Food, Media, and Culture
JOU 4930 Spring 2020

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

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

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<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Food Magazine Pitch</td>
<td>50</td>
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<tr>
<td>Cookbook Review</td>
<td>50</td>
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<td>Recipe Reading Reflection</td>
<td>50</td>
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<tr>
<td>Restaurant Review</td>
<td>50</td>
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<td>Ethnic Food and Authenticity</td>
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<td>Interview: Cooking and Identity</td>
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<td>Farmers’ Market</td>
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<td>Food and Film Analysis</td>
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<td>Food and Instagram</td>
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<td>Going Viral</td>
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<tr>
<td>Food and Identity Essay</td>
<td>50</td>
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<tr>
<td>Discussion Posts (20 posts x 20)</td>
<td>400</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>950</strong></td>
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UF Grading Scale*

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>95-100</td>
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<tr>
<td>A-</td>
<td>90-94.9</td>
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<tr>
<td>B+</td>
<td>87-89.9</td>
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<tr>
<td>B</td>
<td>83-86.9</td>
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<tr>
<td>B-</td>
<td>80-82.9</td>
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<tr>
<td>C+</td>
<td>77-79.9</td>
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<tr>
<td>C</td>
<td>73-76.9</td>
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<tr>
<td>C-</td>
<td>70-72.9</td>
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<tr>
<td>D+</td>
<td>67-69.9</td>
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<tr>
<td>D</td>
<td>63-66.9</td>
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<tr>
<td>D-</td>
<td>60-62.9</td>
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<td>E</td>
<td>0-60</td>
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*For additional information on UF grading policies see: [https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](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