex domain of cinematic sound design, an exploration of the sub-genre of food-centric films reveals a distinct dichotomy in academic methodologies between international and domestic scholarly circles. Internationally, scholarly discourse has historically been more aligned with the theoretical constructs of sound design, delving into the nuanced relationship between auditory and visual components. Conversely, research within our region has largely concentrated on the technical proficiency, such as the artistry of sound effect creation and the fluidity of musical integration. Yet, these local endeavors have not sufficiently delved into the profound thematic depth of sound design as it pertains to food-themed cinema. Although the extant literature has achieved commendable progress in examining the interplay between audio and visual narrative components, as well as the categorization and functional roles of sound effects, empirical inquiries into the impact of sound on the audience's experience in food-centric films are notably lacking. Consequently, there is an imperative need for a multiplication of concrete case studies and empirical examinations to substantially refine our comprehensive understanding of the sound design in films with a focus on food and beverages, particularly with respect to its influence on viewer emotions and cognitive processes.

1.2. Study Objectives and Questions

The primary objective of the current investigation was to elucidate the influence of sound design on audience perception within the sphere of food production. This study was specifically dedicated to examining how auditory components could augment narrative efficacy, reinforce the authenticity of depicted scenes, and amplify the immersive experience for the audience in cinematic and televised narratives that revolve around culinary endeavors. Moreover,

this research endeavored to contribute to the extant scholarly literature on sound design in film and television, focusing particularly on its utilization and efficacy within the realm of food production. It is the aspiration of this research to offer a significant contribution to the theoretical and practical discourse on film sound design in this particular context, and to provide novel insights for filmmakers, sound designers, and academic scholars with a stake in this field.

The objective of this paper is to scrutinize the influence of sound design on augmenting emotional engagement, cultivating a rhythmic atmosphere, and articulating characters and setting, thus enhancing audience comprehension of food culture. Moreover, this study will explore how an array of auditory components, including background music, ambient noises, and sound effects during food preparation, collectively shape the audience's comprehensive experience, providing novel insights and considerations for the understanding and augmentation of sound design in cinematic contexts.

1.3. Research Technique

This paper primarily employs the methods of literature review and case analysis.

Literature research methodology involves the rigorous investigation of culinary-themed cinematic and televisual productions, focusing on the functional and stylistic significance of auditory elements. This examination is conducted through the organized process of collating, categorizing, and scrutinizing literary resources in a scientific manner.

Case Study Analysis: Utilizing a substantial cinematic and televised culinary discourse corpus, this study will pinpoint exemplary instances and execute a comparative examination to delineate the unique characteristics and influence of sound design across a spectrum of motion pictures.

1.4. Research Meaning

In this paper, the author aims to meticulously analyze the auditory design elements within food production sequences in film and television, endeavoring to make a modest contribution to the scholarly discourse on sound in food-themed media works. Additionally, the paper seeks to launch a more thorough and profound exploration into the acoustic aspects of such cinematic and televisual productions.

2. The Integration of Acoustic Design Principles into Food Manufacturing Environments.

2.1. Introduction to Sound Design

Sound design encompasses the meticulous crafting and integration of auditory elements to serve as a narrative medium, imbuing emotional substance and dramatic significance to enhance the representation of objects or settings within a given context. See Berklee College of Music lecture notes for Sound Design for Films and Games (Edited by Michael Sweet, msweet@berklee.edu), originally published as Sound design is the choice to use sound as a storytelling device that adds emotional depth and dramatic context to scene.

Sound design constitutes a critical and interdisciplinary nexus of art and technology within the domain of filmmaking. It encompasses not only the manipulation and application of recording technologies but also the conceptualization and

implementation of innovative principles in sound design. From the preliminary stages of pre-production, the sound designer is entrusted with crafting the auditory scenery in harmony with the film's prevailing ambiance, devising suitable recording methodologies. This creative endeavor spans from the capture of synchronous sound to the subsequent stages of post-production, including editing, mixing, and culminating in the formation of a comprehensive audio creative cycle integral to film and television production. The essence of sound design lies in the successful fusion of artistic creativity with technical viability, thereby functioning as a pivotal medium to enhance the emotional depth and audio-visual potency of cinematic narratives.

Within the cinematic sound design field, there exist three interconnected dimensions. Initially, the sound designer is intimately involved throughout the comprehensive film production process, from pre-production planning to post-production, focusing on the integration of creativity and technology in dialogue, sound effects, and mixing. Secondly, the sound editing director takes charge of the extensive post-production phase, including dialogue editing and ambient sound design, orchestrating the editing team's efforts. Lastly, the creation of specialized sound effects, coordinated by the sound editing director, extends from the acquisition to the manipulation of all elements. Collectively, these three dimensions essentially construct the comprehensive framework of film sound design, underscoring the multifaceted role of sound design within the realm of artistic conception. The generation of film sound is, inherently, sound design work. The audio in any cinematic scene does not merely reflect the realistic sound totality; it is the result of a meticulous selection process, the outcome of design and production.

