

# SCOM 313 Food Communication Summer 2012

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## **Course Information:**

Food Communication  
Meet Asynchronously Online  
sites.jmu.edu/foodcomm

## **Course Materials:**

Lynn M. Walters, Janet M. Cramer, Carlita P. Greene (eds).  
(2011). *Food as Communication/Communication as Food*.  
New York: Peter Lang Publishing.  
Access to two movies, *Soul Food* and *Food, Inc.*  
Can access via Netflix, Amazon, local library and other  
Other Readings: As assigned, will be on blackboard

## **Instructor Information:**

Name: Paul E. Mabrey III  
Office: 2276 E Harrison Hall  
Office Hours: Monday-Thursday 9am-10am Eastern  
By appointment  
Office Phone: 540 – 568 – 4158  
Email: mabreype@jmu.edu  
Blackboard: blackboard.jmu.edu

## **Course Description:**

This course will propose, consider and analyze the different relationships between communication and food and how these relationships negotiate our identities, cultures and environments. First, we discuss how each of us constitute and communicate our identities through the food we consume and importantly the food we do not consume. Second, we understand how our food choices symbolically create, shape and reflect our cultures. Third, we analyze how corporate, mainstream mass media and governmental institutions discursively frame, influence and shape our food practices. Finally, we examine how our food practices intersect, communicate and impact our relationships to our surrounding environments.

## **Course Prerequisites:**

Nine hours of SCOM courses including SCOM 240 and one at 100 level.

## **Learning Objectives:**

- Understand the symbolic importance of food in our everyday communicative practices
- Awareness of the complicated relationships between food and communication
- Recognize and demonstrate how food and communicative relationships implicate and are implicated by our identities, cultures, environments and varying institutional discourses
- Identify, synthesize and extend current discussions that intersect food and communication studies
- Apply communication theories and research methods to further the field of food studies

## **Academic Honesty**

I adhere to James Madison University's Honor Code. Below is an EXCERPT but you should visit [www.jmu.edu/honor/code.shtml](http://www.jmu.edu/honor/code.shtml) for more information. Do not hesitate to ask should you have ANY questions. Individuals/groups caught will be punished.

“Students shall observe complete honesty in all academic matters. Violations of the Honor Code include, but are not limited to, taking or attempting to take any of the following actions:

- Using unauthorized materials or receiving unauthorized assistance during an examination or in connection with any work done for academic credit. Unauthorized materials may include, but are not limited to, notes, textbooks, previous examinations, exhibits, experiments, papers or other supplementary items.
- Giving false or misleading information regarding an academic matter.
- Copying information from another student during an examination.
- Rendering unauthorized assistance to another student by knowingly permitting him or her to see or copy all or a portion of an examination or any work to be submitted for academic credit.”

## **Office Hours and Electronic Communication:**

Monday through Thursday from 9am to 10am Eastern Standard Time (EST), I will hold virtual office hours in blackboard via Elluminate. Office hours are also available via appointment. Elluminate is our preferred choice for office hours because it is free, easily accessible via blackboard and has many benefits. Elluminate allows us to live chat like instant messenger, audio chat, share files, share desktop screens, the whole class can be involved and other features.

I will also check my email regularly between 8am and 5pm. I will respond to most emails immediately and within 24 hours at the latest.

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## Anticipated Course at a Glance

Mon May 14	Introduction to Food Communication
Tue May 15	Introduction to Food Communication 2
Wed May 16	Food and Identity
Thu May 17	Food and Identity 2
Fri May 28	Project 1.1
Mon May 21	Food and Culture
Tue May 22	Food and Culture 2
Wed May 23	Food and Governmental Discourses
Thu May 24	Food and Mass Media Discourses
Fri May 25	Project 1.2
Mon May 28	No Class Memorial Day
Tue May 29	Food and Corporate Discourses
Wed May 30	Food and Social Movement Discourses
Thu May 31	Food, Identity and Resistance
Fri Jun 1	Project 1.3
Mon Jun 4	Food and Globalization
Tue Jun 5	Food and Environment
Wed Jun 6	Food and Environment 2; Project 1.35
Thu Jun 7	Project 1.4
Fri Jun 8	Project 1.4

## Assignment Points:

Virtual Introduction	25
Online Discussion Participation	200 – 50 points/week Pass/Fail
Bibliography	100
Project 1.1 - Proposal	25
Project 1.2 - Outline and Bibliography	25
Project 1.3 - Rough Draft	50
Project 1.35 - Peer Rough Draft Evaluation	25
Project 1.4 - Final Project	100
<b>Total</b>	<b>550</b>

