



DRAFT SYLLABUS

Food Journalism in Lyon
Instructor: Damian Radcliffe
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Language of Instruction: English
UO Credits: 4
Contact Hours: 40

Lyon, France, Summer 2024

COURSE DESCRIPTION

This course will introduce students to the principles and practices of food journalism. It will do this by providing them with an overview of the history, theory, and practice of the field.

As part of this, students will explore the essential skills required to report, write, edit and promote food-related content. They will also examine the ethical, legal, and social responsibilities that food journalists contend with, and how this sits within the wider field of journalism and communication.

Students will develop a critical understanding of food journalism through lectures, peer discussions, conversations with guest speakers, and practical creative exercises. This will include the breadth of issues that this beat can encompass, why this matters and how food reporting is changing.

COURSE OBJECTIVES

Food journalism is a multi-faceted beat. It covers a lot more than just restaurant reviews, cooking recipes and beautiful Instagram grids. (Although these all have their place).

You will find food journalism in everything from news reporting to features writing and long-form investigative work, visual reportage and reviews. These stories can be told on multiple platforms. This includes the written word, visual media (video/photograph/broadcast) and audio (radio/podcasts).

Through this class, you will be introduced to this mouth-watering world of journalistic possibilities. You will also learn to think critically about the ingredients that make up good food reporting, through analytical thinking and the grilling of a wide range of food-related content.

Learning Outcomes: Upon completion of this course, students will be able to:

1. **Demonstrate** a comprehensive understanding of the fundamental principles of food journalism, including core journalistic skills of accuracy, fairness, and impartiality.

2. **Analyze and critique** media coverage by popular, award-winning outlets such as The New York Times (Cooking/Food), Bon Appetit, Eater, BuzzFeed's Tasty, Hearst's Delish, BBC Food and podcasts like Sporkful, Take A Bao, and Black Girls Eating.
3. **Develop** an awareness of the role and practice of food journalists through engagement with professionals working in this field.
4. **Understand** the legal and ethical frameworks that govern the practice of food journalism, and the ethical challenges that food journalists face in their work.
5. **Create** well-researched, compelling food-related stories of their own.
6. **Identify and evaluate** food media reporting produced by professional media outlets during the program.
7. **Explain** how food reporting is changing and the impact of influencers, social media, and the role that important questions - such as sustainability, climate change and food insecurity -play in the present, and future, of this journalistic beat.

NOTE ON COURSE LOCATION

The course will take place in Lyon, France, a city with a globally recognized culinary tradition and a vibrant food scene. Lyon's food culture and gastronomical backdrop will play a pivotal role in providing inspiration for our learning.

This inspirational setting will help to whet the appetite of students as we explore – through a journalistic lens - the broader social, cultural, and political issues that impact food production, distribution and consumption. This includes important, universal, questions such as sustainability, food-related inequities and the impact of climate change.

Students will have the opportunity to explore the city's markets, restaurants, and food culture. There is no language requirement for this course, but the curriculum will seek to incorporate a range of French food-related news sources and other dimensions (e.g., guest speakers) into our work.

This, coupled with materials from international media, will help to provide students with a global perspective on the field of food journalism; and offer a unique experience that will leave students will be hungry to learn more.

INSTRUCTIONAL METHODOLOGY

This course will blend lectures and discussion, alongside conversations with guest speakers, with practical exercises, as well as your own reading, research and content creation.

You will be expected to critically consume a wide range of media throughout the course and to consistently share the findings with the class.

Learning methods will include:

- **Discussing** the history and evolution of food journalism.
- **Researching and analyzing** examples of food reporting and food-related issues.
- **Presenting** your own research and ideas to your class peers and instructor.
- **Producing high-quality journalistic work** on a range of relevant topics.
- **Publishing** your work on a public-facing class website/blog.

- **Reflecting** on your learning throughout the program.

GUEST SPEAKERS

As part of this class, you will talk to, and hear from, leading journalists and communications professionals. This will include food journalists – and others covering beats that intersect with food (e.g., science and technology, business, etc.).