2.2. Definition of Food Preparation Scene

Cinematic works that thematize or metaphorically employ food to initiate the narrative, or utilize culinary activities as pivotal elements to advance the plot, while food-related sequences significantly impact the protagonists' lives or contribute substantially to the elucidation and intensification of the underlying theme, are categorized as food films. Consequently, the culinary production sequences explored by the author in this manuscript are confined to those depicted in film and television narratives where food serves as the central theme or cooking-related activities are pivotal to the primary storyline.

2.3. Definition of Food Preparation Scene

Within the realm of cinematic sound design, particularly in the context of sequences involving food preparation, sound designers engage in meticulous and creative endeavors. They meticulously craft the auditory representation, ensuring the precise capture or artful imitation of the sounds associated with culinary elements throughout the process—from initial preparation to chopping, cooking, and even evoking the sensation of taste for the audience. These meticulously designed sounds not only authenticate and refine the portrayal of food preparation but also anticipate the culinary masterpiece's appeal, thereby enhancing the audience's multisensory experience.

Sound design is a pivotal element within food documentaries, serving as a medium to convey the culinary practices and cultural traditions specific to various societies. Through the skilled manipulation and presentation of a

spectrum of culinary techniques, as well as the traditional auditory cues accompanying food preparation and consumption, such films transcend linguistic and cultural boundaries, offering a window into the aesthetic and philosophical aspects of the culinary arts on a global scale. In the cinematic tour de force 'Food Men and Women,' the director meticulously showcases the culinary artistry of Chef Lao Zhu, whose dishes are accented with sizzling and alluring sounds that elucidate the profound culinary culture of China. The auditory tapestry of cooking-spanning steaming to frying, stir-frying, and beyond-is textured and unique, mirroring the meticulousness in temperature control and culinary proficiency inherent in Chinese cuisine. Even the sound of chopping vegetables underscores the chef's masterful skill, leading viewers to a deeper appreciation of the authenticity and originality of this distinctive Chinese culinary heritage.

The meticulously synchronized auditory component of culinary preparations in the film intricately complements the visual representation of the chef's techniques, constructing a metaphorical tableau that poignantly encapsulates the filmmaker's intended national psyche. This culinary tableau resonates with the audience's national sentiment, enriching the thematic depth of the film from a novel perspective and triggering a profound introspection on traditional Chinese heritage. Through the harmonious interplay of cinematography and sound design, the nuanced backdrop of Lao Zhu's character is revealed, meticulously illustrating his culinary expertise throughout the cooking sequence. The fusion of audio-visual elements in this segment not only deepens the audience's appreciation of the ritualistic importance Lao Zhu attributes to the weekend dinner as a chef but also subtly encapsulates his intricate emotional state—a careful, constrained, and helpless father figure towards his daughter, as depicted through these meticulous details. This expressive *modus operandi* via audio-visual integration substantially enriches the audience's comprehension of the characters' inner landscapes and societal roles.

2.3.1. The Integration of Principles from Acoustic Design into Culinary Preparation Processes

Acoustic design is critical during the phase of food preparation, as it significantly contributes to the authenticity of the depicted scenario. Sound designers apply Foley methods, either concurrently or in post-production, to meticulously capture the sounds of food elements undergoing processes such as washing, chopping, and stirring, among other minute details. This enables the audience to experience the entire process of food creation. For example, in the motion picture "Food and Drink Man and Woman" (1994, directed by Ang Lee), the character Lao Zhu exhibits a seamless process of vegetable preparation, fish retrieval from an aquarium, fish handling (refer to Figure 2.1), fish manipulation, and starch application. Throughout the 30-second sequence, musical scoring is omitted, allowing the sound designer to emphasize the most genuine sounds produced during the preparation phase by precisely capturing and foley-ing the ingredients in synchrony. In the film, as Master Zhu manipulates the fish entrails, the visual merely captures Master Zhu's expressive reaction of exerting force (refer to Figure 2.2). However, the audio vividly conveys the comprehensive process of the fish being dissected, bones being separated from the meat, thereby constructing a holistic visual and auditory representation of the viscera processing for the audience.

