

# **Food, Media, and Culture**

## **JOU 4930 Fall 2019**

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### **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	50
Cookbook Review	50
Going Viral	50
Restaurant Review	50
Ethnic Food and Authenticity	50
Interview: Cooking and Identity	50
Farmers' Market Ethnography	50
Food and Film Analysis	50
Food Visual Story	50
Food and Identity Essay	50
Discussion Posts (20 posts x 20)	400
<b>Total</b>	<b>900</b>

UF Grading Scale*	
A	95-100
A-	90-94.9
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 4th day of the week, Thursday 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 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.

## **Course Evaluations- GatorEvals**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>.

Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## **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: Descriptive Food Writing

Discussion 4: Define Food Writing

Week 3: Food Magazines and Freelance Writing

Discussion 5: Food Freelancer

Food Magazine Pitch

Week 4: Recipes, Cookbooks, and Cookbook Reviews

Discussion 6: History of Cookbooks

Discussion 7: Write a Recipe

Cookbook Review

Week 5: Food Advertising, Labels, and Choices

Discussion 8: Food Labels and Potato Chips

Discussion 9: Food Advertising

Week 6: Food Trends and Going Viral

Discussion 10: Food Products and Food Trends

Going Viral

Week 7: Eating Out

Restaurant Review

Week 8: Traveling to Eat

Discussion 12: Culinary Tourism

Ethnic Food and Authenticity Essay

Week 9: Eating In: Food and Gender

Discussion 13: Coded Foods

Interview: Cooking and Identity

Week 10: Farmers' Markets and Street Food

Discussion 14: Eating in Third Spaces: Street Food

Farmers' Market Assignment

Week 11: Food & Film

Food and Film Analysis

Week 12: Food & TV

Discussion 15: Food TV Comparison

Discussion 16: Food TV and Julia Child

Week 13: Food Photography

Discussion 17: Click and Share

## Food Visual Story

### Week 14: Food, Ritual, and Thanksgiving

Discussion 18: Food Magazine Thanksgiving Covers  
Food, Rituals, and Thanksgiving Essay

### Week 15: Studying and Working in Food and Media

Discussion 19: Food Job Search

### Week 16: Bringing it All Together

Discussion 20: Gather the Ingredients  
Food and Identity Essay