

Comm 323 Food & Travel Writing Fall 2018

Lecture: Wednesdays 9 a.m. to 10:50 a.m., CAC 236
Professor: Dr. Liz Fakazis, CAC 327, lfakazis@uwsp.edu
Office Hours: Wednesdays 11 a.m. to 1 p.m., and by appointment

About this course

Spend a week taking cooking classes in a 13th century villa in Tuscany; meander along one of South Africa's top 10 wine routes; follow in Guy Fieri's *Dives, Diners & Drive-ins* footsteps on a classic American road trip; book a Royal Caribbean cruise with celebrity chef Jamie Oliver; help harvest olives in an ancient grove in the mountains of Crete. As the demand and opportunity for culinary travel continues to grow, so does the demand for food & travel stories distributed through a variety of media platforms. In this course, you will begin to explore the complex relationship between culinary tourism and food & travel media, learning about opportunities, challenges, and responsible alternatives. Along the way, you will enjoy and critique some of the best food & travel stories being produced today – and get a chance to produce some of your own.

Course Learning Objectives

By the end of the course, you should be able to:

- Explain major aspects of the complex relationship between culinary tourism and food and travel writing
- Understand the rise, characteristics and critiques of food & travel media
- Identify and describe the characteristics and motivations of culinary travelers, food & travel writing markets, and audiences
- Explain major ethical, environmental and social challenges facing the tourism industry and food & travel writers, and alternative models that are being developed to address these challenges
- Understand how to pitch story ideas to specific print and digital publications targeting specific audiences
- Apply what you've learned to the production of food & travel writing

Division of Communication Learning Objectives for Communication Majors

- Communicate effectively using appropriate technologies for diverse audiences
- Plan, evaluate and conduct basic (quantitative and qualitative) communication research
- Use communication theories to understand and solve communication problems
- Apply historical communication perspectives to contemporary issues and practices
- Apply principles of ethical decision making in communication contexts

Required Readings

Hughes, Holly (ed). *Best Food Writing 2017*. New York: Da Capo Press. (Available for purchase at University Bookstore).

Becker, Elizabeth. *Overbooked: the exploding business of travel and tourism*. New York: Simon & Schuster, 2016. (Available for purchase at University Bookstore).

Additional REQUIRED readings will be distributed via electronic reserve or in class. These will include news and feature stories distributed through a variety of media as well as scholarly research.

Assignments and Grading

Exam – 30 % of final grade. You will have one exam on November 7 that will evaluate your mastery of the course material, including lectures, readings, screenings, discussions and assignments; after that, you will work on a final project that will give you the chance to apply what you've learned to your own creative work.

Weekly assignments – 40 % of final grade. Nearly each week you will be given a writing assignment. These assignments are designed to help you develop specific research, interviewing, observation and writing skills needed in food & travel writing (although they are required in all genres of nonfiction writing). You will share and critique these assignments in small groups in class, and collect them in a portfolio which you will turn in to me several times over the course of the semester.

Final project – 30% of final grade. You will produce an original, creative piece that meets the requirements of food & travel writing. This final project will give you a chance to apply what you've learned about the food and travel industries, contemporary food culture, food & travel media, and food & travel writing.

Specific guidelines for all assignments, including exams, will be distributed and discussed in class at the appropriate time.

Letter grades are assigned as follows:

94-100% = A	90-93% = A-	87-89% = B+	84-86% = B
80-83% = B-	77-79% = C+	74-76% = C	70-73% = C-
67-69% = D+	64-66% = D	60-63% = D-	

Course Policies

Attendance. The success of this course depends on your participation. Please arrive on time for each class, ready to contribute to class discussion and assignments. If you MUST miss class, please:

- Notify me in advance. In case of emergency, notify me as soon as possible.
- Arrange to get notes from a fellow student. Do NOT ask me what you missed!
- Arrange to have any work due that day turned in at the beginning of class.
- Understand that there will be NO MAKE-UPS for missed in-class assignments; you will be able to make up a missed exam if you have a documented excused absence for reasons of medical or other **emergencies**, such as a doctor's note or a funeral notice (vacations, work or family obligations, or other circumstances that do not constitute true unavoidable, serious emergencies do NOT count as excused absences)

Please turn off your cell phones. Use of cell phones, tablets, laptops or other technology is not permitted during class unless it is part of an assignment or a required assistive technology. If you need to use technology in class, please see me.

E-mail. You may e-mail me with questions, comments and concerns, or to set up an individual meeting. I check my e-mail regularly during the work week. Please allow 24 hours for response.

Plagiarism and ethics. All work produced for this class must be your own and must be produced for THIS course. If you use others' work, be sure to cite it appropriately (including information you get from print and digital sources). Plagiarism of any kind will result in a warning. A second offence may result in a final grade of "F" for the course. Also, please be sure to treat the classroom and everyone in it with respect – disagreements can be productive, but only if they are constructively and respectfully engaged.

Comm 323 Fall 2018 Working Schedule

This working schedule includes dates for major topics, exams and final projects. Weekly required readings and portfolio assignments will be introduced and explained at the appropriate time in class. (I may revise this schedule to meet the needs of the class and to take advantage of course-related opportunities that may come up).

Wk	Dates	Topic	Major Assignments
1	Sept. 5	Introducing Food & Travel Writing	
2	Sept. 12	What is Culinary Tourism?	
3	Sept. 19	Defining foodies as culinary tourists and food media consumers	
4	Sept. 26	Food politics, media, and tourism	Portfolio #1
5	Oct. 3	Alternatives: Alice Waters and her food revolution	
6	Oct. 10	Exploring Food & Travel Media	
7	Oct. 17	Continue exploration of F&T Media	
8	Oct. 24	Molecular Gastronomy & other trends	
9	Oct. 31	Presentations: Innovations	Portfolio #2
10	Nov. 7	Presentations: Innovations	Exam
11	Nov. 14	Focus on Wisconsin: Applying What You've Learned	
12	Nov. 21	Final Project Development: lecture, discussion & workshop	
13	Nov. 28	Final Project Development continued	Portfolio #3
14	Dec. 5	Final Project Development continued	
15	Dec. 12	Final Project Development continued	
16	Dec. 20 (Thurs) 10:15-12:15	Presenting What You've learned	Final Writing Projects & Presentations