

## **COM4930: Culinary Communication** (*Class #25465*)

*University of Florida*

*Dial Center for Written & Oral Communication*

**Fall 2023**

Professor: Dr. Kellie Roberts

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Class/times: Rolfs 207; Tuesday 5<sup>th</sup>-6<sup>th</sup> (11:45am-1:40pm)/Thursday 6<sup>th</sup> (12:50-1:40pm)

Office Hours: Tuesdays 2:00-4:00pm; Thursdays 10:00am-noon; and by appointment.  
(office hours cancelled on 12/5)

### **Course Description**

The relationship between food and human experiences has been well documented and helps us establish our identities, negotiate our environments, and define our cultures. 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. First, we discuss how each of us constitute and communicate our identities through the food we consume and, even, 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 other institutions frame, influence, and shape our food practices. Finally, we explore how our food practices intersect, communicate, and impact our relationships to our surrounding environments.

### **Course Objectives**

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.

### **Readings**

All readings, audio-visual, and digital texts will be provided as handouts in class or on Canvas. You are not required to purchase a textbook for this class.

### **Important Semester Dates and Deadlines**

Below are university holidays and drop deadline:

August 23	Classes Begin
August, 29 (11:59pm)	Drop/Add ends
November 20	Deadline to drop a class by college petition
September 4	Labor Day
October 6-7	UF Homecoming
November 10	Veterans Day
November 22-25	Thanksgiving Break

For additional critical dates, consult the University of Florida Registrar's office at:

<http://www.registrar.ufl.edu/>

### **Course Assignments** (More detail/instruction will be provided on Canvas and in class.)

1. ***Family Recipe/Introduction (25 points)*** Your introduction to the class where you will also share a family recipe with your classmates in a short presentation and provide them with a take-away 'recipe card'.
2. ***Food Share/Presentation (100 points)*** Students will prepare and serve a food item related to course themes, 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.
3. ***Food & Self Identity Assignment (50 points)*** In this assignment, you are to write or use other creative means to report on food in your life. A question to help you get started would be "How does food function in your life?" We will talk about food and self-identity in class, but you will not present your assignment to the class as this topic can be very personal for some.
4. ***Recipe Submissions (5 X 10 points=50 points)*** Over the course of the semester, we will build a class cookbook! You are responsible for contributing recipes where each submission fits a predetermined category.
5. ***Culinary Comm. Connoisseur Project—written & oral (100 points)*** This project requires that you look at food and much more. The project, with a focus chosen from one of the seven categories below, will have both written and oral components. For the presentation part of this assignment, you will be responsible for providing information about your topic/findings to the class. You will also prepare a summary of information.

#### **Project Categories:**

- a. Kitchen Table Conversation: Food Talk and Oral History
- b. Eat My Words: Cookbooks (or food-focused periodicals or blogs) as Cultural History

- c. Food, Film, Fiction, and TV
  - d. Service and Food Ethnography
  - e. Distinction in Dining
  - f. Campaigns of Consumption
  - g. Tasty Trends
6. **Restaurant Review (50 points)** This assignment requires that you review a restaurant, preferably in the Gainesville area, so that your readers might visit it. The restaurant should not be a franchise nor solely a bar! Beyond that, the type of food, range in price, and atmosphere is your choice. Your job is to convey the taste, texture, smell, and presentation of a restaurant's food. Your readers also want to know about the aspect of influence of the food on communication while in the restaurant including the atmosphere, staff knowledge and attentiveness, the speed of service, the general impression of the restaurant. A great food review should put the reader at your table with you, allowing them to decide whether they want to visit the restaurant when they're done reading.
7. **Participation (25 points)** Our classroom discussions and activities will make up a portion of the coursework and a small part of your course grade. We will engage the readings and each other in classroom discussions where you will demonstrate a command of the course readings, apply concepts to current events and across perspectives, and evaluate food communication in its varying forms. We will also have classroom activities to support our readings and discussion.