The acoustic characteristics of culinary preparation, which are fundamental to the preliminary phase of ingredient

assembly, confer a unique auditory identity upon the culinary artefact. The fidelity of these auditory representations enriches the synesthetic experience of the observer and functions as an aural premonition of the alchemical transformation of these elements into delicious cuisine. The artful manipulation of these sounds cultivates a palpable sense of anticipation in the listener, fostering a profound psychological and emotional connection with the impending culinary offering. This meticulous and profound exercise in sound design is a pivotal moment in the metamorphosis of raw materials into a gastronomic delight and an indispensable element of the cinematic artform, providing an immersive and vibrant auditory-visual experience to the audience.

2.3.2. The Integration of Acoustic Design Principles Throughout the Culinary Preparation of Ingredients

In the sound design of the culinary phase involving ingredients, it is crucial to convey the auditory stratification throughout the cooking endeavor. Each culinary phase, including frying, sautéing, roasting, and boiling, exhibits distinct acoustic attributes. For instance, in the motion picture "Eat Eat Man Man" (1994, directed by Lee An), when Master Zhu is preparing squirrel mandarin fish and Dongpo pork, the moment the components make contact with the scalding oil pot, the high-frequency audio generated by Master Zhu's spoon movement within the oil pan, in conjunction with the folk music's relaxed and cheerful melody, composes an immersive aural tapestry. This layered auditory presentation during the cooking process inadvertently evokes the Maillard reaction series that ensues on the meat post-frying. The meticulous sound design of these culinary stages not only mirrors the depth of Chinese gastronomic traditions, the sophistication of culinary techniques, and the idiosyncrasies of ingredients, but also kindles the audience's imagination, enabling them to experience the food's visual appeal, aroma, and flavor vicariously.

The auditory texture and dynamic range of audio during the culinary preparation phase significantly diverge from the aforementioned standards, encompassing the nuanced gurgling sounds of simmering temperatures and the subtle rumble of food undergoing convectional heating within an oven. These aural elements not only infuse the soundtrack with a sense of vividness but also bolster the culinary allure, imbuing the dishes with an added layer of sensory allure. The multilayered quality of these sounds fosters a heightened sense of immersion for the audience, offering an aural encapsulation of the culinary arts that resonates with their psychological and emotional responses. Through such meticulous sound design, the film adeptly communicates the intricate and meticulous nature of the culinary process, thereby delivering a comprehensive and profound auditory experience that enriches the audience's appreciation of the culinary craft.

2.3.3. The Incorporation of Acoustic Design Principles During the Culinary Tasting Phase

The culinary artistry of the spicy hot pot, the succulent fish and shrimp, and the rejuvenating cold liquor is vividly evoked through the meticulous visualization of gastronomic presentations captured by the camera, complemented by auditory hints of individuals relishing the dishes. These sensory details activate the viewer's gustatory imagination, engendering a multi-sensory experience that extends beyond consumption, summoning the flavors of piquancy, sweetness, and umami.

In the acoustic embodiment of the gustatory phase, the auditory representations of mastication and savoring serve a critical function in elucidating the tangible and olfactory dimensions of the culinary experience. For instance, in "The Gourmet" (1976), directed by Claude Zidi, the auditory descriptions of chewing clarify the crunchiness and tenderness of the dishes, while the sound of satisfied inhalation during tasting generates an imagery of the food's succulence and richness. These auditory subtleties not only intensify the viewer's appetite for the cuisine but also foster an psychological allure towards the culinary presentation.

Performers, when fully engaged in their roles, extend beyond linguistic boundaries to incorporate the musical aspects of language, as well as the auditory signals encoded in non-verbal physical movements. The communicative range of natural speech includes non-linguistic sounds such as coughs, sighs, finger snaps, thumps, tiptoe traversals, and stomping, each contributing to the real-time character depiction within a scene. Whether these sounds are recorded during the filming process or added during post-production, they uniformly serve to provide an external auditory perspective. The author contends that these auditory elements are critical in fostering the emotional impact of a film and in eliciting audience responses. Furthermore, the sound design during the tasting phase of culinary ingredients not only enhances the aural perception of the food's texture and flavor but also cultivates an emotional connection with the food. This auditory effect thereby enriches the cinematic culinary experience, presenting a multi-sensory banquet to the audience.

2.4. Analysis of Sound Design Elements in the Context of Food Production Sequences

As elucidated in the preceding discourse on the deployment of sound design within food production contexts, the significance of sound in shaping the audience's sensory encounter is readily apparent. Sound serves not only to augment sensory perception through the harmonious blending of audio and visual components but also to foster a psychological bond with the audience's olfactory and gustatory senses, culminating in a holistic experience that synthesizes visual and taste-related 'satisfaction'.

