**COM4930: Culinary Communication**  
**Fall 2017**

*Section #1C98: Tuesday 7th/Thursday 7th-8th (Rolfs Hall 314)*

**Instructor**  
Dr. Kellie Roberts, Rolfs Hall 402; Office phone  273-1655; Email  robertsk@ufl.edu

**Office Hours:** Tuesdays 10:00am-noon; Wednesdays 1:30-3:30; and by appointment.

**Course Description**  
The study of food has become increasingly popular in the last decade. The relationship between food and human experiences has been well documented as it helps us establish our identities, negotiate our environments, and define our cultures.

As Greene and Cramer state in their book, *Food as Communication; Communication as Food,:* “From high-tech kitchen gadgets and magazines to the Food Network, the last few decades have seen a huge rise in food-focused consumption, media, and culture. The discourses surrounding food range from media coverage of school lunchrooms and hunger issues, to news stories about urban gardening or buying organic products at the local farmers market. Food is no longer viewed merely as a means of survival…Food is a nonverbal way we create, share, and transform meaning with others.”

This course will examine the relationship between food and communication in several contexts: media, culture, and interpersonal relationships. We will also consider how these relationships negotiate our identities, cultures and environments.

**Course Goals**  
Students in this course will:

1. Understand the symbolic importance of food in our everyday communication.
2. Become aware of the complicated relationships between food and communication.
3. Recognize and demonstrate how food and communicative relationships implicate and are implicated by our identities, cultures, environments and varying institutional discourses.
4. Identify, synthesize and extend current discussions that intersect food and communication studies.

**Course Texts**  
*Consuming Identity: The Role of Food in Redefining the South,* Stokes & Atkins-Sayre, University of Mississippi Press, 2016.

Readings from a variety of sources will also be provided as handouts in class or as links on the course Canvas site.
Class Format
Class format includes lecture, guest speakers, class discussion, group and individual work on specific event-related tasks.

Course Requirements

1. *Participation (25 points)*
2. *Family Recipe/Introduction (25 points)*
3. *Food Share/Presentation (50 points)*
4. *Food & Self Identity Paper (50 points)*
5. *Summaries/Presentations (4 X 50 points)=200 points*
6. *Recipe Share Submissions (8 X 5 points)=40 points*
7. *Annotated Bibliography Submissions (6 X 10 points)=60 points*
8. *Restaurant Reviews/Reports (2 X 25 points)=50 points*

**There are 500 points possible for this course.**

Grading Scale

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<thead>
<tr>
<th>Grade</th>
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<tr>
<td>A</td>
<td>465-500</td>
<td>B</td>
<td>400-414</td>
<td>D+</td>
<td>335-349</td>
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<tr>
<td>A-</td>
<td>450-464</td>
<td>C</td>
<td>385-399</td>
<td>D</td>
<td>315-334</td>
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<td>365-384</td>
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<td>B</td>
<td>415-434</td>
<td>C</td>
<td>350-364</td>
<td>F</td>
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Grading Standards: The following grading standards apply:

"A": Appropriately fulfills all the requirements of the assignment. The final product **stands out above others** because of creative elements, unique approaches, content, ideas, or impeccable execution of assignment requirements. An “A-“ is just below this standard.

"B": Appropriately fulfills all the requirements of the assignment. **While technically it meets expectations and is a good final product, it does not stand out as unique or superior.** A “B+” is just above this standard but not of A or A- quality. A “B-“ is just below this standard.

"C": Some requirements of the assignment are **missing or are not well executed.** Nevertheless, in a general way, it fulfills the assignment. A “C+” is just above this standard but not of B or B- quality. A “C-“ is just below this standard.

"D": **Violates significant requirements** of the assignment. Some possibilities: abuse of time-limit guidelines, does not fit the requirements described in the assignment, is very
weak in content or organization, etc. A “D+” is just above this standard but not of C or C- quality. A “D-” is just below this standard.

"F": **Grossly violates a significant requirement** of the assignment.

