

**THE DIFFERING SEMIOTICS OF FOOD IN MAHESHINTE PRATHIKAARAM (MP)
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ABSTRACT

Twenty-first-century films have an unswerving nexus with the representations of food or food memories. Culinary sketches play an equivalent role as that of the protagonists in the films. It is not only in the depiction of food preparations, but the act of eating, tasting, enjoying the flavor, cooking and even memories shared by the characters bring forth uncertain micro-sociological elements essential for the understanding of films. Malayalam Cinema has evolved to weave food, food thoughts and memories, food representations and food songs as an integral part of the narrative.

KEYWORDS: *Food Memories; Socio-Cultural Elements; Cuisines; Food and Culture*