

**University of Calgary  
Department of Communication, Media and Film**

**Communication and Media Studies COMS 477 L01  
Food Culture and Communication**

**Fall 2017**

**Thursday, September 14 to Thursday, December 7**

**(L: Thursday's 14:00-16:45)**

**Instructor:** Dr. Lisa Stowe  
**Office:** SS206  
**Office Phone:** 403 220 4840  
**E-Mail:** lstowe@ucalgary.ca  
**Web Page:** D2L available through MyUofC portal

**Office Hours:** T: 10-11/Th:1-2

### **Course Description**

This course provides a theoretical and experiential introduction to local and global food cultures as processes and products of communication. Students will examine how food is constructed and represented through text, film, television, art, and tourism. Political and economic constructions of food culture, security, and sustainability will also be explored.

Like film, television, music, art, and other cultural products and processes, the culture and traditions of food are ideal sites for cultural and communicative analysis. The past decade and a half has seen the development of exclusive Food Network television, the growing cult of the celebrity chef, and the explosion of high-end restaurants in both urban and rural areas. As a culture, our interest in food is nothing new -- certainly, the traditions of sharing meals have long been key communicative processes in societies worldwide. But our fascination with the rhetoric of food, the glamour of restaurant life, and the fame of cooking gurus and lifestyle 'experts' is timely and significant. Food, cooking, and eating are distinct in their relationships to ethnicity, class, education, gender, and sexuality -- all of the key identifiers and appetites that define contemporary cultural studies.

### **Additional Information**

This course involves one off-campus field trip during class time. Your extra course fee of \$45 has been used to pay for this field trip in advance. If you are unable to attend the class in which the field trip has been scheduled, your course fee cannot be refunded. You are responsible for your own transportation to the field trip location, but it is reasonably accessible by public transit.

## Objectives of the Course

Through lectures, field trips, examples from popular culture, and class discussions, students will:

- Understand the complexities of contemporary dialogues and debates about food politics
- Engage in critical analysis of representations of food in various media
- Participate in experiential learning activities highlighting food culture
- Work collaboratively with classmates to analyze contemporary and historical food issues and lead class discussion
- Reflect on their own roles as producers and consumers in the food system

## Textbooks and Readings

- Koç, M., Sumner, J., & Winson, A. (2016). *Critical Perspectives in Food Studies*. Toronto, Canada: Oxford University Press.
- Other occasional required or recommended readings will be posted as links or PDFs on D2L. Dates for discussion of all required readings are listed on the Schedule of Topics and Readings, which will be posted on D2L in the first week of classes.

## Internet and electronic communication device information

Laptops are permitted for note-taking only. You will be asked to close your laptop if your screen is a distraction to those around you. iPods, phones, and gaming devices should be turned off and put away during class. Please do not text during class time. Please be respectful your fellow students, guest speakers, and teachers by not using electronic devices in a distracting manner.

## Assignments and Evaluation

Weight	Course components	Due
10%	Online Discussion forum: Students will be responsible for viewing a selected video and participating in an online discussion forum during the week of September 25-29. The forum will offer several discussion prompts; students are responsible for contributing at least ONE original post (minimum 150 words) and at least ONE reply (minimum 75 words) to a classmate's post. Detailed guidelines regarding forum contributions will be posted on D2L. The forum will be open from Monday at 9am through Friday at 5pm. No submissions will be accepted once the forum has closed.	Sept. 29
15%	Reflection Essay (850-1000): The field trip reflection essay synthesizes the experience of the class field trip with course readings. Students will be provided with questions to guide and focus their reflection. More details of this assignment will be discussed in class and posted on D2L.	Oct. 20
2.5% each (5%)	I Reading quizzes: 15-20 minutes. Students will complete two RAT (Ready Assessment Tests) that will test their reading knowledge of that week's assigned reading as well as prepare them for the problem based learning activity that will take place in class.	Oct. 5 and Nov 9