Within the cinematic and televised narrative framework, the modalities of sound design are inextricably intertwined with the narrative context and thematic content. A prime example is evident in the first season of the American psychological thriller series *Hannibal* (2013), directed by Guillermo Navarro and Michael Riemer. Notwithstanding both series and other comparable media works containing scenes of culinary preparation, the sound design in *Hannibal* markedly diverges, attributable to its genre-specific emphasis on tension and suspense. In this season, the character Hannibal Lecter adeptly manipulates animal-like organs, which are named after dishes and individual ingredients he handles. The auditory elements present in this scene significantly differ from those found in conventional food preparation sequences. To augment the macabre visual impact, the director intentionally enhances the "sizz"-like sounds, akin to the squelching noises produced when handling mucous membranes, and marries these with the dialogue among the trio of policemen occurring in the morgue. They recite the names of various human organs, thereby providing a parallel narrative to the visuals of Lecter attending to these "ingredients." The meticulous synchronization of audio and

visual components serves to accentuate the sounds of slicing and manipulating organs, thereby deliberately intensifying specific auditory details. The strategic "amplification" of these sounds not only imparts a sense of *bizarrerie* to the audience but also subtly evokes anxiety and tension. This sound design approach, though it may deviate from conventional musicality, is instrumental in heightening the series' thriller ambiance and precisely encapsulates the play's unique characteristics.

Revised sentence: "In the instance of a character handling pork within the culinary comedy 'Chef Down and Out' (2013, Jon Favreau), the auditory design distinctly deviates from the soundscapes commonly encountered in other genre-specific food-centric films. The comedic essence of the film necessitates a sound design that seamlessly blends music with the camera's editing to narrate the story; this integration effectively establishes an atmosphere of tranquility and amusement for the audience, with the musical score playing a crucial role. Consequently, the sounds associated with the detailed preparation of the pork become an integral part of the sound design in this specific segment. A comparable method of using food preparation as a narrative device is observed in Ang Lee's 'Food Man Man' (1994), where the culinary arts serve as a medium for conveying information to the viewers. In this film, each instance of familial transformation is signaled through a sequence of family dinners, highlighting the film's employment of food as a pivotal element in its storytelling technique."

Within the narrative framework, the film's introductory sequences adeptly establish Master Zhu's culinary expertise through a meticulously designed auditory schema. The initial moments juxtapose auditory and visual components to illustrate Lao Zhu's adeptness in handling a diverse array of ingredients. For example, during the preparation of chicken, the sound designer precisely isolates the sounds correlated with bone removal and internal organ extraction, thus accentuating Lao Zhu's prior role as the head chef (refer to Figure 2.4). Each auditory clip is rendered with distinct clarity to highlight the precision of the character's culinary skills. To further underscore Master Zhu's culinary prowess, the sound designer subtly integrates high-frequency auditory cues that highlight the knife's interaction with the ingredients, enhancing the depth and realism of the character's depiction. As a result, across various film genres, directors intend to elicit varied emotional responses from the audience through food presentation, prompting sound designers to judiciously eschew exaggerating the visceral sounds associated with meat preparation or similar food items, thereby maintaining narrative focus and thematic unity.

In summation, the sound design in the culinary sequence of *Hannibal* (2013), directed by Guillermo Navarro and Michael Riemer, extends beyond traditional aesthetic conventions. It heightens the scene's dramatic significance and delves into the complex psyches of the characters. This unconventional utilization of sound is critical to the narrative and atmospheric engagement of the drama. Such refined differentiation showcases the diverse tactics and innovative approach of sound design across various cinematic and televised works, illustrating how auditory elements can be meticulously crafted to harmonize with the thematic and atmospheric core of a piece, thereby enhancing the viewer's experience within a specific genre.

3. The Integration of Auditory Cues in Food Manufacturing Environments

3.1. Introduction to the Fundamental Elements of Film and Television Sound Design

In the domain of film and television soundtracks, the primary components are commonly subdivided into three distinct spheres: dialogue, music, and sound design. These encompass the human voice (encompassing speech and song), musical compositions, and sound effects. Often, these three elements are utilized individually or in combination within motion picture and television productions, integrating to create an interdependent and integral audiovisual entity. This synthesis of auditory elements is intricately interwoven with the visual aspects, engaging in a dynamic interplay that vividly elicits the objective reality and the introspective expression of emotions, thereby providing the aesthetic recipient with a profound spiritual fulfillment that transcends the banalities of everyday life.

The amalgamation of these three elements within the film's sound design constitutes a comprehensive and intricate auditory framework. Language functions not only as a medium for the conveyance of information and sentiment but also enhances expressive depth through its melodic attributes. Conversely, music evokes emotional responses from the audience and imbues scenes with particular ambiance via its melodies and rhythms. Additionally, sound effects—encompassing environmental and action-related sounds—contribute to the verisimilitude and spatial depth of the depicted scenarios. The harmonious integration of these three components bequeaths a rich auditory dimension to the film, augmenting the spectators' sensory experience and engagement, and forms an integral aspect of the cinematic narrative.