### PARTICIPATION

Our class discussions and activities make up a portion of the course work and small part of your final grade. We will engage the readings and each other in classroom discussions in order to demonstrate a command of the course readings, apply concepts to current events, synthesize arguments across perspectives and evaluate food communication in its varying forms. We will also have classroom activities to support the topics covered in the course and sometime just for the fun of it!

### FAMILY RECIPE/INTRODUCTION

As a way to introduce ourselves at the start of the semester, you are asked to share a family recipe (or favorite recipe) and bring ‘recipe cards’ for your classmates as a take away. You’ll want to introduce yourself with the usual components like name, major, minor, hometown, future aspirations, activities, etc. but you should also tell us what drew you to this class. Finally (or initially…your choice), briefly introduce your recipe explaining why it was chosen, its ingredients and mode of preparation, and any other meanings, such as personal significance, family/religious/regional history. Pictures of the final dish or of the preparation is a plus! (5 minutes max).

### FOOD SHARE/PRESENTATION

Once during the semester, each student (or you may work in pairs for this assignment) will prepare and serve a food item, very briefly introducing it and explaining: why it was chosen, its relation to course material, its ingredients and mode of preparation, and any other meanings, such as personal significance, family/religious/regional history (5 minutes max/person). A full meal is not expected, but there should be enough for a taste for everyone, and the preparation/foodstuff should be “good to think.” Your food presentation does not have to match discussion for the day.

### FOOD & SELF IDENTITY PAPER

Perhaps one of the most common ways that we utilize food is in the construction of our **personal identities**. As Brillat-Savarin (2000) claims in *The Physiology of Taste*, “Tell me what kind of food you eat, and I will tell you what kind of (person) you are” (p. 3). In other words, we regularly define “who we are” according to both the foods that we eat
and those that we refrain from consuming……We have a direct, visceral connection to food, and it is often linked to emotion and memory or serves as a source of comfort for some people.

Besides our individual connections to food, we also use it as a means of **communicating our identities to others** through our processes of preparation and eating. This relationship is situational because we may use food associated behaviors in different ways depending upon the social situations in which we find ourselves. As well as constituting our own identities, we use food as a means of **identifying with others**. Food connects people, both physically and symbolically, when we sit down to dine together (Visser, 1991).

I have no idea how long your papers will be!! Some of you may complete the task in 2-3 pages. Some of you may write longer papers. Some of you may decide to be creative and prepare scrapbooks or montages of food and you! You may use pictures or song lyrics to illustrate your relationship with food!! Be creative! Be thoughtful! We will talk about food and self-identity, but you will not present your papers to the class.

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**SUMMARIES/PRESENTATIONS**

You will each prepare FOUR SUMMARIES/PRESENTATIONS during the semester. You will sign up for FOUR DIFFERENT CATEGORIES from the 7 options below. Each category is explained with detail below. Ideally, there will be several people in each group. For the presentation part of this assignment, you will be responsible for providing 5-7 minutes of information about your topic to the class. You will also prepare a 1-3 page summary of information (with a minimum of 3 sources in your reference list) to submit to me on canvas. You are encouraged to include lists; charts; graphs; pictures; etc. to your summary and presentation. All summaries should be typed and properly cited.

**Summary Categories**

1. **Kitchen Table Conversation: Food Talk and Oral History**
2. **Eat My Words: Cookbooks (or food-focused periodicals or blogs) as Cultural History**
3. **Food, Film, Fiction, and TV**
   a. Watch a food-oriented film and analyze the scenes with food.
   b. Read food fiction and present analysis of food symbolism.
   c. Watch a “food specific” show from now or in the past
   d. Watch a currently, or previously, popular television show
4. **Service and Food Ethnography**
5. **Distinction in Dining**
6. **Campaigns of Consumption**
7. **Tasty Trends**
RECIPE SHARE SUBMISSIONS

Over the course of the semester, we will create a class “cookbook”. You will submit eight recipes where each falls into a separate category over a series of weeks. For the purposes of this assignment, the recipes should contain basic information such as servings, approximate preparation time, ingredients, and instructions for preparation. Pictures of preparation and/or the final dish is encouraged. Recipes should be posted to canvas.