### Course Evaluations

Evaluations for individual assignments and components of the course will be determined based on the following point system:

365-400	A	300-314	B-	235-249	D+
350-364	A-	285-299	C+	215-234	D
335-349	B+	265-284	C	200-214	D-
315-334.1	B	250-264	C-	000-199	E

**\*\*There are 400 points possible for this course.\*\***

1. *Family Recipe/Introduction (25 points)*
2. *Food Share/Presentation (100 points)*
3. *Food & Self Identity Assignment (50 points)*
4. *Recipe Submissions (50 points)*
5. *Culinary Comm. Connoisseur Project (100 points)*
6. *Restaurant Review (50 points)*
7. *Participation (25 points)*

For information on current UF grading policies see

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

**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.

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

## **Instructor Expectations and Course Policies**

**Communication with your instructor** 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 several aspects: clothing, language, presentation, and content material. Clothing communicates a message. 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.

### **Attendance**

- Attendance is required. **Students are allowed to miss 3 class periods (unexcused absences) without penalty to their grade.** Beginning with the 4<sup>th</sup> unexcused absence, students will lose 15 points off their final grade for each class period absent. Keep in mind that Tuesday's class counts as 2 class periods.
- Excused absences (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.** If you are tardy, notify the professor after class so the absence can be recorded as a tardy and not an 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 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 assignments, 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** Late work will be accepted with a 10% penalty per each day late. No late work will be accepted more than two weeks after the assignment was originally due.

**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 already 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 assignments.
- 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 as it relates to our class.

**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/sccr/process/student-conduct-honor-code/>

For more information, see the Student Conduct and Conflict Resolution Web site:

<https://www.dso.ufl.edu/sccr> or call 352-392-1261 x207.

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.

All submitted work during the course, written or oral, will be the student's personal, original work, with credit given to sources used. [Further, all documentation of absences will be honest representations.] If a student violates this understanding, the penalty will be a failing grade in the course, and adjudication will be processed by procedures approved by the University of Florida Honor Court.

***Further Detail on Plagiarism*** A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

***Unauthorized Use of Materials or Resources (“Cheating”)*** A student shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources shall include:

1. Any paper or project authored by the student and presented by the student for the satisfaction of any academic requirement if the student previously submitted or simultaneously submits substantially the same paper or project to satisfy another academic requirement and did not receive express authorization to resubmit or simultaneously submit the paper or project.
2. Any materials or resources prepared by another student and used without the other student's express consent or without proper attribution to the other student.

3. Any materials or resources which the faculty member has notified the student or the class are prohibited.
4. Use of a cheat sheet when not authorized to do so or use of any other resources or materials during an examination, quiz, or other academic activity without the express permission of the faculty member, whether access to such resource or materials is through a cell phone, PDA, other electronic device, or any other means.

**UF and State Recording Policy** Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code

### **Accommodations and Campus Resources**

The University of Florida complies with the Americans with Disabilities Act. Students requesting accommodation should connect with the Disability Resource Center, <https://disability.ufl.edu/get-started/>. It is important for students to share their DRC accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. Please alert me to any accommodation within the first two weeks of class so that we can work together to make your class experience successful.

## *Additional Resources*

### 1. Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Dean of Students Office*: Students who experience a family or personal emergency (death in the family, unplanned hospitalization, etc.) may contact the [Dean of Students Office](#) and request notification letters be sent to their professors. 325-392-1261
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352- 733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### 2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**Public Speaking Lab** Located on the fifth floor of Rolfs Hall, the Public Speaking Lab offers free assistance to those seeking assistance with their speaking skills. During the semester, some lab hours will take place in person and some on Zoom. Staffed by Public Speaking instructors and trained undergraduate peer consultants, the lab welcomes walk-ins during the hours posted at: <http://cwoc.ufl.edu/programs/public-speaking->



[lab/hours/](#). For optimal success, and to ensure available assistance, please plan speeches well in advance.