3.2. Utilization of Linguistic Elements within the Context of Food Manufacturing

In the domain of film and television sound design, the auditory aspect is conventionally subdivided into three distinct categories: dialogic elements (encompassing dialogue, narrative, and monologue), musical scores, and ambient sound. The dialogic element assumes pivotal significance within sequences themed around cuisine, often manifesting through the mediums of dialogue and narrative. For example, in the motion picture 'The Battle of the Kitchen Gods' (2017, directed by Ye Weimin), a crucial exchange between the character referred to as Sea Urchin Sister and a journalist articulates the culinary tradition of 'three-cup braised chicken rice.' Within this narrative, language serves a dual purpose: it communicates the technical aspects and procedural steps of food preparation, and it augments the scene's authenticity and engagement with the audience, facilitated by the dialogue's seamless flow and emotive depth.

The integration of narrative within the context of food production, as demonstrated in the culinary documentary 'A Bite of China,' frequently utilizes the maxim that 'exquisite ingredients are often most effectively highlighted through uncomplicated culinary techniques.' Additionally, the incorporation of distinctive melodic elements from Chinese folk music within the soundtrack intensifies audience engagement and heightens the emotional response to Chinese culinary culture. In similar food-centric documentaries, the narrative plays a crucial role in eliciting sentiment, not only

enhancing the audience's understanding of the rich culinary heritage of China through its vivid storytelling and lyrical prose but also fostering a deeper connection with the narratives underlying the dishes. The artful use of narrative adeptly blends informational dissemination with affective communication, leading the audience to perceive the profound interconnectedness of food with our human experience and historical legacy, thereby enriching the overall viewing experience and enabling the audience to comprehend not merely the food itself but also to explore the profound legacy of Chinese culinary heritage.

Furthermore, the authentic attributes of linguistic expression, such as the utilization of dialectical variations and the integration of locally specific auditory nuances, play a pivotal role in the context of food production. These linguistic features contribute to a more immediate convergence of the cinematic lexicon with the colloquial modes typically encountered in daily discourse, thereby intensifying audience immersion and augmenting their affective engagement. As such, language functions not solely as a vehicle for the conveyance of information within food production frameworks, but also as a critical medium for the expression of emotions and the transmission of cultural heritage.

3.3. The Integration of Musical Elements into Food Production Scenarios for Enhancing Artistic and Sensory Experiences

Throughout historical documentation, the symbiotic relationship between music and the culinary arts has been elucidated, illustrating a profound interconnection. In the context of Chinese culture, the idiom 'music accompanying food' encapsulates the inherent bond between musical expression and gastronomic traditions. In times of yore, affluent Chinese households would integrate musical performances to amplify the festive atmosphere during banquets, concurrently utilizing bells and tripods for both musical and culinary purposes, thereby crafting a spectacle of opulence and magnificence. The culinary heritage is intertwined with the musical narrative, as evidenced in the Classic of Rites, which documents the synchronous origins of music and cuisine. From the Zhou Dynasty forward, the amalgamation of ritual and musical cultures into dietary practices became widespread, with a plethora of percussion instruments employed to play melodious compositions that enriched the dining experience. This synthesis laid the foundation for the contemporary application of music to elevate mood and stimulate appetite, particularly during wedding ceremonies.

Accordingly, within the cinematic discourse on food production, the integration of musical motifs plays a critical role in fostering thematic ambiance and stimulating audience curiosity and appreciation for the culinary culture being represented. For example, in Ang Lee's 1994 film "Eating Men and Women," the musical score that accompanies Lao Zhu's culinary pursuits is rendered through traditional Chinese instruments, producing a rhythmic and festive melody that permeates the scene with a joyful atmosphere. This, in conjunction with the film's editing techniques and the meticulous visualization of the culinary process—from ingredient preparation to final presentation—demonstrates the multifaceted function that music serves, a role that extends beyond the limitations of static visuals alone. The choice of this musical piece not only encapsulates the vibrant and orderly essence of the characters' lives within the narrative but

also subtly hints at the familial heritage and traditional cultural values.

