



Course Title: Food Writing and Journalism

Course Description: This course outline provides a comprehensive overview of food writing and journalism, covering both practical skills and theoretical knowledge. It aims to prepare students for careers in various aspects of food media, including writing, editing, photography, and digital content creation.

Duration: 4 weeks

Module 1: Introduction to Food Writing and Journalism

- Understanding the role of food writing and journalism in the media landscape
- Historical overview of food writing and its evolution
- Exploring different forms of food writing: reviews, features, profiles, and essays

Module 2: Food Journalism Ethics and Standards

- Ethics in food journalism: accuracy, fairness, and integrity
- Best practices for sourcing and fact-checking in food writing
- Navigating conflicts of interest and maintaining objectivity

Module 3: Culinary Techniques and Terminology

- Basic culinary techniques and terminology for food writers
- Understanding food preparation methods, ingredients, and flavors
- Hands-on cooking demonstrations and tastings

Module 4: Writing Styles and Voice

- Developing a unique writing voice and style in food journalism

- Crafting engaging narratives and descriptions
- Exploring different writing formats: long-form articles, blog posts, and social media content

Module 5: Food Criticism and Reviews

- The art of food criticism: evaluating restaurants, dishes, and culinary experiences
- Constructing fair and constructive restaurant reviews
- Analyzing renowned food critics and their approaches

Module 6: Interviewing Techniques for Food Writers

- Conducting effective interviews with chefs, food producers, and culinary experts
- Asking insightful questions and capturing compelling stories
- Translating interviews into engaging written pieces

Module 7: Food Photography and Styling

- Basics of food photography: lighting, composition, and editing
- Food styling techniques for captivating visuals
- Incorporating photography into food writing projects

Module 8: Trends and Innovations in the Food Industry

- Identifying current trends and innovations in the food world
- Investigating food sustainability, farm-to-table movements, and dietary preferences
- Analyzing the impact of technology and social media on food journalism

Module 9: Cultural and Global Perspectives in Food Writing

- Exploring diverse culinary cultures and traditions
- Writing about food through a cultural lens
- Investigating global food issues and food security

Module 10: Publishing and Freelancing in Food Writing

- Navigating the publishing industry: pitching, submissions, and contracts
- Freelancing opportunities in food writing: magazines, websites, and blogs
- Building a professional portfolio and personal brand as a food writer

Assessment Methods:

- Written assignments: articles, reviews, and essays
- Interview projects with culinary professionals
- Food photography and styling projects
- Final portfolio showcasing various food writing pieces

Recommended Resources:

- Books on food writing and journalism
- Articles from reputable food publications
- Guest lectures by food writers, journalists, and industry professionals
- Field trips to food-related events, restaurants, and markets