

Liverpool John Moores University

Title: GASTRONOMY AND THE FOOD MEDIA
Status: Definitive
Code: **5067TEF** (103830)
Version Start Date: 01-08-2019

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

Team	Leader
Wendy Johnston	Y

Academic Level: FHEQ5
Credit Value: 24
Total Delivered Hours: 82
Total Learning Hours: 240
Private Study: 158

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30
Practical	30
Tutorial	2
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation	40	
Portfolio	AS2	Portfolio	60	

Aims

To develop a knowledge and understanding of gastronomy and practical food skills in tandem with effective 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 Research a journalism copy brief to demonstrate effective communication skills in a variety of media settings.
- 2 Apply food preparation skills to develop recipe dishes for a range of media.
- 3 Evaluate food as leisure activity from the perspective of a restaurant critic using the conventions of food journalism.

Learning Outcomes of Assessments

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

Presentation	2	
Portfolio	1	3

Outline Syllabus

Theoretical models of the media. Food theory and practical preparation skills. The diversity and development of gastronomy. Undertaking research for media articles, programmes, interviews, and handling enquiries from the public and the media. Systematic recipe development using sensory evaluation techniques to inform the development process. Evaluating food tourism/dining out experiences and communicating the results to an audience. Communication skills and practical challenges associated with special reference to food and the media i.e. television, radio, press, magazines, web sites etc. Food styling and photography. External agencies, guest speakers will be used in conjunction with formal lectures and practical sessions.

Learning Activities

Practical Development Sessions

Practical workshop Sessions

Lectures

Practice Presentations providing formative tutor and peer feedback

Notes

A practical and theoretical module which studies the theoretical models of the media. The influence of gastronomes and contemporary celebrity chefs on food choice and consumption is investigated. The module is practically based and students will undertake recipe development, food styling and photography, give food presentations and interviews and research and prepare articles suitable for food journalism and web pages. Evidence from this module may contribute to WoW certification.