## Grading Scale:

A	517-550	B+	478-494	C+	423-439	D+	368-384
A-	495-516	B	462-477	C	407-422	D	330-367
		B-	440-461	C-	385-406	F	0-329

**“C” is considered average. Points are not rounded; you receive what you have earned.**

## **Detailed Weekly Schedule – All times assume Eastern Standard Time**

\* Indicates a chapter from *Food as Communication*, everything else is provided in blackboard folder titled Readings

### **WEEK ONE**

- The discussion post and bibliography deadline is Friday May 18, 2012 at 8:59am. All required posts, bibliography sources and annotated bibliographies are due by this time.
- Individual virtual introduction and sign-up for the one major individual original discussion post is due Tuesday by 8:59am.
- Project 1.1 is due on blackboard by Sunday May 20, 2012 by 8:59am.
- Any individual major discussion post is due the day of those readings at 8:59am.

### **Monday**

#### **Read the following for Introduction to Food Communication 1**

\*Greene, Carlita P., and Janet M. Cramer. "Beyond mere sustenance: Food as communication/Communication as food." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, ix – xix. New York: Peter Lang Publishing, 2011.

LeBesco, Kathleen and Peter Naccarato. "Introduction." In *Edible Ideologies: Representing Food and Meaning*, edited by Kathleen LeBesco and Peter Naccarato, 1-11. Albany, NY: State University of New York Press, 2008.

Miller, Jeff and Jonathan Deutsch. "Food Studies." *Food Studies: An Introduction to Research Methods*, 3-10. New York: Berg, 2009.

**Respond to the readings by posting on our blog.**

### **Tuesday**

#### **Read the following for Introduction to Food Communication 2**

Barthes, Roland. "Toward a Psychosociology of Contemporary Food Consumption." In *Food and culture: a reader*, edited by Carole Counihan and Penny Van Esterik, 20-27. New York: Routledge, 1997.

Jacobsen, Eivind. "The Rhetoric of Food: Food as Nature, Commodity and Culture." In *The Politics of Food*, edited by Marianne Elisabeth Lien and Brigitte Nerlich, 59-78. New York: Berg, 2004.

**Respond to the readings by posting on our blog.**

### **Wednesday**

#### **Read the following for Food and Identity 1**

\*Greene, Carlita. "Competing identities at the table: Slow food, consumption, and the performance of social style." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 75-93. New York: Peter Lang Publishing, 2011.

\*Parasecoli, Fabio. "Looking at men's tables: Food and masculinities in blockbuster movies." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 155-175. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### **Thursday**

#### **Food and Identity 2**

\*Cosgriff-Hernández, Kevin-Khristián, Amanda R. Martinez, Barbara F. Sharf, and Joseph R. Sharkey. "'We still had to have tortillas': Negotiating health, culture, and change in the Mexican American diet." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 115-135. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### **Friday**

Begin and continue to work on your Project 1.1, The Proposal. Project 1.1 is due Sunday May 20 by 8:59am.

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## **WEEK TWO**

- **The discussion post and bibliography deadline is Friday May 25, 2012 at 8:59am. All required posts, bibliography sources and annotated bibliographies are due by this time.**
- **Project 1.2 is due on blackboard by Sunday May 27, 2012 by 8:59am.**
- **Any individual major discussion post is due the day of those readings at 8:59am.**

### **Monday**

#### ***Read the following for Food and Culture***

LeBesco, Kathleen and Peter Naccarato. "Julia Child, Martha Stewart, and the Rise of Culinary Capital." In *Edible Ideologies: Representing Food and Meaning*, edited by Kathleen LeBesco and Peter Naccarato, 223-238. Albany, NY: State University of New York Press, 2008.

\*McCullen, Christie. "The white farm imaginary: How one farmers market refetishizes the production of food and limits food politics." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 217-234. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### **Tuesday**

#### ***Read and view the following for Food and Culture 2***

Harris, Tina M. "Deconstructing the Myth of the Dysfunctional Black Family in the Film *Soul Food*. In *Food for Thought: Essays on Eating and Culture* edited by Lawrence C. Rubin, 211-224. Jefferson, North Carolina: McFarland & Company, Inc., Publishers, 2008.