In summary, within the framework of food production sequences, music predominantly influences the audience's emotional state by creating an evocative atmosphere and enhancing narrative depth. The harmony and rhythm of the musical score are meticulously synchronized with the culinary processes, fostering an emotional bond with the food presentation. This synergy intensifies the interconnection between cuisine, culture, and sentiment. Furthermore, music's capacity for abstraction and expressiveness is exploited in film and television to provoke synesthetic experiences, allowing viewers not only to visually appreciate the scene but also to intuit the emotional intricacies of food preparation through aural engagement. For example, soft or cheerful melodies may intensify the cosiness associated with a home-cooked meal, whereas assertive, rapid rhythms can highlight the dynamic energy of a bustling kitchen. Consequently, the musical score significantly enriches the viewer's aesthetic experience within the food preparation scene.

3.4. The Integration of Auditory Components into the Realm of Food Production.

In the domain of food production within film and television, the integration of auditory elements plays a crucial role in aligning with the audience's emotional journey, thereby creating a genuine and immersive acoustic environment. The scope of sonic components extends beyond linguistic and musical elements, as 'sound' in cinema and television is a comprehensive term that encompasses a wide range of everyday noises, including but not limited to, the sounds of actions, nature, machinery, firearm discharges, crowd commotion (verbal noise), and unique, specialized effects. Categorized by their physical attributes, the aforementioned sounds can be differentiated into musical and vocal categories; however, within the medium of film and television, these 'noises' are meticulously selected and, when necessary, altered. They transcend their potential to be mere 'disturbances' and are converted into functional auditory elements that convey significant narrative and dramatic meaning.

In the establishment of an auditory environment conducive to food production, the strategic deployment of auditory elements plays a crucial role. Within the context of modern living, kitchen settings are typically classified into two distinct categories: domestic gas kitchens and institutional boiler kitchens. Despite sharing similar functionalities, these kitchens exhibit notable discrepancies in their soundscapes. Initially, domestic cooking kitchens tend to have contained environmental sounds, resulting in a relatively 'cleaner' auditory profile with less complex sound components. Conversely, institutional kitchens, driven by profit motives, frequently utilize a primary stove in conjunction with an auxiliary one, which generates a multifaceted interplay of resonances among various large appliances and cutting boards during meal preparation, thus corresponding to a more complex auditory effect.

In our effort to meticulously construct food production environments using auditory elements, we must consider not only the sounds that emanate from the expansive setting but also the array of minute and nuanced sounds present within the kitchen space. This includes the distinct action sounds produced by knives slicing through ingredients, the inherent sounds generated by the sizzling of fried foods, and the crisping sounds produced during stir-frying. Additionally, the

integration of refined sound design yields various ambient sounds that enrich the scene. Such sounds not only vividly depict the cooking process but also pique the audience's culinary interest and curiosity. For instance, the soft murmur of water and the gentle crackling of a fire can evoke a cozy, family-oriented cooking ambiance, whereas the swift and robust sounds of chopping, stirring, and the hustle and bustle of a kitchen setting can convey the dynamic pace of a bustling restaurant. The amalgamation of these auditory components with visual imagery not only deepens the audience's engagement with the food preparation scene but also intensifies their sense of immersion.

Collectively, meticulously designed acoustic environments can enhance the presentation of visual culinary delights by introducing an additional dimension of auditory richness, thereby synthesizing a more encompassing sensory encounter for the viewers. Through such acoustic artistry, the culinary production scene imbues a more profound impression upon the audience's cognitive landscape.

4. The Influence of Auditory Cues on Consumer Cognition in Food and Beverage Television Programming

4.1. The Influence of Auditory Components on the Emotional Responses of Viewers in Food-related Documentary Programming

The author contends that the auditory element functions not merely as a medium for the transmission of information within the cinematic context, but also serves as a crucial conduit for the conveyance of emotional subtleties. Characterization is executed not solely through dialogue but also by the environmental context and the objects surrounding them. Dramatic sequences frequently integrate sounds that closely resemble everyday life (e.g., the guttural noises emitted by a cat in heat, evoking erotic fantasies), while banal activities may be punctuated with distinctive auditory cues (e.g., a choking gasp simultaneous with the act of tying a tie). The meticulous design of these acoustic components subtly communicates the emotional states and atmosphere of the scenes, thereby influencing the audience's emotional response.

In the realm of culinary documentary programming, auditory components play a pivotal role in enhancing audience engagement by elevating the appeal of culinary subjects and facilitating a fulfilling viewing experience. These programs frequently utilize auditory cues to communicate the freshness of ingredients and the proficiency of culinary techniques, as evidenced by the sizzle of stir-frying or the gentle bubble of boiling liquids. Not only do these aural elements enhance the visual appeal of the food, but they also arouse the audience's hunger and pique their curiosity about the program's content. Additionally, serene or captivating background scores are often integrated to augment the overall viewing pleasure, fostering a sense of tranquility and satisfaction among the viewers during the broadcast. The sounds featured in these traditional food documentaries are typically constructed upon the recognized "soundscapes" established by sound designers and viewers, which are derived from real-life contexts. Individuals are initially attracted to these sounds and then proceed to create their unique soundscapes, which are shaped by their distinct social experiences. Soundscapes represent 'auditory modes' that are autonomously perceived by the listener, as opposed

to hearing patterns that are dictated by the sound environment and societal culture to which people are habituated over extended periods.

