

# **Food, Media, and Culture**

## **JOU 4930 Spring 2021**

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### **DESCRIPTION**

What do we eat and why? The concept of food includes not only what we eat but how food is perceived, chosen, produced, and consumed according to the complex interactions between individuals, communities, and cultures. Food depictions in media offer a perspective of the changing principles revolving around the food experience. This course analyzes food culture through various media forms including print (cookbooks), video (cooking shows, food films, YouTube), images (advertisements), social media (Instagram), traditional media (newspapers), and physical products. Through these different texts, we explore how food involves much more than simply eating. Food represents not only a culture and society, but it also plays a key role in the construction of identity of self and relationships.

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 students specializing in journalism and communications.

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, food magazine pitch, and a multimedia food and culture project. Through food, students will learn how culture and media influence their food habits and choices, and ultimately, make connections to their expression of identity.

### **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, and
- 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
Food Memoir Essay	30
Cookbook Review	50
Food Film Reflection	30
Restaurant Reviews (long-form + Yelp)	75
Culinary Tourism Artefact	30
Food, Media, and Culture Project	100
Food Writing Exercises (3 X 20)	60
Discussion Posts (12 X 20)	240
<b>Total</b>	<b>665</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. 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, one response post is required for each Discussion board. 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 have a title, your name, and be in 11-point, Times New Roman, double-spaced, and 1-inch margins.

## **UF New York Times Free Subscription**

You are encouraged to subscribe to *The New York Times* through UF's free online subscriptions. You'll be able to access class readings more easily and be able to stay current on food culture. To activate your subscription, go to [myUFL](#) and navigate to "Main Menu." From there, go to "Quick Links," then "NY Times" and click on "Subscribe now."

## **Late Policy**

Assignments are due by 11:59 pm EST on the designated day. 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 through the email received from GatorEvals, in the Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl](http://ufl.bluera.com/ufl).

Evaluations are typically open during the last two or three weeks of the semester.

## **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 in person or 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/>

## **Campus Resources:**

### Health and Wellness

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### Academic Resources

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

*Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process](#).

# **CLASS SCHEDULE**

## **Week 1: Introduction: Course and Syllabus Overview**

Discussion: Introductions  
Discussion: Ted Talk Video and Summary

## **Week 2: Food Writing**

Food Writing Exercise: Descriptive Food Writing- Metaphors, Similes  
Discussion: Define Food Writing

## **Week 3: Food Magazines and Freelance Writing**

Discussion: Food Writing and Freelancing  
Food Writing Exercise: Food Descriptions (Class Board)  
Food Magazine Pitch

## **Week 4: Food and Memory**

Discussion: Food Poem  
Food Memoir Essay

## **Week 5: Recipes**

Discussion: Write a Recipe

## **Week 6: Cookbooks and Cookbook Reviews**

Cookbook Review

## **Week 7: Cooking Shows**

Discussion: Food TV and Julia Child  
Food Writing Exercise: Learning from Cooking Shows

## **Week 8: Food and Film**

Food Film Reflection

## **Week 9: Food Advertising**

Discussion: Food Labels and Choices  
Discussion: Food for Thought: ManCan

## **Week 10: Culinary Tourism**

Culinary Tourism Artefact  
Class Board: Culinary Tourism

**Week 11-12: Restaurants and Restaurant Reviews**

Discussion: Restaurant Reviews Are Changing  
Restaurant Review

**Week 13: Food Photography**

Discussion: Style, Shoot, Post

**Week 14: Studying and Working in Food and Media**

Discussion: Food Media Professional Profile  
Class Board: Food Media Job Search

**Week 15: Food, Media, and Culture**

Discussion: Gather the Ingredients  
Food, Media, and Culture Project