You will also engage with non-journalists who are experts in wider issues (e.g., food insecurity, climate change, agriculture and farming, etc.) who will provide valuable insights and context that will enable you to dig deeper into this field.

COURSE OUTLINE

Each week there will be a guiding theme that will shape our discussions and creative/research work. Where possible, work and guest speakers will be orientated around that theme. However, this is subject to their availability. The course schedule may also change depending on class needs and other developments. A more detailed schedule will be made available at the start of the class.

Sample outline:

Week 1: History and Evolution of Food Journalism – setting the scene (classic pieces, ethics, etc.)

Week 2: Today’s marketplace – Outlet analysis, interviews with food journalists.

Week 3: Local Week – Finding, developing and producing a food-related story from Lyon.

Week 4: Multimedia week – Telling food stories beyond the written word.

Week 5: What happens next? Emerging issues and where the beat goes from here.

COURSEWORK

You’ll be given a detailed brief, on Canvas and in class, for each assignment.

Activity	Tasks	% of Grade	Points
Writing	1. Original story (on topic/vertical of choosing)	20%	200
	2. Interview a Journalist / How I Work feature	10%	100
	3. Local News Story	10%	50
		40%	300
Research / Reflection	3. Weekly reflection x 5	15%	150
	4. Media outlet analysis (<i>group presentation</i>)	5%	50
	5. Lessons learned from guest speakers (article)	5%	50
		25%	350
Multi-media	6. Multi-media story	15%	150
		15%	150
Other	7. Class participation and engagement	20%	200
		20%	200
TOTAL		100%	1,000

INSTRUCTOR BIOGRAPHY

**Damian Radcliffe, Professor of Practice,
Carolyn S. Chambers Professor of Journalism**

[Damian Radcliffe](#) is a journalist, researcher, and professor [based at the University of Oregon](#). Alongside holding the Chambers Chair at the School of Journalism and Communication (SOJC), he is also a Professor of Practice, an affiliate faculty member of the Department for Middle East and North Africa Studies (MENA) and the [Agora Journalism Center](#), a Research Associate of the Center for Science Communication Research (SCR) and a member of the Provost's Teaching Academy.

Damian is a three-time [Knight News Innovation Fellow](#) at the Tow Center for Digital Journalism at Columbia University, an [Honorary Research Fellow](#) at Cardiff University's School of Journalism, Media and Culture Studies (JOMEC), and a Life Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA). In Spring 2023, he will be a Visiting Fellow at the Reuters Institute for the Study of Journalism at Oxford University.

With over 25 years of experience in the media industry, Damian has worked in editorial, strategic, research, policy and teaching roles in the USA, Middle East and UK. He has worked across all platforms (audio, TV, digital and print) and all media sectors (commercial, public, community and non-profit, regulatory and academia).

He continues to be an [active journalist](#), writing regular features for [Digital Content Next](#), the [International Journalists' Network](#) (IJNet), [What's New in Publishing](#), [journalism.co.uk](#) and [other outlets](#). His work focuses on digital trends, social media, technology, the business of media, and the evolution - and practice - of journalism.

As an analyst, researcher and trainer, he has worked with a wide range of additional industry and academic organizations including the BBC World Service, Facebook, FIPP, INMA, Thomson Reuters Foundation, World Association of News Publishers (WAN-IFRA) and the United Nations.

He has been quoted on issues relating to digital media and journalism by major outlets such as AFP, BBC News, Business Insider, Editor & Publisher, NPR, The New York Times, Snapchat, Wired and Voice of America.

As a freelance journalist, his work has been published by leading publications and trade outlets such as the BBC, Columbia Journalism Review (CJR), Harvard's Nieman Lab, HuffPost, PBS MediaShift, Poynter, TheMediaBriefing and ZDNet.

Originally from the UK, Damian lives in Eugene, OR, with his wife and three young children. He holds a BA in Modern History and MA (Oxon) from the University of Oxford.

<http://journalism.uoregon.edu/member/radcliffe-damian/>