

## **Food Writing**

JOUR 3160-001

Fall 2015

Monday and Wednesdays: 12:40 to 2:05 p.m.

Room: 208

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## **COURSE REQUIREMENTS**

### **CATALOG/COURSE DESCRIPTION:**

Students will learn to cover the specialized niche of food writing by producing stories, both long and short form, and developing new media content for print and online publications.

### **PREREQUISITE:**

JOUR 2121, JOUR 3120

### **REQUIRED MATERIALS**

- *Best Food Writing 2014* edited by Holly Hughes. Published by Da Capo Life Long Books; 2014 edition. ISBN: 978-0-7382-1791-8 (paperback) ISBN: 978-0-7382-1792-5 (ebook).
- *The Food Lovers' Guide to Memphis* by Pamela Denney. Published by Globe Pequot Press; 2012. ISBN: 978-0-7627-8261-1 (paperback).
- *Will Write for Food: The Complete Guide to Writing Cookbooks, Blogs, Reviews and More* (Third Edition) by Diane Jacob. Published by Da Capo Life Long Books; 2015. ISBN: 978-0-7382-1805-2 (paperback) ISBN: 978-0-7382-1806-9 (ebook).
- *The Associated Press Stylebook 2015*. ISBN 978-0-917-360-61-9 (paperback).

### **COURSE REQUIREMENTS:**

- Popularly referred to as the new rock and roll, food these days encompasses much more than what we put on our plates. For writers, the new bounty of consumer interest encourages story telling through the lenses of food culture, food history and the health of our planet. In this class, students will use descriptive narratives, blog posts and new media to cover a range of topics, including restaurant reviews, food trends and the politics of what America eats. Field trips also will be on the menu, as students discover for themselves why Memphis is quickly becoming the South's most popular food destination.
- Understanding and working with deadlines is a critical part of journalism. Late assignments will not be accepted and will receive a zero.
- Assignments will be completed both in and outside the classroom, so attendance and participation in class are vital. Class time is also valuable for discussions, so please be on time. If you are late, it is your responsibility to sign the attendance sheet.
- Here's how attendance works: I'm not interested in hearing excuses. You get **three free passes** during the semester. After you cash in your passes, missed classes are reflected in your final grade. For example, if you miss one additional class, your final grade drops a

letter grade. If you miss two more classes, your grade drops again. So if you miss six classes, your final grade drops two letters.

- Be sure to join our class Facebook page, because if you miss a class, it is your responsibility to find out what is due. Do not count on me to answer messages or emails about missed work. If you are unsure about deadlines, check the ecourseware drop box dates. Do not rely on assignment dates printed on the syllabus.
- To be a good writer, you need to be a good reader. Reading outside of class will be required regularly and will be basis of class discussions and possible quizzes.
- All assignments must be filed to the ecourseware drop box by midnight (11:59 p.m.) on the day they are due. **Late assignments will NOT be accepted.**
- All written assignments will be graded on content, story structure, word count, grammar, punctuation and AP style. **One point may be deducted from story grades for every mistake in AP style, spelling, punctuation and grammar, so edit your work carefully.**
- Additionally, all assignments must conform to these specifications: filed in a word document, double-spaced with indented paragraphs, and 11 point Verdana type. All documents must be identified with a date, a byline and a headline. **DO NOT FILE ASSIGNMENTS IN THE TEXT DOCUMENT FORMAT PROVIDED BY APPLE ON MACS. If assignments don't meet these specifications, they will not be graded, and students will receive a zero.**
- And finally, assignments for food writing may involve several components. You must complete all parts of the assignment to receive a grade. **Assignments that are incomplete will not be graded and students will receive a zero.**

#### **OTHE ISSUES:**

- Please remember that food writing is a vehicle for becoming better writers, reporters, story tellers and problem solvers. Yes, food writing is fun. But it is not frivolous. While food writing does not conform to strict rules of traditional newspaper journalism, it is at its heart narrative storytelling based on fact, accuracy, opinion and observation. So don't cut corners with research and reporting and remember this: **Opinions need justification.**
- The final project for the class will be group coverage of neighborhood such as the Broad Avenue Historic Arts District. Class members will work together as a staff to conceive and produce the neighborhood package with both print and online components.

#### **GRADING:**

- Course assignments will constitute 75 percent of semester grades. Students will sometimes work in pairs and teams, so peer grading may be included in final grades for individual assignments.
- In class assignments, quizzes, contributions to class discussion, and participation in events and field trips outside of the classroom will constitute 25 percent of semester grades.