*Soul Food*. DVD. Directed by George Tillman Jr. 1997; Los Angeles, CA: Fox 2000 Pictures.

**Respond to the reading and viewing by posting on our blog.**

### **Wednesday**

#### ***Read and view the following for Food and Governmental Discourses***

*Food Revolution*. "Season 1, Episode 1." Online, available on youtube.com in four different parts, beginning with <http://www.youtube.com/watch?v=t7eaHytpJWQ>. March 3, 2010. American Broadcasting Company.

\*Mudry, Jessica. "Quantifying the American eater: USDA nutrition guidance and a language of numbers." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 235-254. New York: Peter Lang Publishing, 2011.

**Respond to the reading and viewing by posting on our blog.**

### **Thursday**

#### ***Read the following for Food and Mass Media Discourses***

\*Cramer, Janet M. "Discourses of consumption and sustainability on the Food Network." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 317-333. New York: Peter Lang Publishing, 2011.

Freeman, Carrie Packwood and Debra Merskin. "Having It His Way: The Construction of Masculinity in Fast-Food TV Advertising." In *Food for Thought: Essays on Eating and Culture* edited by Lawrence C. Rubin, 277-293. Jefferson, North Carolina: McFarland & Company, Inc., Publishers, 2008.

**Respond to the readings by posting on our blog.**

### **Friday**

Begin and continue to work on your Project 1.2, The Outline and Bibliography. Project 1.2 is due Sunday May 27 by 8:59am.

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## WEEK THREE

- The discussion post and bibliography deadline is Friday June 1, 2012 at 8:59am. All required posts, bibliography sources and annotated bibliographies are due by this time.
- Project 1.3 is due on blackboard by Sunday June 3, 2012 by 8:59am.
- Any individual major discussion post is due the day of those readings at 8:59am.

### Monday

NO CLASS, Memorial Day. Celebrate, honor and enjoy!

### Tuesday

#### **Read the following for Food and Corporate Discourses**

- \*Singer, Ross. "The corporate colonization of communication about global hunger: Development, biotechnology, and discursive closure in the Monsanto pledge." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 405-427. New York: Peter Lang Publishing, 2011.
- \*Thomson, Deborah Morrison. "Play with your food: The performativity of online breakfast cereal marketing." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 23-37. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### Wednesday

#### **Read the following for Food and Social Movement Discourses**

- \*Todd, Anne Marie. "Eating the view: Environmental aesthetics, national identity, and food activism." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 297-315. New York: Peter Lang Publishing, 2011.
- Walsh, Bryan. "Foodies Can Eclipse (and Save) the Green Movement." *Time*, February 15, 2011.  
<http://www.time.com/time/health/article/0,8599,2049255,00.html>.

**Respond to the readings by posting on our blog.**

### Thursday

#### **Read the following for Food, Identity and Resistance**

- \*German, Kathleen M. "Memory, identity, and resistance: Recipes from the women of Theresienstadt." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 137-154. New York: Peter Lang Publishing, 2011.
- Taylor, Chloë. "Foucault and the Ethics of Eating." *Foucault Studies* No. 9 (September 2010): 71-88.

**Respond to the readings by posting on our blog.**

### Friday

Begin and continue to work on your Project 1.3, The Rough Draft. Project 1.3 is due Sunday June 3 by 8:59am.

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## **WEEK FOUR – PLEASE NOTE DIFFERENT TIMES BECAUSE OF FINAL WEEK**

- The discussion post and bibliography deadline is Thursday June 7, 2012 at 8:59am. All required posts, bibliography sources and annotated bibliographies are due by this time.
- Project 1.35 is due on blackboard by Wednesday June 6, 2012 at 8:59am.
- Project 1.4 is due on blackboard by Friday June 8, 2012 by 11:59am, one minute before 12pm noon.
- Any individual major discussion post is due the day of those readings at 8:59am.

### **Monday**

#### ***Read the following for Food and Globalization***

Inglis, David and Debra Gimlin. "Food Globalizations: Ironies and Ambivalences of Food, Cuisine and Globality." In *The Globalization of Food*, edited by David Inglis and Debra Gimlin, 3-42. New York: Berg, 2009.

\*Chen, Vincent (Tzu-Wen). "A four-legged duck? Chinese restaurant culture in the United States from a cross-cultural/inter-cultural communication perspective." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 195-215. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### **Tuesday**

#### ***Read and view the following for Food and Environment***

Guthman, Julie. "Excess consumption or over-production?: U.S. farm policy, global warming, and the bizarre attribution of society." In *Global Political Ecology*, edited by Richard Peet, Paul Robbins and Michael Watts, 51-66. New York: Routledge, 2011.

