

Food Writing/Reporting

JOUR 4160/6160-001

Fall 2021

Class Meeting: TR 11:20 a.m.-12:45 p.m., MJ 208

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COURSE REQUIREMENTS

Catalog description

Develops expertise in the specialized niche of food writing with narrative stories and multimedia content.

Prerequisites

JRSM 3120 and 3526

Textbooks, Software and Required Materials

- “Notes from a Young Black Chef,” by Kwame Onwuachi. Published by Alfred A. Knopf 2019. Available in hard cover and ebook.
- “The Best American Food Writing 2020,” edited by J. Kenji Lopez-Alt. Published by Houghton Mifflin Harcourt 2020. Available in paperback and ebook.
- Wednesday food section of The New York Times (Free access is available to students. Click [here](#) for access instructions.)
- A smart phone and access to a laptop or a desktop computer. Journalists today need to be in constant contact with the Internet and social media, so make sure you have the devices to make that happen.
- A camera or smart phone for taking digital photographs.
- A clip-on Lavalier microphone for recording interviews for video and audio.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the term year courses available to you, click on the link for JOUR 4160/6160 - 001 to enter your course and read the instructions on the welcoming page.

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 and multi-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 one of the South's most popular food destinations.

- 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.
- 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.
- If you miss a class, it is your responsibility to find out missed assignments and/or deadlines for assignments. Do not count on me to answer texts, emails or Facebook posts about missed work. If you are unsure about deadlines, ask classmates or check the eCourseware drop box dates. Do not rely on assignment dates printed on the syllabus.
- Be sure to join the class Facebook page.
- 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.
- Assignments for food writing also 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.

Grading

Story assignments: 80 percent

In-class work, homework, quizzes: 20 percent of semester grades.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

Other issues

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, voice, observation and description. In other words, don't cut corners with research and reporting. And remember this: Opinion needs justification.

COURSE SCHEDULE

A flexible syllabus is necessary to respond to news events as they occur in real time. Deadlines for assignments may change, so check due dates regularly in the eCourseware drop box.

Class format: 3120 is a hybrid lecture/lab class. During designated class times, students will participate in Zoom lectures Tuesday. The lab classroom will be open and available for Zoom lectures. Class time Thursdays will be used to produce work on deadline or to meet as a class outside of the classroom. Do not schedule work, appointments, etc. for Thursday class times.

Part One: A food writer's tool box

Week 1, Aug. 24, 26: Course Introduction: Explore, eat and learn

What is food? How does it impact our culture and community?

Zoom lecture Tuesday @ 11:20 a.m.

Assignment 1 due: Explore a neighborhood

Week 2, Aug. 31, Sept. 2: Description, anecdotes and voice

Zoom lecture Tuesday @ 11:20 a.m.

Assignment 2 due: Food essay

Week 3, Sept. 7, 9: Photography

Labor Day holiday: Sept. 6

Zoom lecture Tuesday @ 11:20 a.m.

Reading: "Notes from a Young Black Chef," thru page 110.

Week 4, Sept. 14, 16: Photography

Zoom lecture Tuesday @ 11:20 a.m.

Assignment 3 due: Farmer's market slideshow

Part Two: Food connects history culture, and issues

Week 5, Sept. 21, 23: Food history

Zoom lecture Tuesday @ 11:20 a.m.

Week 6, Sept. 28, 30: Food history

Zoom lecture Tuesday @ 11:20 a.m.

Reading: "Notes from a Young Black Chef," thru page 200

Assignment 4 due: Southern food

Week 7, Oct. 5, 7: Food issues

Zoom lecture Tuesday @ 11:20 a.m.

Week 8, Oct. 12, 14: Food issues

Zoom lecture Thursday @ 11:20 a.m.

Assignment 5 due: Food issues.

Week 9, Oct. 19, 21: Food Culture

Zoom lecture Tuesday @ 11:20 a.m.

Reading: "Notes from a Young Black Chef," thru page 273.

Week 10, Oct. 26, 21: Food culture

Assignment 6 due: Personal memoir

Part Three: Eat the Street

Week 11, Nov. 2, 4: Restaurant Reviews

Zoom lecture Tuesday @ 11:20 a.m.

Week 12, Nov. 9, 11: Restaurant Reviews

Zoom lecture Tuesday @ 11:20 a.m.

Assignment 7 due. Restaurant review story.

Week 13, Nov. 16, 18: Restaurant Reviews

Zoom lecture Tuesday @ 11:20 a.m.

Assignment 8 due: Restaurant review photos/multi-media.

Week 14, Nov. 23: Thanksgiving holiday (Nov. 24-28)

Zoom lecture Tuesday @ 11:20 a.m.

Week 15, Nov. 30: Portfolios

Zoom lecture Tuesday @ 11:20 a.m.

Updated portfolios due. Post link on class Facebook page

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months

following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially

rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for

Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal

temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Fall 2021

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.

