SECTION VII. CULTUROLOGY

**Dokhunaeva A.M.¹, Borisova I.Z.¹, Bianquis I.², Petrova M.N.¹, Lebedeva U.M.¹,
Vinokurova A.A.¹, Borisova A.A.¹, Vinokurova D.M.¹**

Ethnocultural nutrition skills of the Yakutsk in the era of globalization

¹*North-Eastern Federal University named after M.K. Ammosov I
(Russia, Yakutsk)*

²*François Rabelais University
(France, Tou)*

doi 10.18411/gq-30-11-2018-21

idsp sciencerussia-30-11-2018-21

Abstract

In the era of globalization of nutrition, an important problem is the preservation of the ethnocultural nutritional skills of the Yakuts. In that regard, we have studied modern eating habits among adults, young people and schoolchildren, as well as the national dishes consumption in the daily ration. Also in this article the problems of modern nutrition in the context of globalization and the issues of preserving of the Yakut national cuisine as a unique cultural heritage are reviewed.

The Yakut cuisine is a centuries-old food system that reflects the life experience, wisdom and endurance of ancestors, passed down from generation to generation. In former times our ancestors paid a great attention to traditional food, which was distributed according to season and quantity, the main products were fish, meat, dairy products, woody sapwood, herbs and roots. The quantitative ratios of the listed products were not same everywhere, they varied among different groups of Yakuts depending on the place of residence, cattle development and agricultural land.

Residents of Yakutia live in severe climatic and geophysical conditions, where the environment is extreme in its nature, it should be noted that such living conditions are not observed in other regions of Russia. The climate in Yakutia is sharply continental, climatic conditions differ by differences between winter and summer air temperatures. In winter the air temperatures can drop to minus – 60 °C, and in summer up to + 40 °C. The average annual temperature is minus 10.2 degrees Celsius. Anywhere in the world, fluctuations do not exceed 100 degrees. The centuries-old Yakut nutrition system is an integral component of the “seasonal adaptation” to the severe climate, since traditional nutrition compensates for the negative climate effects on the human body.

Nowadays, in the era of globalization of nutrition, the issue of traditional nutrition preserving arises, since a modern nutrition system is a natural process and a mechanism of eating habits changing. The evidence of globalization in the territory of Yakutia is the aggressive spread of fast food chains and food delivery services. The negative side of globalization is the fast food development segment, where the principle of quantity dominates the quality of food, because it is an effective, fast and guaranteed result based on manipulative methods and skillful representation of a trademark. The progress and universalization of the food culture of other nations of the world contribute to the change of ethnocultural eating habits, the Yakuts order “fast food, sushi and pizza” very often, which are popular and dominate in daily ration. It should be noted that among Yakut young people “selfie with food” and “selfie while eating” as known as “food online” are getting popular.

We carried out the research among Yakut youth. It has shown that 61.4% of respondents had eaten “fast food”, “chips”, “crackers” and “sandwiches” during the day. Chips, fizzy drinks, fast food and sweets (chocolate bars, candies and chewing candies) were

popular among schoolchildren, 52.4% of schoolchildren'd consumed fast food several times a week -, chips - 46.3%, fizzy drinks - 44.7% and “sweets” - 40.6%. The low-quality food consumption shows the formation of unhealthy eating habits.

First of all, food globalization gradually replaces traditional food and it rarely presents in adults, youth and schoolchildren daily ration. National circumstances of eating are an important factor in the formation of ethnocultural nutritional skills that form ethnic self-awareness and self-preservation as signs of ethnic identity.

In this regard, we've studied the ethnocultural skills of nutrition in the context of globalization among adults, youth and schoolchildren aged from 10 to 72 years. Ethnocultural nutritional skills were studied by a survey method (n = 750).

The results of the study have shown that the following products of national cuisine were in the daily ration of respondents: all categories of respondents consumed “pancakes” - 76.8% of adults, 54% of young people and 68.8% of schoolchildren; the products such as giblets - 71.6%, horse meat - 50.8%, and khaan (bloody sausage) - 47.2% were mostly consumed by adults. Young people and schoolchildren often consumed “kiurchekh”(cream) - 26.8% and 22.4%, “fish” - 26.4% and 24.8%, 27.2% of schoolchildren drank “kumys” more than youth (19.2%), the remaining national dishes were consumed less (Fig.).

Fig. Ethnocultural eating habits of adults, youth and schoolchildren

Thus, the survey results indicate insufficient consumption of traditional food among adults, young people and schoolchildren. Low consumption of traditional food shows the lumpenization of the population as a decline in national identity. In order to preserve sustainable ethnocultural nutritional skills among the population of Yakutia, Yakut cuisine should be promoted and popularized.

For example, in Yakutia, the project “The Problem of Valorization and Popularization of the Nutrition Culture of the Peoples of the North in Modern Conditions (by the case of Yakutia)” is successfully implemented by the Russian Humanitarian Scientific Foundation (RHSF), NEFU and the House of Human Sciences Foundation, France. In 2014, the Center for Cooperation with the French-speaking countries of the North-Eastern Federal University signed an agreement with the François Rabelais University for joint research in the field of food culture and the further presentation of the Yakut national cuisine as a cultural heritage. Professor, Doctor of Anthropology Isabelle Bianchi from François Rabelais University notes

“we are now in the process of globalization. There is an impression that we should eat one and the same: pizza, hamburgers, sushi and so on ...”. It should be noted that the French national cuisine is included in the UNESCO World Heritage List. UNESCO experts believe that the French gastronomic culture with its rituals and complex organization is worthy of inclusion in the prestigious List of Intangible Cultural Heritage.

In addition, in the capital of Yakutia every year in early December, a gourmet festival “Taste of Yakutia” is held, where the best chefs of Yakutia present national dishes of the Yakut cuisine and conduct master classes. Also an important environment for the preservation of Yakut cuisine is the national holiday Ysyakh, where the Yakuts represent their national dishes. Ysyakh is a unique spiritual wealth and a symbol of the Yakut culture that distinguishes Yakuts from other cultures of the world.

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