

Liverpool John Moores University

Title: MEDIA AND FOOD
Status: Definitive
Code: **5035TEF** (103809)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Ann Jackson	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 42
Total Learning Hours: 120
Private Study: 78

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	16
Practical	24
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2,000 word assignment	60	
Essay	AS2	15 minute presentation including food preparation and demonstration	40	

Aims

To develop a knowledge and understanding of practical skills and communication strategies required to prepare and creatively present food for the media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise theoretical models of media and the impact of the media on food consumption;
- 2 Present food to the media using appropriate demonstration and effective communication techniques;
- 3 Apply food preparation skills to develop recipe dishes for a range of media;
- 4 Research a topic (e.g. food culture) to support recipe development and present the research with the recipe in a manner appropriate to selected media;
- 5 Apply an imaginative approach to the presentation of food to the media.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Assignment	1	2	3	4	5
Presentation	1	2	3	4	5

Outline Syllabus

Theoretical models of media. Food theory, practical preparation and presentation of food from a variety of cultures. Undertaking research for media articles, interviews, handling enquiries from the media. Communication techniques with special reference to food in the media i.e. television, radio, press, magazines, etc. Food photography. External agencies will be used in conjunction with formal lectures and practical sessions.

Learning Activities

Lectures.
Practical food preparation workshops.
Peer feedback on presentations.

Notes

A practical and theoretical course which studies the theoretical modules of media and the impact of media on food consumption. It is a very practical based module and students will be expected to undertake recipe development, food photography, make presentations, research and prepare articles about food suitable for the media.