

Fall 2023

Food, Media, and Culture JOU4930

Instructors: Kelsi Matwick, PhD, and Keri Matwick, PhD

Contact: kelsimatwick@ufl.edu and kerimatwick@ufl.edu

Office hours: by appointment

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 Descriptions	15
Food Memoir Essay	30
Cookbook Review	50
Food Documentary Reflection	50
Culinary Tourism Trail	50
Restaurant Review	50
Selling with Words: Aroma Wheel Experiment	50
Food, Media, and Culture Essay	50
Discussion Board	
Introduction	25
TedTalk Video and Summary	25
Descriptive Food Writing	25
Define Food Writing	25
Food Writing and Freelancing	25
Food Poem	25
Write a Recipe	30
Food TV and Julia Child	25
Language of Cooking Shows	25
Food Labels and Identity	25
Role of Restaurant Reviews	25
Food Photography: Style, Shoot, Post	30
Food Media Professional Profile	25
Food Media Job Search	25
Gather the Ingredients	25
Quiz	
Orientation	5
History of Cookbooks	15
Total	800

Grading Scale			
A	760-800	C	600-629
A-	720-759	C-	560-599
B+	700-719	D+	540-559
B	680-699	D	520-539
B-	640-679	D-	500-519
C+	630-639	E	0-499

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 (or as indicated in the instructions), 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 (or as indicated), due Thurs, 11:59pm EST
- Your reply posts, min 100 words, 1 to 2 reply posts (as indicated), 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

Attendance is required. Attendance consists of participating actively in Discussion Boards and submitting Assignments on time. If more than six Discussion Posts and/or Assignments are not submitted during the term, the student will fail the entire course. Each day a submission is late is an automatic 10% deduction. After 5 days, the assignment will receive a 0.

Exemptions from this policy include only those indicated per UF's Attendance Policy:

"Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor."

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Documentation must be submitted to instructors within 7 days of the event. Work must be made up no later than 7 days after the event.

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/scer/process/student-conduct-honor-code/>

The Use of Artificial Intelligence and Chatbot Software is considered Academic Dishonesty

The use of Artificial Intelligence or Chatbot software is considered academic dishonesty. As indicated in the Honor Code, "A Student must not submit as their own work any academic work in any form that the Student . . . obtained from an outside source." You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs

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

Module 1: Introduction to Food, Media, & Culture

Discussion: Introductions

Discussion: Ted Talk Video and Summary

Course Orientation Quiz

Module 2: Food Writing

Discussion: Define Food Writing

Discussion: Descriptive Food Writing

Module 3: Food Magazines and Freelance Writing

Discussion: Food Writing and Freelancing

Food Magazine Pitch

Module 4: Food and Memory

Discussion: Food Poem

Food Memoir Essay

Module 5: Recipes

Discussion: Write a Recipe

Module 6: Cookbooks and Cookbook Reviews

Cookbook Review

Cookbook Quiz

Module 7: Cooking Shows

Discussion: Food TV and Julia Child

Discussion: The Language of Cooking Shows

Module 8: Food Documentaries

Food Documentary Reflection

Module 9: Food Advertising

Discussion: Food Labels and Identity

Module 10: Culinary Tourism

Culinary Tourism Trail

Module 11: Restaurants and Restaurant Reviews

Discussion: The Role of Restaurant Reviews

Restaurant Review

Module 12: Selling Food with Words: Aroma Wheel

Selling with Words: Aroma Wheel Experiment

Module 13: Food Photography

Discussion: Style, Shoot, Post

Module 14: Studying and Working in Food and Media

Discussion: Food Media Professional Profile

Discussion: Food Media Job Search

Module 15: Food, Media, and Culture

Discussion: Gather the Ingredients

Food, Media, and Culture Project