Students can choose to have their speeches recorded, get feedback on outlines, ask questions about supporting their points, and get ideas about handling speech anxiety. The lab also offers assistance in preparing for interviews, preparing speeches for other courses, or preparing to speak on special occasions. If you have questions about a visit with the lab, please feel free to contact Dr. Dennis McCarty ([d.mccarty@ufl.edu](mailto:d.mccarty@ufl.edu) )

**Student Evaluations** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

**Communication Studies Minor** The Dial Center offers a minor in Communication Studies (CMS). Our CMS minor is consistently one of the largest minors within the College of Liberal Arts and Sciences. Employers increasingly want to see oral communication skills, and students find the minor pairs well with any major or even fulfills their requirement for an outside concentration. The total minor is just 18 credit hours. Your Public Speaking course counts as one of the core courses for the minor. You can find more information at [https://catalog.ufl.edu/UGRD/colleges-schools/UGLAS/CMS\\_UMN/](https://catalog.ufl.edu/UGRD/colleges-schools/UGLAS/CMS_UMN/).

**COM4930: Culinary Communication**  
**Fall 2023 Tentative Schedule**

There may be slight changes to this schedule due to enrollment numbers, guest speaker schedules, or unforeseen events. Any changes will be announced in class and/or through Canvas.

Week 1	August 24	Intro to course, syllabus, assignments, & class procedures
Week 2	August 29  August 31	Introduction to Food/Culinary Communication; Food/Self Identity Paper review; Recipe Submission instructions; Food Share/presentation signup Due: <i>Family Recipe/Introduction; Recipe #1-Family</i>
Week 3	September 5 September 7	Food and Identity; <i>Food Share #1 &amp; #2</i> Food and Identity
Week 4	September 12 September 14	CCC Project review; <i>Food Share #3 &amp; #4</i> Restaurant Review instructions; <i>Due: Recipe #2 – Simple or No-Cook/No-Bake</i>
Week 5	September 19 September 21	Food and Culture; <i>Food Share #5 &amp; #6</i> Food and Culture; <i>Due: Food/Self Identity Assignment</i>
Week 6	September 26 September 28	Food and Language; <i>Food Share #7 &amp; #8</i> Guest speaker <i>Due: Recipe #3 – Entertaining</i>
Week 7	October 3 October 5	Food, Film, Fiction, and TV; <i>Food Share #9 &amp; #10</i> <i>Restaurant Reviews (half)</i>
Week 8	October 10 October 12	Food, Film, Fiction, and TV, <i>Food Share #11 &amp; #12</i> <i>Due: Recipe #4 – Main Entree</i>
Week 9	October 17 October 19	<i>CCC Project Presentations; Food Share #13 &amp; #14</i> <i>CCC Project Presentations</i>
Week 10	October 24 October 26	<i>CCC Project Presentations; Food Share #15 &amp; #16</i> Food and Holidays; <i>Due: Recipe #5 – Special Diet</i>
Week 11	October 31 November 2	Kitchen Culture: Food Prep; <i>Food Share #17 &amp; #18</i> Cookbooks and other Foodie Sources

Week 12	November 7 November 9	Tasty Trends, guest speaker; <i>Food Share #19 &amp; #20</i> <i>Restaurant Reviews (second half)</i>
Week 13	November 14 November 16	Food and Global/Local Issues, guest speaker Reflections re: Food and Communication Potluck or Cookie Swap!!
Week 14	November 21 November 23	Out of class work Thanksgiving—No Class
Week 15	November 28 November 30	Out of class work Out of class work
Week 16	December 5	Out of class work

**ALL ASSIGNMENTS ARE DUE ON THE SCHEDULED DATE.** If you miss a day when you are to present in class, you will be allowed to make up the presentation with a 10% penalty per each day late. No late presentations can be made up more than two weeks after the assignment was originally due. If you know you are going to miss a class, please let me know in advance!

**Signup for Topics and Presentations** You will sign up for Food Share and other presentations during the second week of the semester.