## TENTATIVE TIMETABLE

- Week One:* *Course introduction*  
Aug. 24: What is food writing? A news niches for the senses.  
Aug. 26: Descriptive writing
- Week Two:* *Food: A feast for new media: Blogs and photography*  
Aug, 31:  
**Sept. 2: Assignment One Due: New campus food**
- Week Three:*  
Sept. 7: **Labor Day. No school**  
Sept. 9:
- Week Four:* *Food: Dining Out for reviews and trends*  
Sept. 14:  
**Sept. 16: No class: Attend upcoming Saturday events instead.**
- Week Five:* *Food: Covering Events*  
Sept. 21:  
Sept. 23:  
**Sept. 26: BreakFest at Water Tower Pavilion on Board Avenue: 1- a.m. to 4 p.m.  
Assignment Two Due: Restaurant review and photos**
- Week Six:*  
Sept. 28:  
Sept. 30:  
**Oct: 3: Memphis Best Burger festival at Tiger lane: 10:30 a.m. to 7 p.m.**
- Week Seven:* *Food: Cultural history, memory and nostalgia*  
Oct. 5:  
Oct. 7: **Assignment Three Due: Events posts and photos**
- Week Eight:* **Fall Break (Oct. 10-13)**  
Oct. 12: **No class.**  
Oct. 14: Field trip to L'ecole Culinaire  
**Assignment Four Due: Food memory with recipe**
- Week Nine:* *Food: Who's in the kitchen?*  
Oct. 19:  
Oct. 21: **Assignment Five Due: Profiles due on chefs, farmers, or food producers**
- Week 10:* *Food: Politics, policy and development*  
Oct. 26:  
Oct. 28:
- Week 11:*  
Nov. 2:  
Nov. 4: **Assignment Six Due: Food policy story**

*Week 12:*

Nov. 9:

Nov. 11:

*Week 13:*

Nov. 16:

Nov. 18: **Final project Due: Broad Avenue Historic District**

*Week 14: Thanksgiving*

Nov. 23: Class canceled for Thanksgiving holiday.

Nov. 25: Class canceled for Thanksgiving holiday.

*Week 15:*

Nov. 30:

Dec. 2: **Assignment Eight Due: List story due**

### **FIVE PILLARS FOR JOUR 3160**

- *Professionalism:* Increasingly in the workplace, journalists must work both independently and as teams to develop and present stories in different formats. 3160 continues the skills introduced in previous writing classes, but adds real world components: Publishing and promoting work on established blogs and publications and working directly with professional art directors and editors to publish a final project.
- *Writing:* Students write both complex stories for print, learning to integrate national sources, descriptive writing, and statistical information into their work, along with formats more appropriate for blogs and the web. Students also learn to write with humor, opinion, and a developed voice and to better understand how these writing and reporting techniques differ from more traditional journalism practices.
- *Multimedia:* Students continue learning alternative storytelling techniques introduced in 3120 (reporting), a prerequisite for this course. The use photography, slide shows, smart phone apps, podcasts and social media to reach the many different kinds of audiences interested in food.
- *Critical Thinking:* Students work independently, in pairs, and as an integrated staff for both print and multi-media projects, pitching ideas to editors and developing story packages with multiple components.
- *Media Literacy:* Food writing is a growing and popular news niche that demands writers who are informed about regional and cultural history, food politics and policies, specialized vocabulary, and tastemakers who set the trends. Students learn how to become experts in unfamiliar areas by immersing themselves in a specialized media and learning from guest lecturers working as writers, editors, and photographers in a specialized field.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 3160:**

- Learn to become experts in a new and specialized area of journalism.
- Think critically and creatively, both independently and as part of a team.
- Write in forms and styles appropriate for the communications professions, audiences and purposes they serve.

- Develop multi-media skills necessary for both traditional and emerging journalism formats.
- Learn the roles of voice, humor, and opinion in specialized reporting and how narrative non-fiction differs from traditional news reporting.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR 3160:**

**Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):**

- Develop expertise in a specialized niche of news reporting by reading and analyzing books, newspapers, magazines and online formats.
- Develop a better understanding of how food writing represents both lifestyle and entertainment reporting and cultural and political trends.
- Continue to improve information-gathering techniques, including interviewing and research, through classroom exercises and story assignments.
- Be familiar with the journalism ethics governing food writing through classroom discussion and assignments.
- Learn to work as a team to develop an in-depth project for publication in a local magazine.
- Learn to separate fact from opinion by writing restaurant reviews and memoirs.
- Use multi-platform reporting tools, including digital photography, podcasts, social media and blogs.

**Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**

- Students take occasional quizzes on textbook content and other required readings.
- Students learn how to become experts in a specialized news niche.
- Students learn to develop, write, and edit multi-source stories for print and online both individually and as part of a team.
- Students complete assignments that require them to utilize multiple media, including podcasts, photography, and social media.
- Students monitor events, news and developments in food, both locally and nationally.
- Students produce a final project for publication in a local magazine, along with additional components for the publication's web format.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 3160:**

- Students learn the importance of verification, attribution and accuracy in all completed projects.
- Students produce content using digital cameras, phones, social media and other technologies vital to today's journalism.
- Students venture into new forms of narrative non-fiction, such as essays, memoirs, first-person experiences, and recipe development
- Students write assignments by identifying and developing individual voices (funny, confessional, relaxed, self-deprecating, approachable, etc.)
- Students learn to write critically by reviewing restaurants and understanding and commenting on trends.
- Students learn the difference between traditional and new media by writing and posting stories and photographs in print and online publications.

- Students work together to produce a final project for print and online that meets professional standards.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

**ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness:* familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding:* assimilation and comprehension of information, concepts, theories and ideas.
- *Application:* competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

### **EMAIL:**

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

### **ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

### **DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

### **DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If



the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.