

**University of Calgary
Department of Communication and Culture**

**COMS 401.25 L04
Popular Culture of Food in Spain
Spring 2014
2014 Food Culture in Spain Group Study Program
May 11-May 31, 2014**

Instructor: Dr. Dawn Johnston
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Office Hours: n/a

Course Description

This course is designed to introduce students to the various ways in which food and eating act as products and processes of popular culture in Spain. Students will be encouraged to examine their own roles as producers, reproducers and consumers of popular culture in the particular context of food culture.

Specifically, students will participate in analysis of restaurant culture and the restaurant industry in Spain; the relationship between gender and food in Spanish advertising; the significance of the Michelin rating system of restaurants in Spain; and the development and marketing of wine culture in the Spanish context.

Additional Information

This course is only available to students enrolled in the 2014 Food Culture in Spain Group Study Program.

Objectives of the Course

Through a variety of traditional scholarly, experiential, and reflective assignments, students will examine the role of food as a component of Spanish community and culture.

Internet and electronic communication device information

n/a

Textbooks and Readings:

Assigned readings have been linked or posted as PDFs on Blackboard

Assignments and Evaluation

Group Seminar Presentation	(during class time in field)	25%
Reflection Essays	(due at regular intervals in field)	30%
Advertisement Analysis	(due May 26)	15%
Essay-style exam	(May 28)	30%

Presentation:

Students will form groups* to give a seminar-style presentation on an assigned required reading. These presentations will be based on observation and activity in Spain, as well as the assigned reading, rather than library research. Students will be expected to identify and explain the key concepts of the reading, provide examples and analysis of the key concepts as witnessed in field observations, and lead the class in discussion.

*Please note: these will be the same groups as in the Globalization and Culinary Tourism class

Reflection Essays:

Using the reflection questions provided by the instructor two to three times weekly, students will write short (250-350 word) reflective responses based on field trips, guest speakers, class discussions, and individual research projects. Students will be expected to submit their responses within 48 hours of the question being posted. Students are expected to complete at least three reflection questions, worth 10% each. Students may submit up to four reflections, in which case the top three grades will count. Reflections may be handwritten or submitted electronically.

Advertisement Analysis

Students will be asked to choose a print advertisement for food, restaurants, or diet products and write a 500-700 word textual analysis of their selected ad, considering factors such as visuals, language, and ad placement. The ad may be on a billboard in Spain, in a magazine or newspaper, or on a flyer. The program assistant will be available to help with translation of Spanish text (but not with analysis). The ad, or a photograph of it, should be submitted with the assignment. Essays will be due on May 26, and may be handwritten or submitted electronically.

Essay-style Exam

On the last full day of program, May 28, students will write an individual essay-style exam. A question will be posted at 10:00am, and students must submit an essay response by 1:00pm the

same day. Students will be permitted to use their readings and notes in the writing of this essay question. Exams will be handwritten.

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

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to your tutor or instructor if possible. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Registrar-scheduled Final Examination: No

Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

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.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. 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 System

The following grading system is used in the Department of Communication and Culture:

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

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. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

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

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

Students' Union

For details about the current Students' Union contacts for the Faculty of Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see <http://www.ucalgary.ca/provost/students/ombuds>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>

"SAFEWALK" Program -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

Ethics

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site:
<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:
<http://www.ucalgary.ca/research/ethics/cfieb>

Schedule of Lectures and Readings

Posted on Blackboard