

Food, Media, and Culture

JOU 4930: 1G89

SPRING 2019

Instructors: Kelsi Matwick, PhD, and Keri Matwick, PhD
Contact: kelsimatwick@ufl.edu and kerimatwick@ufl.edu
Office hours: by appointment

DESCRIPTION

The importance of food is obvious: we eat food to stay alive and thrive. Sustenance is far from the only reason we eat, however, as shown in the course lessons—food writing, food in the media, food branding and marketing, food and place, and food entrepreneurship. In Food, Media, & Culture, we explore the purpose of food in our lives. Class readings mix media and cultural studies research with journalism, linguistics, gender studies, and psychology to help us see that foods like meatloaf, fried chicken, and apple pie are part of who we are.

Lectures, discussions, and pieces in a range of forms—magazine articles, academic arguments, book excerpts, videos, podcasts, and images—offer points of discussion and reflection. Not only do the pieces provide a variety of perspectives on food, they also represent a range of models for journalism and communication studies students.

This course develops students' writing skills for a career in food and media. Students practice writing in a variety of food writing genres, including a cookbook review, restaurant review, interview, magazine pitch, food film analysis, essays, and a farmers' market ethnographic study. Connecting food texts, identity, and writing will lead to the development of each student's writing voice and sense of self-expression as defined by food.

OUTCOME/GOALS

At the conclusion of this course, students should be able to:

- Demonstrate an understanding of the origins, evolution, and issues of writing about food.
- Recognize and evaluate the social and cultural construction of food in the media, particularly as it relates to food production, representation, and consumption.
- Evaluate the cultural function of popular culture—including cookbooks, food labels, magazines, film, cooking shows, and images—in daily life.
- Present ideas and information appropriately for various audiences, resulting in the creation of polished written pieces.

REQUIRED TEXTS

All readings and multimedia texts are available as PDFs or links on Canvas.

EMAIL & ANNOUNCEMENTS

Important information about the course is sent every week via email and announcements. As stated by UF, students are responsible for checking email and e-Learning for course communications *at least once every 24 hours*.

ASSIGNMENTS & GRADING

Assignment	Points
Food Magazine Pitch	75
Cookbook Review	75
Recipe Reading Reflection	75
Food and Brand Essay	75
Restaurant Review	75
Food and Gender Essay	75
Farmers' Market Ethnography	75
Ethnic Food and Authenticity	75
Food and Film Analysis	75
Food and Identity Essay	75
Discussion Posts (16 posts x 30)	480
Total	1230

UF Grading Scale*	
A	93-100
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
E	0-60

*For additional information on UF grading policies see:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Discussion Posts

Participation is an integral part of success in this class. You are expected to ask questions, offer thoughtful comments, and contribute positive energy to the discussion.

Discussion Posts: Informal writing will be conducted throughout the course based on readings, podcasts, and video viewings. Posts should be 150 to 300 words and respond in full to the discussion prompt. Post your original Discussion post by the 3rd day of the week, Wednesday by 11:59 pm, EST.

Response Posts: Return to the Discussion throughout the week to engage in dialogue with your classmates. While you may respond to as many classmates as you'd like, two response posts are required by the end of the week, Sunday by 11:59 pm, EST. Remember that discussion posts should be substantive and contribute to the topic at hand.

Mode of Submission

All papers will be submitted online as MS Word (.doc) documents. Final drafts should be polished and presented in a professional manner. All papers must be in 12-point Times New Romans font, double-spaced with 1-inch margins and pages numbered.

Late Policy

Assignments are due by 11:59 pm EST on the last day (Sunday) of the module, unless otherwise noted. Assignments turned in late are subject to a 10-point deduction per day. Late assignments will not be accepted after 7 days. After 7 days, the assignment will receive a 0.

If documented illness or injury prevents a student from turning in an assignment on time, the student should consult with the instructor to turn in the work as soon as is feasible given the situation.

Student Honor Code

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.”

Plagiarism

Plagiarism is a serious violation of the Student Honor Code. The Honor Code prohibits plagiarism and defines it as follows:

Plagiarism. A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

University of Florida, Student Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

CLASS SCHEDULE

Week 1: Introduction: Course and Syllabus Overview

Discussion 1: Introductions

Discussion 2: Ted Talk Video and Summary

Week 2: Food Writing

Discussion 3: Food Writing Metaphors

Discussion 4: Define Food Writing

Week 3: Food Magazines and Freelance Writing

Discussion 5: Food Freelancer

Food Magazine Pitch

- Week 4: Cookbooks and Cookbook Reviews
Discussion 6: History of Cookbooks
Cookbook Review
- Week 5: Cookbooks and Recipes
Discussion 7: Write a Recipe
Recipe Reading Reflection
- Week 6: Food Branding and Marketing
Discussion 8: Marketing and Breakfast Cereal
Discussion 9: The Retail Revolution- Online Groceries
(begin Food and Brand Essay)
- Week 7: Food Products
Discussion 10: Food Labels and Chocolate
Food and Brand Essay
- Week 8: Eating Out
Discussion 11: What does it taste like?
Restaurant Review
- Week 9-10: Traveling to Eat (Spring Break)
Discussion 12: Culinary Tourism
Ethnic Food and Authenticity Essay
- Week 11: Eating In: Food and Gender
Discussion 13: Interview
Food and Gender Essay
- Week 12: Farmers' Markets and Street Food
Discussion 14: Eating in Third Spaces: Street Food
(begin Farmers' Market Assignment)
- Week 13: Food and Film
Farmers' Market
(begin Food and Film Analysis)
- Week 14: Food and TV
Food and Film Analysis
Discussion 15: Food TV Comparison
- Week 15: Studying and Working in Food and Media
Discussion 16: Food Job Search
- Week 16: Bringing it all Together
Food and Identity Essay