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# You Don't Know Me: Discourse and the Identity of Cooks and Chefs

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# YOU DON'T KNOW ME: DISCOURSE AND THE IDENTITY OF CHEFS AND COOKS

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## Public Identity

### Cooks' Public Identities

**Drunken Ignorant Not Respectable**  
**Not a career**  
**For people who can't get a "real Job"**

### Chefs' Public Identities

#### Non-Movie

**Number of restaurants & TV appearances**

**Face & how public can be like them**



#### Movies

**More research done**

**Artistic**

**It is hard to become a fine food chef**



**vs.**

## Private Identity

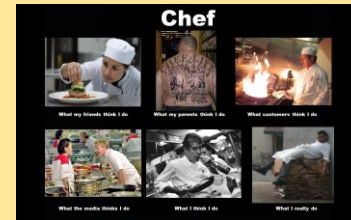
### Cooks' Private Identities

**Endurance Proud of their job**  
**Different than everyone else**  
**Public couldn't handle the kitchen**

### Chefs' Private Identities

**Sometimes disagreeing with the restaurant owner**  
**Sometimes being rough around the edges**

**Being an artist**



### So What?

**These predetermined public identities must be followed when the chefs and cooks are in the public. Since these identities do not align with the cooks' and chefs' identities they have developed for themselves they can become uncomfortable and oppressed when they are in the public.**

