

SPRING 2023

**Food, Media, and Culture
JOU4930**

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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 the 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	50
Cookbook Review	50
Food Film Reflection	30
Culinary Tourism Artefact	30
Restaurant Review	50
Selling with Words: Aroma Wheel Experiment	50
Food, Media, and Culture Project	50
Discussion Posts (15 X 20)	300
Total	660

UF Grading Scale*	
A	94-100
A-	90-93.9
B+	87-89.9
B	84-86.9
B-	80-83.9
C+	77-79.9
C	74-76.9
C-	70-73.9
D+	67-69.9
D	64-66.9
D-	60-63.9
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 on Discussion Boards. The writing will be based on that week's theme and material, such as readings, podcasts, and video viewings. Your first post should be 150 to 300 words, respond in full to the discussion prompt, and is due Thursday, 11:59pm EST. Return to the Discussion board to engage in dialogue with your classmates and give the required posts (either 1 or 2 posts as indicated), min 100 words, by Sunday, 11:59pm EST.

While you may respond to as many classmates as you'd like, one response post is required for each Discussion board, unless otherwise indicated. Remember that discussion posts should be substantive and contribute to the topic at hand.

In sum, Discussion posts:

- Your post, min 150-300 words, due Thurs, 11:59pm EST
- Your reply posts (1 to 2 reply posts as indicated), min 100 words, due Sun, 11:59pm 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 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 5 days. After 5 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. Documentation from a doctor is mandatory and must be provided within a week of the assignment due date.

Course Evaluations- GatorEvals

Students are expected to provide feedback on the quality of instruction and material in this course by completing online evaluations through the email received from GatorEvals, in the Canvas course menu under GatorEvals, or via 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.

Asynchronous meeting

The class material is made available at the start of each week with assignments due at the end of the week. An email announcement is sent out with guidelines for that week's success.

The class does not meet in person or via live online sessions to allow for remote enrollment.

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, 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.

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 Complaint Process, On Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

Student Complaint Process, On Line: [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

Discussion: Define Food Writing

Discussion: Descriptive Food Writing

Week 3: Food Magazines and Freelance

Discussion: Food Writing and Freelancing

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

Discussion: Learning from Cooking Shows

Week 8: Food and Film

Food Film Reflection

Week 9: Culinary Tourism

Discussion + Assignment: Culinary Tourism Artefact

Week 10: SPRING BREAK

Week 11: Restaurants and Restaurant Reviews

Discussion: Restaurant Reviews Are Changing
Restaurant Review

Week 12: Selling Food with Words: Aroma Wheel

Selling with Words: Aroma Wheel Experiment

Week 13: Food Advertising

Discussion: Food Labels and Choices
Discussion: Advertising and Gender

Week 14: Food Photography

Discussion: Style, Shoot, Post

Week 15: Studying and Working in Food and Media

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

Week 16: Food, Media, and Culture

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