

Food, Media, and Culture

JOU 4930 Spring 2020

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DESCRIPTION

Food is central to our existence at the most biological level but also at the social level. We need food to stay alive but also to 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, food and identity. In Food, Media, & Culture, we explore the purpose of food in our lives. Class readings mix media and cultural studies research with journalism, linguistics, anthropology, and history to help us see that foods like meatloaf, potato chips, 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 communications 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
Recipe Reading Reflection	50
Restaurant Review	50
Ethnic Food and Authenticity	50
Interview: Cooking and Identity	50
Farmers' Market	50
Food and Film Analysis	50
Food and Instagram	50
Going Viral	50
Food and Identity Essay	50
Discussion Posts (20 posts x 20)	400
Total	950

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 and research. 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 for a minimum of 100 words each post. The two reply posts should add on with a

question, additional thought, extra resource, etc. Due by the end of the week, Sunday 11:59 pm EST.

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.

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. It is a university policy that students know what evaluations are, how they are used, and what feedback is useful and helpful. Read this page: <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 Chocolate
Discussion 9: Food Advertising

Week 6: Food Trends and Going Viral
Discussion 10: Food Products and Food Trends
Going Viral

Week 7: Eating Out
Discussion 11: Reading and Writing Restaurant Stories
Restaurant Review

Week 8-9: Traveling to Eat + SPRING BREAK
Discussion 12: Culinary Tourism
Ethnic Food and Authenticity Essay

Week 10: Eating In: Food and Gender
Discussion 13: Coded Foods
Interview: Cooking and Identity

Week 11: Farmers' Markets and Street Food
Discussion 14: Eating in Third Spaces: Street Food
Farmers' Market Assignment

Week 12: Food & Film
Food and Film Analysis

Week 13: Food TV

Discussion 15: Food TV Comparison
Discussion 16: Food TV and Julia Child

Week 14: Food Photography
Discussion 17: Click and Share
Food and Instagram Essay

Week 15: Studying and Working in Food and Media
Discussion 18: Food Media Professional Profile
Discussion 19: Food Job Search

Week 16: Bringing it All Together
Discussion 20: Gather the Ingredients
Food and Identity Essay