

JOU 4930 (26192) FASHION, FOOD AND FEATURES

Section LFST • Fall 2025

CLASSROOM INFORMATION

Meets Thursdays • 8/21 to 11/20
1:55 p.m. to 3:50 p.m. • Periods 7 & 8

All Classes Held in Weimer Hall, Room 2052

Exceptions:

Class Meets on Zoom: Oct. 2 and Oct. 16

No Class: Nov. 6 and Nov. 27

INSTRUCTOR

Professor Joanna Hernandez, MPA
Senior Lecturer; Director of CJC Community & Culture
jhernandez@jou.ufl.edu

Office Hours

In-Person @ Weimer 3046 / or on Zoom
1-3 p.m. Tuesdays | 11 a.m.-1 p.m. Thursdays
And By Appointment

COURSE DESCRIPTION

Welcome to Fashion, Food and Features! Get ready to engage your analytical reasoning skills – and do a whole lot of writing – while producing multimedia packages that utilizes social media and more.

Students in this course are required to stay on top of the news, using their skills and instincts to find relevant lifestyle stories to tell. Every week, students will share their ideas and ponderings via Learning Journals, responding to prompts from the professor.

There are no textbooks to purchase for this class. The professor will provide reading materials posted on Canvas. This class adheres to AP Style – the digital AP Stylebook is available for free online via the Smathers library.

Fashion, Food and Features fits into a category called Lifestyle Journalism – a genre that sometimes gets saddled with derogatory terms such as “fluff,” “trivial,” “not real journalism,” “soft news” or “infotainment.”

Don’t believe the hype: Lifestyle Journalism is real journalism. It incorporates all the elements of news reporting, such as research, fact-finding, documentation, data visualization, interviews and everything else that confirms the truth.

As we get to know each other, let the professor know if there is anything she can do to enhance your experience. She is excited to learn and grow with you this semester!

THE PROFESSOR WOULD LOVE IF YOU ...

Sign Up for Many Newsletters, Including:

The Point – <https://www.wuft.org/the-point>
Vogue – <https://www.vogue.com/newsletter>
The Florida Independent Alligator – <https://www.alligator.org/page/subscribe>
Nation's Restaurant News – <https://www.nrn.com/newsletter-subscribe>
Pop Sugar – <https://link.popsugar.com/join/7df/ps-newsletters-signup>
Glamour – <https://www.glamour.com/newsletter>
The Cut – <https://www.thecut.com/daily>
The Food Network – <https://www.foodnetwork.com/site/newsletter-sign-up>
Bon Appetit – <http://bit.ly/4lqy8BJ>

Get Into the Daily Habit of Reading Many Online Publications, Including:

WUFT News – <https://www.wuft.org>
Daily Meal – <https://www.thedailymeal.com/>
Who What Wear – <https://www.whowhatwear.com/>
The Zoe Report – <https://www.thezoereport.com/>
Sneaker News – <https://sneakernews.com/>

COURSE OBJECTIVES

- This course entails substantial analytical reasoning and writing. Students can expect to write regularly during the semester, complete three multimedia feature packages and receive feedback to help improve their storytelling skills.
- Students will have the opportunity to revise one or more assignments, and they may be asked to read and discuss their peers' work.
- A substantial portion of students' grades will come from their written work.

COURSE OUTCOMES

By the end of this course, students will have:

- Read the work of highly accomplished lifestyle journalists as well as learn in class from guest speakers.
- Learned how to pitch stories for publications focused on various lifestyle topics.
- Explored the issues of lifestyle culture and ethics through class discussion and Learning Journals.
- Applied their journalism skills into three multimedia lifestyle packages.

COURSE TEXT, READINGS and RESOURCES

WEB READINGS AND HANDOUTS will be posted on Canvas by the professor.

HOW-TO-REACH-ME TIP

WRITE "JOU 4930" in the Subject line. Why? It makes it easier to find your messages when the professor scans emails – we get way too many spam emails these days!

UF GRADING POLICIES

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#gradingpolicies>

JOU4930 GRADING SCALE

Excellent.

A = 94-100

A- = 90-93

Newsworthy. Strong in every category. Publishable with little or no editing.

Good.

B+ = 87-89

B = 84-86

B- = 80-83

Newsworthy. Many strong points. Publishable with minor editing and revision.

Average.

C+ = 77-79

C = 74 -76

Somewhat newsworthy. Some strong points. Needs additional reporting/rewriting/work.

Unacceptable work.

C- = 70-73

D+ = 67-69

D = 64 - 66

D- = 60 - 63

E = 59 and below

Weak news value. Not grammatical English. Contains major factual, structural, writing or usage flaws. Fails to meet minimum standards for the assignment.

GRADING BREAKDOWN

10% - Attendance | When class meets in person, let the professor know you are present. Zoom takes attendance when class meets online. Click [here](#) for UF's Attendance Policy.