30%	Mid-term Exam (2 hours in length): The mid-term exam is will be comprised of both multiple choice questions and shorter style essay questions. Students will be responsible for all assigned reading and the content of lectures, presentations, and class discussions up to the date of the exam. Students who miss class will be responsible for obtaining notes from a classmate – the instructor will not circulate lecture notes.	Nov. 2
10%	Food Ad Creation and Presentation (1 page and 5-minute presentation): In groups of 5 students will come up with a fictitious food product or service and then create a print or media ad that promotes and sells that product. The student will present those ads to the rest of the class in the final class. More details about this assignment will be posted on D2L.	Dec. 7
30%	Take Home Exam (1500 words): In a well written and well argued essay, and using the course material as evidence, students will respond to a prompt that asks them to engage with a current food studies issue or dilemma. More details about this assignment is posted in D2L.	Dec. 14

**Registrar-scheduled Final Examination: No**

All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

**Submission of Assignments:** All assignments, except the mid-term exam and the reading quizzes, must be submitted to the appropriate dropboxes in D2L.

Please include your name and ID number on all assignments. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. For more information, see <http://www.ucalgary.ca/legalservices/foip/foip-hia>

**Note:** It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

**Policy for Late Assignments**

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

**Student Accommodations:**

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit [www.ucalgary.ca/access/](http://www.ucalgary.ca/access/).

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html> and <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>

### Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

### Grading & Grade Scale of the Department of Communication, Media and Film

Final grades are reported as letter grades. Assignments will be graded with a combination of letter grades and numerical grades.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations* *
<b>4.00</b>	Outstanding	<b>A+</b>	96 - 100%	98.0%
<b>4.00</b>	Excellent—superior performance, showing comprehensive understanding of subject matter.	<b>A</b>	90 - 95.99%	93.0%
<b>3.70</b>		<b>A -</b>	85 - 89.99%	87.5%
<b>3.30</b>		<b>B+</b>	80 - 84.99%	82.5%
<b>3.00</b>	Good--clearly above average performance with knowledge of subject matter generally complete.	<b>B</b>	75 - 79.99%	77.5%
<b>2.70</b>		<b>B-</b>	70 - 74.99%	72.5%
<b>2.30</b>		<b>C+</b>	65 - 69.99%	67.5%
<b>2.00</b>	Satisfactory—basic understanding of the subject matter.	<b>C</b>	60 - 64.99%	62.5%
<b>1.70</b>		<b>C-</b>	55 - 59.99%	57.5%
<b>1.30</b>	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%

<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	0- 49.99%	0%

\* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

\*\* These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

## Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <https://ucalgary.ca/ssc/resources/writing-support/436>. If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor TFDL, <http://www.ucalgary.ca/ssc/writing-support>).

## Academic Misconduct

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

## Research Ethics

Whenever you perform research with human participants (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> 403-220-5333
• <b>Calgary Police Service</b>	403-266-1234 <b>Emergency: call 911</b>

<ul style="list-style-type: none"> <li>• <b>Emergency Text Messaging</b></li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• <b>Safewalk Program</b></li> </ul>	<a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	<b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> <b>403-266-HELP (4357)</b> <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

### Schedule of Lecture Topics and Readings

Date	Topic	Reading/Activity/Assignment Due
Thursday, September 14	Introduction to Food Studies	Course Outline/Course Objectives/Assignment Guidelines  Introduction (p. xiii-xvi) and Chapter 1  Koc, M., Bancrez, M., & Speakman, K. (2016). The interdisciplinary field of food studies. In Koç, M., Sumner, J., & Winson, A. (eds.), <i>Critical Perspectives in Food Studies</i> . Toronto, Canada: Oxford University Press (pp. 3-18).  Mark Bittman Video

