

## **The Supermarket as a Field or Anthropological Look at the Packaging**

*Vihra Baeva*

(Summary)

The paper enters a research field on the boundary between economy and culture, a field which anthropology has already begun to study and recognize as intrinsic, thus posing new challenges to scholars. It could be termed *anthropology of packaging*. The author starts by presenting an interesting American paper discussing these issues by analyzing the packaging of a specific brand of cereal breakfasts and the messages it conveys. In the second section the author pays attention to a Bulgarian supermarket and more specifically to the shelves with yogurt and luytenitza. By using the capabilities of the semiotic analysis, she reviews the visual and verbal elements of packaging as signs and attempts to read the messages they convey – each one of them separately and in relation to one another. On this basis she follows how and to what extent tradition, past, folklore and identities are present and used as advertising-commercial resource in the contemporary consumer society.

**Keywords:** commoditization, packaging, anthropology of packaging, yogurt, luytenitza, consumer society

Vihra Baeva  
Institute of Ethnology and Folklore Studies  
with Ethnographic Museum – BAS  
Acad. Georgi Bonchev Str., bl. 6  
1113 Sofia, BULGARIA  
vihrabaeva@abv.bg