15% – Weekly Learning Journal | Answer the prompt and use this assignment to reflect on lectures, readings and life in general. Create assignment on Adobe Express. *Do not submit on Canva, PDFs, on a Word Doc or as a text – points will be deducted.*

15% – Class and Homework Assignments | Students must communicate with the professor if they can't make deadline. Five-points deducted every day assignment is late; seven days late garners a zero. Students can appeal for a better grade within seven days of getting a grade; grades are permanent after that. No exceptions.

20% First Story - Fashion Trends Multiplatform Digital Package

Content of every digital package includes a deeply reported 500-word story with audio, photos and at least one educational graphic component. The first story package is due Monday, Sept. 15. Written draft (for edits) due Monday, Sept. 8.

20% Second Story - Food Industry Multiplatform Digital Package

The second package is due Monday, Oct. 13. Written draft (for edits) due Monday, Oct. 6.

20% Third Story - Features Multiplatform Digital Package

The third package is due Monday, Nov. 17. Written draft (for edits) due Monday, Nov. 10.

JOU 4950 FALL 2025 COURSE SCHEDULE

— This course schedule could change — it's at the instructors' discretion. —

Week 1 | Aug. 21. [Weimer 2052]

Semester Overview; Lifestyle History; Lifestyle Reporting, Writing & Pitching

Week 2 | Aug. 28 [Weimer 2052] First Sprint: Fashion Trends

Fashion Trend Anatomy and History

Week 3 | Sept. 4. [Weimer 2052]

Trend Research and Forecasting

Guest Speaker Nathan Carpenter, director Atlas Social Media Listening Lab

*Written draft due 9 a.m. Monday, Sept. 8

Week 4 | Sept. 11. [Weimer 2052]

Writing Feedback and Peer Edits

*Fashion Trends Multimedia package due 9 a.m. Monday, Sept. 15

Week 4 | Sept. 18. [Weimer 2052] First Sprint Ends

Fashion Trends Multimedia Package Review

Overview of next sprint: Food Industry

Week 5 | Sept. 25. [Weimer 2052] Second Sprint: Food Industry

Food and Restaurant Industry Trends and Culture

Week 6 | Oct. 2 [Zoom]

Guest Speaker Joanna Fantozzi, Senior Editor, Nation's Restaurant News

*Written draft due 9 a.m. Monday, Oct. 6

Week 7 | Oct. 9 [Weimer 2052]

Writing Feedback and Peer Edits

*Food Industry Multimedia package due 9 a.m. Monday, Oct. 13

Week 8 | Oct. 16 [Zoom] Second Sprint Ends

Multimedia Package Review

Overview of next sprint: Feature Topic

Week 9 | Oct. 23 [Weimer 2052] Third Sprint Starts: Features

Feature Topic — Critiques and Reviews

Week 10 | Oct. 30 [Weimer 2052]

Feature Topic — Reviews

Guest Speaker — Alan Sepinwall, Chief TV Critic, Rolling Stone magazine

Week 11 | Nov. 6 [NO CLASS]

*Written draft due 9 a.m. Monday, Nov. 10

Week 12 | Nov. 13 [Weimer 2052]

Writing Feedback and Peer Edits

*Multimedia package due 9 a.m. Monday, Nov. 17

*Final: PowerPoint Presentation Due 9 a.m. Monday, Nov. 17

Week 13 | Nov. 20 [Weimer 2052] Third Sprint Ends

Multimedia Package Review

End of semester overview

Week 14 | Nov 27 [NO CLASS]

*Asterisks signify assignment due date

ADDITIONAL GRADING PENALTIES

Spelling, grammar, punctuation and style errors will be penalized accordingly: 5 points for every spelling, grammar, punctuation and style error.

Fact errors: 10 points for every factual error, including misspelling a name. Some errors, in fact, can result in failure of the assignment/project.

Misrepresentation: Grades can be lowered to zero if students misrepresent themselves or act unprofessionally while committing the act of journalism.

Factual math: The professor does not “round up.” An 89.99 is still a B+; it takes a full 90 earned points to receive an A-.

We are all human. If you believe the professor has made a mistake in a grade, or do not understand something about your grade, please see her within one week (seven days) of receiving your grade. No grade changes will be considered after this deadline.

YOUR CONDUCT AS A STUDENT

UF Student Honor Code

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

ZOOM PROFESSIONALISM

- Please maintain professional conduct when class meets online.
- Have your camera on during Zoom sessions. Points deducted if not.
- Use virtual backgrounds to protect the privacy of your environment or surroundings.
- Some Zoom lectures might be recorded.

WHEN YOU ARE FEELING SICK, USE YOUR BEST JUDGMENT

- If a student is experiencing any illness symptoms, DON'T COME TO CLASS. Just email the professor so she knows what is going on. REMEMBER: Absent or not, the student must submit work that is due when it is due to get credit for doing the work.
- Check out [the university attendance and illness policies](#) for more information.

ACADEMIC POLICIES AND RESOURCES

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

STUDENTS WITH DISABILITIES

<https://disability.ufl.edu/get-started/>

GATOR EVALUATIONS

It's appreciated when students provide feedback on the quality of instruction in this course by completing online evaluation. Students will be notified by email and/or Canvas when the evaluations are open, typically in the last two or three weeks of the semester.