Thursday, September 21	Defining Food Systems	<p>Chapter 2 and Chapter 9</p> <p>Freidmann, H. (2016). Changing food systems from top to bottom: Political economy and social movements perspectives. In Koç, M., Sumner, J., &amp; Winson, A. (eds.), <i>Critical Perspectives in Food Studies</i>. Toronto, Canada: Oxford University Press (pp. 19-33).</p> <p>Weis, T. (2016). A political ecology approach to industrial food production. In In Koç, M., Sumner, J., &amp; Winson, A. (eds). <i>Critical Perspectives in Food Studies</i>. Toronto, Canada: Oxford University Press (pp. 118-134).</p>
Thursday, September 28	No formal class: Please watch the assigned video and log in to D2L during the week of September 25-29 and participate in the discussion forum.	D2L Discussion Forum <b>(10%)</b>
Thursday, October 5	<p>Food Policy and Local Governance</p> <p>Alternative Food Initiatives</p> <p>(Flipped Class: Class will start with a reading quiz on Chapters 19 and 21. Students will then complete a problem based learning activity in class.)</p>	<p>Chapters 19 and 21</p> <p>Mendes, W. (2016). Municipal Governance and Urban Food Systems. In Koç, M., Sumner, J., &amp; Winson, A. (eds.), <i>Critical Perspectives in Food Studies</i>. Toronto, Canada: Oxford University Press (pp. 286-301).</p> <p>Sumner, J. (2016). Conceptualizing Sustainable Food Systems. In Koç, M., Sumner, J., &amp; Winson, A. (eds). <i>Critical Perspectives in Food Studies</i>. Toronto, Canada: Oxford University Press (pp. 320-331).</p> <p><b>Reading quiz (2.5%)</b></p>
Thursday, October 12	The Tastemakers	<p>Bordieu, P. (2012). Distinction: A Social Critique of the Judgement of Taste. In Counihan, C. &amp; Van Esterik, P. (eds.), <i>Food and Culture: A Reader</i>. New York, New York: routledge (pp. 31-39). <b>Posted on D2L</b></p> <p><a href="http://ebookcentral.proquest.com.ezproxy.lib.ucalgary.ca/lib/ucalgary-ebooks/detail.action?docID=1097808">http://ebookcentral.proquest.com.ezproxy.lib.ucalgary.ca/lib/ucalgary-ebooks/detail.action?docID=1097808</a></p> <p>The Michelin Ranking System (<a href="https://www.youtube.com/watch?v=0f-">https://www.youtube.com/watch?v=0f-</a></p>

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Thursday, October 19	<b>Field Trip</b>	River Cafe
Thursday, October 26	Food Labels and Food Advertising	Chapter 16  Knezevic, I. (2016). Making wise food choices: Food labelling, advertising, and the challenge of informed eating. In Koç, M., Sumner, J., & Winson, A. (eds). <i>Critical Perspectives in Food Studies</i> . Toronto, Canada: Oxford University Press (pp. 239-252).  <b>Reflection Essay due (15%)</b>
Thursday, November 2		<b>Mid-term Exam (30%)</b>
Thursday, November 9	Gender and Food  (Flipped Class: Class will start with a reading quiz on the two assigned articles. Students will then complete a problem based learning activity in class.)	Harris & Guiffe (2015). From good to great: Food media and becoming an elite chef. In Harris and Guiffe (eds.), <i>Taking the Heat: Women Chefs and Gender Inequality in the Professional Kitchen</i> . New Jersey: Rutgers University Press (pp. 43-83). <b>On D2L</b> .  Szabo, M. (2014). Men nurturing through food: Challenging gender dichotomies around domestic cooking. <i>Journal of Gender Studies</i> , 23(1), 18-31. <b>On D2L</b> .  <b>Reading Quiz (2.5%)</b>
Thursday, November 16	Food TV	Collins, K. (2010). Julia Child and the revolution in the kitchen. Collins, K. (ed.), In <i>Watching What We Eat</i> . London: Bloomsbury Academic (pp. 71-100). <b>Posted on D2L</b>  Swenson, R. (2012). Domestic Divo? Televised treatments of masculinity, femininity and food. In Counihan, C. (ed.), <i>Food and Culture</i> . Florence (pp.138-153): Taylor and Francis. <b>Posted on D2L</b>  Retrieved from <a href="http://ebookcentral.proquest.com/lib/ucalgary-ebooks/detail.action?docID=1097808">http://ebookcentral.proquest.com/lib/ucalgary-ebooks/detail.action?docID=1097808</a>
Thursday, November 23	Food and Film	Film: Big Night
Thursday, November 30	Food Writing	Julie Van Rosendal



Thursday, December 7	Presentations, Review and Take Home Exam Prep	<b>Group Ad presentations (10%)</b> <b>Take Home Exam due Thursday, December 14 (30%)</b>
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