Consequently, viewers are enveloped in an implicit auditory 'soundscape' that underscores the visual narratives in diet-centric documentaries. This acoustic environment psychologically connects with the audience, with sound elements exerting an immediate impact on their emotional engagement. Consequently, these auditory components are integral to program production. Viewers have recognized that attention to sonic details not only intensifies the appeal of culinary presentations but also effectively conveys the freshness and palatability of dishes, thus stimulating their appetites more profoundly. In addition, the chosen background music is meticulously synchronized with the program's rhythm and ambiance, enhancing the viewing experience and offering a comprehensive auditory-visual immersion. Collectively, these soundscapes appeal to the audience's senses, not only increasing program viewership but also reinforcing the audience's understanding and appreciation of culinary culture.

4.2. The Influence of Auditory Components on the Emotional Response of Viewers in Short-Form Video "Eating Broadcast" Programs

In an era marked by the exponential growth of the internet, the emergence of short-form video content has reshaped the multifaceted landscape of human existence. Notably, 'ASMR eating live-streaming' has emerged as a pivotal genre within this medium. This hybrid form, which integrates consumption with broadcast, is continuously expanding its fan base and has become a prevailing trend in the realm of eating live-streaming. It accomplishes this by providing an immersive experience, leveraging the powerful medium of sound in conjunction with the visual feast presented on screen, allowing the audience to become enveloped in the virtual foodie carnival encapsulated within the audio-visual content.

Autonomous Sensory Meridian Response (ASMR), an abbreviation signifying a neural response characterized by tingling sensations and relaxation, has garnered significant online attention as an auditory phenomenon. This experience is often triggered by auditory stimuli, most notably within video content that combines culinary visuals with soothing soundscapes. A hallmark of these ASMR videos is the deliberate augmentation of ambient noises, such as the soft sounds of eating and drinking, which are prolonged and intensified to captivate the audience's auditory attention. This approach to food presentation contrasts with traditional broadcast media by prioritizing acoustic engagement over visual spectacle. By amplifying the subtleties of sound, these videos elicit cognitive and sensory responses in viewers, creating a unique and immersive auditory encounter.

Within the realm of culinary and auditory live streaming, bloggers are reconfiguring the traditional culinary programming experience by placing a unique emphasis on aural elements. This medium predominantly engages the audience's auditory senses, for instance, South Korean content typically captivates viewers through the meticulous sounds of mastication and exaggerated dining gestures, thereby stimulating both auditory and visual perceptions. Conversely, audiences in the UK and France have their gustatory senses and psychological responses aroused. Moreover, this form of communication fosters a sense of

companionship in the digital realm, which can alleviate the loneliness and anxiety experienced by many young individuals. The emergence of ASMR-inspired culinary and audio content not only provides a transient emotional haven in the virtual sphere but also functions as a potential therapeutic tool for individuals struggling with insomnia when they incorporate these ASMR food and audio sessions into their daily lives. Through this innovative medium, viewers may obtain psychological comfort and fulfillment from ASMR food and sound broadcasts.

Collectively, the amalgamation of culinary presentation and auditory broadcasting augments the sensory encounter for the audience by intensifying the aural components associated with mastication and consumption, thus enhancing their cognitive imagery of taste. This unique auditory depiction provides a novel multisensory experience to viewers, eliciting profound psychological responses. Such a mode of communication satisfies the audience's visual and auditory yearnings regarding food, and caters to their social and emotional needs, particularly by offering a sense of companionship within the online sphere. Beyond serving as a source of relaxation and stress mitigation, it subtly modulates individuals' psychological states.

The integration of auditory elements within diverse programs functions not only as a carrier for emotive communication but also as a pivotal factor influencing the cognitive trajectory of the recipient audience. Particularly within cinematic narratives marked by complex storylines, the sonic component emerges as a critical medium for facilitating audience comprehension and engagement with the unfolding sequence of events. Sound design plays a pivotal role in delineating the progression of time and space through distinct auditory cues, thereby aiding the audience in discerning the temporal framework and thematic evolution within the film. Moreover, the auditory medium is instrumental in elucidating the interpersonal dynamics and emotional arcs traversed by the film's characters. Through the modulation of tone and pitch in dialogue, coupled with the interplay of diegetic and ambient sounds, the audience is able to discern the fluctuating emotional states and psychological nuances of the characters. This meticulous manipulation of sound enhances the audience's immersion in the narrative, enriching their comprehension and empathy towards the characters and the overarching plot.