ANNOTATED BIBLIOGRAPHY

Over the course of the semester, we will build a bibliography of research resources available on food communication. This bibliography can be useful to you and your classmates as a resource for your summary papers. You are responsible for contributing six annotated bibliography entries during the semester. For the purposes of this assignment, an annotated bibliography is a summary of the research source in question. The summary should consist of several paragraphs highlighting the main claims and argument of the article (or chapter, essay, or website (only one website is allowed)). The annotated bibliography should also address the merits of the source’s author. Sources should be formatted according to APA citation.

RESTAURANT REVIEWS/REPORTS

You have the new job of being a food reviewer! For this assignment, you will visit (and, of course, eat at) two restaurants and then write up a restaurant review for each. The preference is that these restaurants be in the Gainesville area so that your classmates might visit them sometime. I do request that the restaurant not be a ‘franchise’ or solely a bar. Beyond those basic restrictions, the choice for the restaurant is yours as far as type of food, cost, or location. As for your job as food reviewer, you should try to accurately convey the taste, texture, smell, and presentation of a restaurant’s food as well as tell your readers how the food and communication relationship is observed. You not only comment on the food but also on the atmosphere, staff knowledge and attentiveness, the speed of service, the general impression of the restaurant. A great food review puts the reader at your table with you, allowing them to decide whether or not they want to visit the restaurant when they’re done reading.

COM4930: Culinary Communication
Fall 2017 Tentative Schedule

This is a TENTATIVE schedule for this course as it is possible that adjustments will need to be made during the semester. Any changes to the schedule will be announced in class and/or through Canvas. You are responsible for any announcements/changes given in class, even if you are absent.
Week 1
August 22  Introduction to Course
          August 24  Introduction to Food/Culinary Communication

Week 2
August 29  Introduction to Food/Culinary Communication
          August 31  Food and Family
                      Due: Recipe #1

Week 3
September 5  Food and Identity
             September 7  Food and Identity; Food Share #1
                          Due: Food/Self Identity Paper

Week 4
September 12  Summary/Presentation Requirement Review
             September 14  Food and Culture; Food Share #2
                               Due: Recipe #2; Annotated Bib #1

Week 5
September 19  Food and Culture
             September 21  Summary/Presentations #1; Food Share #3
                               Due: Recipe #3

Week 6
September 26  Food and Language
             September 28  Food, Film, Fiction, and TV; Food Share #4

Week 7
October 3    Food, Film, Fiction, and TV
          October 5  Restaurant Reviews #1; Food Share #5
                       Due: Recipe #4; Annotated Bib #2

Week 8
October 10  Food, Film, Fiction, and TV
          October 12  Summary/Presentations #2; Food Share #6

Week 9
October 17  Kitchen Culture: Food Preparation
          October 19  Kitchen Culture: Food Preparation; Food Share #7
                       Due: Recipe #5

Week 10
October 24  Cookbooks and other Foodie Sources
           October 26  Cookbooks and other Foodie Sources; Food Share #8
                           Due: Annotated Bib #3 & 4

Week 11
October 31  Halloween!!  Food and Holidays
           November 2 Summary/Presentations #3; Food Share #9
                      Due: Recipe #6
### Week 12  
**November 7**  Tasty Trends  
**November 9**  Tasty Trends; *Food Share #10*

### Week 13  
**November 14**  Food and Global/Local Issues  
**November 16**  No class—Dr. Roberts out of town  
*Due: Recipe #7; Annotated Bib #5 & 6*

### Week 14  
**November 21**  Hmmm…maybe no class?  
**November 23**  Thanksgiving—No Class

### Week 15  
**November 28**  Potluck!  
**November 30**  Summary/Presentations #4  
*Due: Recipe #8*  
*Food Share#11*

### Week 16  
**December 5**  Restaurant Reviews #2

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**Other Important info**

### Signup for Topics and Presentations
- You will sign up for Food Share, Summary Topics, and Presentations during the second week of the semester. There will be a limited number of slots available for each topic so choose early to get your first pick.