*Food, Inc.* DVD. Directed by Robert Kenner. 2008; New York: Magnolia Pictures.

**Respond to the reading and viewing by posting on our blog.**

### **Wednesday**

#### ***Read and view the following for Food and Environment 2***

\*Bruner, Michael S. and Jason D. Meek. "A critical crisis rhetoric of seafood." In *Food as Communication/Communication as Food*, edited by Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters, 271-295. New York: Peter Lang Publishing, 2011.

**Respond to the readings by posting on our blog.**

### **Thursday/Friday**

Begin and continue to work on your Project 1.4, The Final Product. Project 1.4 is due Friday June 8 at 11:59am.

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## **Assignment Explanations:**

**Virtual Introduction:** You will introduce yourself to everyone in our course and those reading the blog via an introductory blog post on our homepage, [sites.jmu.edu/foodcomm](http://sites.jmu.edu/foodcomm). You do not need to use your name or picture. You may introduce yourself and post on our blog anonymously. This is the online persona that you will use publicly through our website. Given the public and open nature of our website, you do not have to use your real name or picture.

Use this introductory post to tell us a little bit about yourself; perhaps your year in school, where you are from, any hobbies or interests you have, academic interests, what brought you to JMU, Communication Studies or Food Communication. You should include an image of some sort, though it does not need to be a picture or representation of you. Have some fun with this.

**Online Discussion Participation:** Our online discussions make up a substantial portion of the course work and your grade. Our main course website, [www.sites.jmu.edu/foodcomm](http://www.sites.jmu.edu/foodcomm), will be the one stop place for our online course discussions. Whereas in a traditional face-to-face course, we engage the readings and each other in classroom discussions, the online environment forces us to change the discussion dynamic. Through our online discussions, you will demonstrate a command of the course readings, apply concepts to current events, synthesize arguments across perspectives and evaluate food communication in its varying forms. Like the old-school brick and mortar classroom, this is a space for open discussions, inquiry, questioning, debate and interrogation of course materials.

Each student is responsible for

- initiating one original discussion post based on that day's reading.
- two weekly posts responding to an original post based on the day's reading.
- two weekly posts responding to the comment of another individual, student or member of the public.

So, over the course of the semester you will have at the minimum for online discussion participation:

- 1 original post.
- 8 comments responding to an original post.
- 8 posts responding to another individual's post.

**Bibliography:** Over the course of the semester, we will build a bibliography of research resources available on food communication. This bibliography can be used to help build your project or as a resource for others to utilize.

Each student is responsible for contributing one annotated bibliographies and three new food communication related sources per week. 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 essay or chapter. The annotated bibliography should also isolate 3-5 key words that represent the merits of the source's author.

For the new food communication related sources, the student should research three different sources not already listed in the bibliography on the subject of food communication.

The annotated bibliographies may be of the new sources a student submits for the week or something already previously on the bibliography. The sources should be formatted according to Chicago Style citation. Examples of this format of citation are already on the food communication bibliography page, <http://sites.jmu.edu/foodcomm/bibliography/>, or you may get help through the JMU library resources, <http://www.lib.jmu.edu/help/checkcite/>.

So, over the course of the semester, each student will have contributed:

- 4 annotated bibliographies, 1 for each week of the course.
- 12 new food communication related sources, 3 for each week of the course

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**The Project:** The project is your semester long engagement with a particular aspect of food communication that you choose. This project may take the form of a traditional academic research essay, position paper orientated toward institutional change or a public relations campaign portfolio. The project is broken up and divided over the course of the semester to encourage working on it as we progress through the course materials and to allow for constant feedback regarding the project. Given the restraints of the online environment and four-week course, the final project should be 15 pages.

While most of the course takes place publicly online, the development and workshopping of the project will happen privately on blackboard. If you wish to work on your project online publicly throughout the semester, please speak with me and we can work something out.

**Project 1.1 Proposal:** The first part of the project is the proposal. The proposal consists of a 2-3 page introduction to your project. You should take this opportunity to identify the type of project you are working on and begin sketching out what your project entails, argues and might look like. You should include at least three sources that have helped inform your project and/or that you plan on utilizing.