Overall, the author posits that auditory elements within diverse food and beverage programming functions extend beyond a mere conduit for signal transmission, assuming a critical role in facilitating deep-seated emotional, sensory, and cognitive engagement with the audience.

5. Conclusion

In this paper, the author meticulously articulates the profound impact of sound design on the narrative and aesthetic construction of film and television, particularly its nuanced application in culinary-centric sequences. The introductory chapters establish a robust theoretical framework that highlights the critical role of sound design in enhancing the emotional engagement, atmosphere creation, and narrative advancement within food preparation scenes. Furthermore, the manuscript endeavors to contribute to the academic discourse by offering insights into the specialized applications of sound design in these contexts.

Accordingly, the author is committed to conducting an extensive inquiry into the integration of sound design

throughout the various stages of food production as represented in film and television narratives. This examination begins with an exploration of how auditory components guide and modulate the audience's emotional responses, establish atmosphere, refine character attributes, and heighten the viewers' sensory involvement within the cinematic experience. The research probes both the subtle technicalities and the profound implications of sound design in the dissemination of food culture and the enrichment of the viewer's emotional journey. Furthermore, within the chapter titled 'A Comparative Analysis of Sound Design in Food Production Scenes,' the author scrutinizes a contrasting 'extreme' case, distinct from traditional film and television representations. In the horror-thriller *Hannibal*, the sound design is marked by a focus on minute details—such as the disconcerting 'sippy' sounds of mucus—which are generally disregarded in the food production sequences of conventional media. Through artful editing and the juxtaposition of these auditory landscapes, the film elicits a tangible sense of horror. This segment, while representing a bold departure from conventional norms, also highlights the versatility of sound design in adapting to various roles across different film and television genres.

The author endeavors to dissect the distinct manifestations and functionalities of language, music, and sound effects within specific culinary production contexts. It is observed that these auditory components not only augment the audience's auditory experience but also serve as pivotal elements in the transmission of emotions, atmosphere creation, and narrative enhancement. The meticulous crafting and integration of sound significantly contribute to the verisimilitude and appeal of the scenes, while also assuming a critical role in cultural propagation and affective harmonization.

Within the linguistic components, particularly within the dialogical and narrative structures, the amalgamation of articulate and imagery-rich expressions serves dual purposes: the conveyance of technical information and the enhancement of audience comprehension and engagement with food culture. The integration of musical elements, exemplified by the utilization of traditional Chinese musical instruments, not only pays tribute to cultural heritage but also cultivates an emotional atmosphere that harmonizes with the culinary preparation process, thereby facilitating a more profound auditory retention of the gastronomic scene depicted in the visuals. Moreover, sound effects—such as the sounds of dicing, simmering, and frying—gradually amplify the immersive experience and appeal of the visualized food production sequence.

By engaging in an exhaustive examination of the sound design integral to food production contexts, the author meticulously explores the profound influence of auditory elements within both traditional and modern food-related programming. This analysis scrutinizes food documentary series and novel media formats such as ASMR, aiming to discern how sound intricacies elicit an emotional and sensory response from the audience. Although this section highlights the critical role of sound in food-themed programs and provides pertinent insights, it simultaneously acknowledges the preliminary nature of our exploration within the broader field of sound design.

In the examination of culinary documentary programming, the author observed that auditory components, including the sounds of culinary preparation and incidental music, serve to

augment the visual appeal of gastronomic creations, while also kindling the viewer's hunger and engagement. Furthermore, in contemporary exploratory formats, particularly ASMR dining content, the amplification of nuanced auditory cues such as chewing and swallowing provides an audience with an immersive sensory encounter that transcends the traditional visual and aural dimensions, extending into the realm of taste perception.

In their treatise, the authors articulate a compelling case that the function of auditory elements within the domain of food production and culinary-themed programming, as represented in cinematic and televised narratives, extends far beyond the simple conveyance of information. These elements are pivotal in cultivating emotional resonances, augmenting narrative impact, and engendering unique spectatorial experiences. The treatise acknowledges the existence of vast uncharted territories and latent complexities in the exploration of sound's influence on audience perception. The authors harbor expectations that subsequent scholarly endeavors will delve deeper into how diverse sonic landscapes shape disparate viewer perceptions, thereby amassing a more profound understanding of the role of sound across cross-cultural milieus. They aspire for this discourse to provide a constructive foundation for future research and endeavors, offering a nuanced analysis of how sound design in food preparation sequences elicits emotional responses from the audience.

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