### Communication with your instructor
- You must check your UF e-mail and Canvas announcements on a regular basis.

### General Overview of Presentations and/or Oral Participation
- When presenting, you will be expected to conduct yourself in a professional manner in a number of aspects: clothing, language, presentation, and content material. You don’t have to wear a 3-piece suit, but you should not look as if you are on your way to work out. Clothing communicates a message, and it is important to remember that.

### Attendance
- Attendance is required. **Students are allowed to miss 3 class periods (unexcused absences) without penalty to their grade.** Beginning with the 4th unexcused absence, students will lose 15 points off the final grade. Keep in mind that Thursday’s class counts as 2 class periods.
- Excused absences (in order to make up or turn in assignments late) must be properly and officially documented. When possible, you should always contact...
me BEFORE the absence. Absences related to university-sponsored events must be discussed with the instructor prior to the date that will be missed.

- Tardiness: If students enter class after roll has been called, they are late, which disrupts the entire class. **Three tardies count as one absence.**
- Look under the “Attendance” tab on CANVAS to keep track of your attendance. If students are absent, they are responsible for making themselves aware of all due dates. If absent due to a scheduled event, students are still responsible for turning assignments in on time. Please do not email me asking for what was covered on the day you missed class. Instead, arrange to see me in office hours or make an appointment to discuss missed material or get the material from a classmate.
- These requirements for class attendance, late papers, make-up exams, and other work are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Late Work**

- **ALL ASSIGNMENTS ARE DUE ON THE SCHEDULE DATE.**
- Late written work will be accepted with a 10% penalty per each day late. No late written work will be accepted more than two week after the assignment was originally due.
- If you miss a Summary/Presentation day, you will be allowed to makeup the presentation for reduced points (10% reduction for each class day late for presentations).
- If you know you are going to miss a class, please let me know in advance!!

**Incomplete Policy**

- Students will not be allowed to take an incomplete grade in this course unless an emergency or serious illness prevents completion of the class requirements and at least 50% of the course assignments have been completed.

**Classroom Environment**

- This course uses a seminar format and depends on the creative and collaborative input of all participants. In addition to physical attendance, you are expected to participate in class discussion and activities.
- It is important that we all feel comfortable speaking and interacting in this class. While you will not be policed for political correctness, it is important to respect and be considerate of others’ feelings.
- Communication is a two-way process: it is just as important to be a good listener as it is to be a good speaker. Disrupting, disturbing, bothering, or sleeping while class discussion is happening will hurt your participation grade. You must be respectful and supportive of your classmates.
Special Circumstances

- Sometimes things do not go as we plan. If you have an unexpected problem at any time throughout the semester, please talk to me, and I will try my best to help you solve the problem.

Academic Honesty and Plagiarism

All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. UF students are bound by The Honor Pledge which states: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class. Honor Code: http://www.dso.ufl.edu/scr/process/student-conduct-honor-code/

For more information, see the Student Conduct and Conflict Resolution Web site: https://www.dso.ufl.edu/scr or call 352-392-1261 x207.

As a University of Florida student, your performance is governed by the UF Student Honor Code, (https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx). The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at the above site.

Students with Disabilities

The University of Florida complies with the Americans with Disabilities Act. Students requesting accommodation should contact the Students with Disabilities Office, Peabody 202 or online at http://www.dso.ufl.edu/drc/ The office will provide documentation to the student whom must then provide this documentation to the instructor when requesting accommodation. Please alert me to any accommodations within the first two weeks of class so that we can work together to make your class experience successful.

Student Counseling and Mental Health
Campus resources are available for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

- UF Counseling & Wellness Center (CWC): (352) 392-1575 for documentation, stress and wellness, mental health screening, concerns about a classmate, self-help, sexual or physical abuse or go to http://www.counseling.ufl.edu/cwc/