

Food, Media, and Culture

JOU 4930 Fall 2020

Instructors: Keri Matwick, PhD, and Kelsi Matwick, PhD
Contact: kerimatwick@ufl.edu and kelsimatwick@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, gender studies, 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 (18 posts x 20)	360
Total	910

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 feedback on the quality of instruction in this course by completing online evaluations at <https://gatorevals.aa.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://gatorevals.aa.ufl.edu/>.

Diversity Statement

We are committed to creating an inclusive environment in which all students are respected and valued. We will not tolerate disrespectful language or behavior on the basis of age, ability, color/ethnicity/race, gender identity/expression, marital/parental status, military/veteran's status, national origin, political affiliation, religious/spiritual beliefs, sex, sexual orientation, socioeconomic status or other visible or non-visible differences.

Please let us know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

Zoom/Covid

This class will not meet via live Zoom sessions.

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: 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 on Screen: Film & TV
Food and Film Analysis
Discussion 15: Food TV Comparison

Week 12: Food Photography
Food and Instagram Essay

Week 13: THANKSGIVING

Week 14: Studying and Working in Food and Media
Discussion 16: Food Media Professional Profile
Discussion 17: Food Job Search

Week 15: Bringing it All Together
Discussion 18: Gather the Ingredients
Food and Identity Essay