

Reading journals

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Your full full September 10, Reading Journals Summary: The accomplishment of authenticity (a highly negotiated interaction) and ethnicity (a socially constructed category) is a social construction that influences the way people understand each other, as well as illustrates the challenges of production and consumption.

Observation:

While reading the article, I observed that the author constructed his ideas regarding Mexican restaurant industry and its relationship with the concepts of ethnicity and authenticity in a well-structured format. For example, the way he referred to the views of other scholars and researchers with context to his own research was perfect. Moreover, the way he revealed the culture of the Mexican restaurant industry and established links with authenticity and ethnicity was also great.

Question:

The question for discussion would be, “ how authenticity can be managed in a Mexican restaurant operating in a Middle-Eastern country?”

Works Cited

Gaytan, Marie. “ From Sombreros to Sincronizadas : Authenticity, Ethnicity, and the Mexican Restaurant Industry.” *Journal of Contemporary Ethnography* 37 (2008): 314-341. Print.