

University of Calgary
Department of Communication, Media and Film

Communications Studies COMS 401.25 L05
Popular Culture of Food in Spain
Spring 2016
2016 Food Culture in Spain Group Study Program
May 07-May 29, 2016

Instructor: Dr. Dawn Johnston
Office: SS234
Office Phone: 403-220-3199
E-Mail: debjohns@ucalgary.ca
Web Page:
Office Hours: n/a (program takes place in Spain – instructors will be available for student consultation daily)

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; the development and marketing of wine culture in the Spanish context, and other topics relating to the intersection of food culture and popular culture.

Additional Information

This course is only available to students enrolled in the 2016 Food Culture in Spain Group Study Program

Objectives of the Course

Through a variety of reflective, experiential, and traditional scholarly assignments, students will examine the role of food as a key component of Spanish community and culture. Through participating in group research projects, group presentations, and individual reflective and analytical writing assignments, students will develop both individual and collaborative skills, as well as understanding of the role of food in Spanish popular culture.

Textbooks and Readings

Assigned readings have been posted as PDFs or linked on D2L.

Internet and electronic communication device information

Laptops and tablets will not normally be used during class time. If permission is granted to use them, they should be used exclusively for course purposes, with minimum distraction to other students.

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 24)	15%
Essay-style exam	(May 28)	30%

Presentation:

Students will be assigned to groups* to give a seminar-style presentation on an assigned required reading. These presentations will be based on the assigned reading, observation and activity in Spain, 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. Except in the case of extraordinary circumstances, all group members will receive the same grade on this assignment.

*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. This is an individual assignment.

Advertisement Analysis

Students will be asked to choose a print advertisement for food, restaurants, or diet products and write a 600-750 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 24, and may be handwritten or submitted electronically. This is an individual assignment.

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 may be handwritten or submitted electronically. This is an individual assignment.

Registrar-scheduled Final Examination: No

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

Submission of Assignments: Please hand in your essays directly to your tutor or instructor if possible, or submit via the D2L dropbox if instructed to do so.

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

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.

Student Accommodations:

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html> and <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>

Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Sources used in 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 & Grade Scale of the Department of Communication, Media and Film

Final grades are reported as letter grades. In this course, letter grades will be used for all assignments.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations* **
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%
3.70		A -	85 - 89.99%	87.5%
3.30		B+	80 - 84.99%	82.5%
3.00	Good—clearly above average performance with knowledge of subject matter generally complete.	B	75 - 79.99%	77.5%
2.70		B-	70 - 74.99%	72.5%
2.30		C+	65 - 69.99%	67.5%
2.00	Satisfactory—basic understanding of the subject matter.	C	60 - 64.99%	62.5%
1.70		C-	55 - 59.99%	57.5%
1.30	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00		D	50 - 52.99%	51.5%
0.00	Fail – unsatisfactory performance or failure to meet course requirements.	F	0- 49.99%	0%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

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. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be

enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <https://ucalgary.ca/ssc/resources/writing-support/436>. If you have questions about how to document sources, please consult your instructor or the Writing Centre (3rd Floor TFDL, <http://www.ucalgary.ca/ssc/writing-support>).

Academic Misconduct

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

Research Ethics

Whenever you perform research with human participants (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

This course has received course-based ethics approval from the Faculty Research Ethics Committee. Students undertaking research (surveys or short interviews) with human participants are required to present their data gathering instruments to the instructor for approval in advance of collecting data.

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program 	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support

<ul style="list-style-type: none"> • Student Services Mobile App 	http://ucalgary.ca/currentstudents
<p>STUDENTS' UNION CONTACTS</p> <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	<p>https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</p> <p>http://www.ucalgary.ca/provost/students/ombuds</p>
<p>SU WELLNESS CENTRE</p> <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	<p>403-210-9355 (MSC 370), M-F, 9:00–4:30 pm</p> <p>http://ucalgary.ca/wellnesscentre/counselling</p> <p>http://ucalgary.ca/wellnesscentre/health</p> <p>403-266-HELP (4357)</p> <p>http://ucalgary.ca/wellnesscentre/healthycampus</p> <p>If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.</p>

Schedule of Lecture Topics and Readings

Posted on D2L.