

Liverpool John Moores University

Title: Food and the Media
Status: Definitive
Code: **5103SSLN** (123086)
Version Start Date: 01-08-2020

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

Team	Leader
Wendy Johnston	Y
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Practical	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Media Item (2,500 words)	50	
Presentation	AS2	Recipe & demonstration (15 minutes)	50	

Aims

This module aims to introduce students to the major aspects of food and the media including television, social media, blogs, magazines and events. It allows students to develop practical and visual communication techniques and strategies to present food for the media and to evaluate the effectiveness of different media platforms

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the use and benefits of different media platforms
- 2 Demonstrate effective communication and presentation skills in a variety of media settings and scenarios
- 3 Work to a live company brief to develop and present recipes and appropriate accompanying literature suitable for use at a live food event

Learning Outcomes of Assessments

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

Artefact	1	2	3
Presentation	1	2	3

Outline Syllabus

Systematic recipe development using sensory evaluation techniques to inform the development process; Development of skills and techniques to communicate food in a range of media settings; The use and effectiveness of different media platforms; The influence of celebrity chefs; Recipe testing; Food writing and reviews; Food trends; Food fashion, photography and styling; Food and television/radio; Food events; The use of social media; Communication skills and practical challenges

Learning Activities

Practical development sessions, Lectures, Guest speakers

Notes

A practical and theoretical module. Students will undertake recipe development, food styling and food photography. They will give a practical food presentation and research and prepare articles suitable for a range of media platforms.