**Project 1.2 Outline and Bibliography:** The second part of the project is the outline and bibliography. By this point, you should have a good idea of the argument or proposal you want to make and the literature you are drawing on for supporting material.

Your outline should clearly layout in detail and complete sentences the structure, flow and organization of your project. Your bibliography should contain at least ten different sources you are relying on to advance your arguments.

**Project 1.3 Rough Draft:** The third part of the project is the rough draft. Your rough draft should be just that, a rough draft of your final project, whether a research, position or public relations campaign paper. Your draft should be 10-15 pages and have at least 15 different sources.

**Project 1.35 Peer Rough Draft Evaluation:** Before you turn in your final draft of your project paper, each person and the professor will provide written feedback of your rough draft. Your rough draft will be evaluated based on strength of argument, flow of information, argument organization, strength of sources, grammar, argumentative creativity and innovation and clarity.

Each student is responsible for writing a 1-2 page constructive critique of one other student's project. Each student will be assigned to another student at the beginning of the semester. The student partnerships will critique each other's work for the rough draft evaluation.

**Project 1.4 Final Project:** The fourth and final portion of the project is your final draft. You are done; this is the last draft of your project paper. Your final project should be 15 pages, include 15 different sources and be uploaded to blackboard unless you want your paper posted on our public blog.

## **Student Concerns and/or Accommodations:**

If you need an accommodation based on the impact of a disability, you should contact the Office of Disability Services (Wilson Hall, Room 107, [www.jmu.edu/ods](http://www.jmu.edu/ods), 540-568-6705) if you have not previously done so. Disability Services will provide you with an Access Plan Letter that will verify your need for services and make recommendations for accommodations to be used in the classroom. Once you have presented me with this letter, you and I will sit down and review the course requirements, your disability characteristics, and your requested accommodations to develop an individualized plan, appropriate for (class number).

JMU abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The office is located in Wilson Hall, Room 107 and you may call 540-568-6705 for more information.

## **Religious Observation Accommodations:**

All faculty are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity.



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## **Grade Disputes:**

If you wish to dispute a received grade, you must submit your grade dispute in writing within one week of receiving the grade in question.

## **Weather:**

Decisions to close university operations will be made by the President or a designee. If the decision to close is made, announcements will be made on JMU radio station 1610AM, on the [JMU Home Page](#) on the World Wide Web and on area radio and television stations. When it is necessary to cancel classes due to weather or other emergency, we will hold class electronically, using Blackboard. Please check Blackboard if class is cancelled for assignments. Additionally, the university may be forced to cancel or reschedule final examinations. Decisions to close university operations will be made by the President, or a designee. If the decision to close the university and reschedule final examinations is made, announcements will be made as noted above. When the university closes due to weather or other type of emergency, faculty will administer regularly scheduled examinations at a time designated by the university. The official make up time will be designated as part of the closing announcement. Unless otherwise notified, examination locations will be the same as the location for the regularly scheduled exam. If it is determined that exams cannot be given because of inclement weather or other emergency, faculty will assign final grades to students based on the exams, tests and projects completed prior to the regularly scheduled exam date.

## **Writing Guidelines:**

Keep it simple. Identify yourself, the course, section, assignment and meeting time on the paper. You should use 12 point font, double-spaced and one inch margins all around. I don't care which format (Chicago, APA, MLA, etc) you utilize but please pick one and be consistent. Default to specific assignment guidelines if they differ.

## **Resources:**

James Madison University has an amazing amount of quality services available to you as a student. Career & Academic Planning, Counseling and Student Development Center, University Health Center Outreach & Prevention Services and the Learning Resource Centers just to name a few.

Communication Center: <http://www.jmu.edu/commcenter/>

Writing Center: <http://www.jmu.edu/uwc/>

Library Service for Distance Learning: <http://www.lib.jmu.edu/distance>

Computing Resources: <http://www.jmu.edu/computing/>

## **Drop/Add:**

Students are responsible for registering for and/or dropping classes and for verifying their class schedules on e-campus.

## **Living Document:**

The syllabus is a work in progress and subject to change. You will be notified of any changes.

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## **SIGNATURE & ACKNOWLEDGEMENT:**

I acknowledge that I have read and fully understand the material contained in the syllabus and this website.

By completing the following form, I agree to abide by the course policies set out in the syllabus and this website. Furthermore, on my honor, I will not give nor receive any unauthorized assistance on any assignment.

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Honor Code Signature