Cultural Capital: Food and Media in New York City
Summer Session II: July 5 – August 14, 2016
Tuesdays and Thursdays, 11:00AM-2:00PM, plus fieldtrips
45 W. 4th St, Room B04

Instructors: Scott Barton and Katherine Magruder
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Office hours: Tuesdays and Thursdays, 9:00-11:00AM, 411 Lafayette St, Fifth Floor

This course explores the multi-faceted nature of New York City as a cultural and economic hub for food and media. Food is never just something we eat, but in New York City food has taken on an increasing prominence in public life. Food shapes communities and is an increasingly important marker of social and cultural identities. Media of all types fuel and shape our connections to food. Tastes are defined; diets and food habits are promoted and demoted; food fortunes and food celebrities are made. How has New York City become so important to the business of taste? What goes on behind-the-scenes? Topics include: Food-related publishing and broadcasting; green markets, food trucks, and systems of supply and distribution; marketing; Chinatowns, diversity, fusion, and identity. Open to majors and non-majors including special students. Classroom instruction is supplemented by site visits, guest lectures, and field research.

Student Learning Objectives:
● Describe and analyze the emergence and current intersections of food and media in New York City;
● Achieve basic understanding of the economics by which food and media are engaged;
● Explore issues related to the working lives of practitioners in culinary and other food-related fields;
● Understand current issues relating to challenges and opportunities in the intersections of food and media in New York City;
● Develop skills in field research and creative and critical thinking.

Student Resources:
Students with physical or learning disabilities are required to register with the Moses Center for Students with Disabilities, 726 Broadway, 2nd Floor, (212-998-4980) and are required to present a letter from the Center to the instructor at the start of the semester in order to be considered for appropriate accommodation.

Writing Center: 411 Lafayette, 4th Floor. Schedule an appointment online at www.rich15.com/nyu/ or just walk-in.

Participation:
This course requires your active engagement. We expect you to come to class having read and taken notes on the readings for the day. Come ready to initiate ideas, share relevant experiences, reflect on what others say and write, and discuss and extend the readings.

We expect you to show up on time both in class and when we are meeting off campus. This means planning ahead and familiarizing yourself with New York City’s transportation system. Many of the trips we are taking are to ticketed events and the entire syllabus depends heavily on your presence. If you need
to miss a class or leave early please let us know well ahead of time. For the ticket events in particular, 24 hours notice of an absence is important.

Any and all technological devices are allowed as long as it is used in a way that is respectful to others and to the classroom environment.

**Assignments and Assessment:**

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<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tr>
<td>Attendance</td>
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<td>Participation</td>
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<td>Create your own media (short film, sound recording, photo essay, etc.)</td>
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<td>AND Short paper explaining/reflecting on project (5-8 pages)</td>
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<td>Respond to classmate’s project (2-3 pages)</td>
<td>10%</td>
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<td>Critical media analysis (7-10 pages)</td>
<td>30%</td>
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**Evaluation Rubric:**

A= Excellent

This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

B=Good

This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

C=Average

This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

D= Unsatisfactory

This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

F=Failed

This grade indicates a failure to participate and/or incomplete assignments.

A = 94-100
A- = 90-93
C+ = 77-79
C = 74-76
F = 0-59
The relationship between students and faculty is the keystone of the educational experience at New York University in the Steinhardt School of Culture, Education, and Human Development. This relationship takes an honor code for granted and mutual trust, respect, and responsibility as foundational requirements. Thus, how you learn is as important as what you learn. A university education aims not only to produce high-quality scholars, but to also cultivate honorable citizens. Academic integrity is the guiding principle for all that you do, from taking exams to making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others and take credit only for ideas and work that are yours. You violate the principle of academic integrity when you:

- cheat on an exam,
- submit the same work for two different courses
- receive help on a take-home examination that calls for independent work, or
- plagiarize.

Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning, and discovering knowledge, plagiarism cannot be tolerated. Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score, and/or other materials that are not your original work. You plagiarize when, without proper attribution, you do any of the following:

- copy verbatim from a book, an article, or other media;
- download documents from the Internet;
- purchase documents;
- report from other’s oral work;
- paraphrase or restate someone else’s facts, analysis, and/or conclusions; or
- copy directly from a classmate or allow a classmate to copy from you.

Your professors are responsible for helping you to understand other people's ideas, to use resources and conscientiously acknowledge them, and to develop and clarify your own thinking. You should know what constitutes good and honest scholarship, style guide preferences, and formats for assignments for each of your courses. Consult your professors for help with problems related to fulfilling course assignments, including questions related to attribution of sources. Through reading, writing, and discussion, you will undoubtedly acquire ideas from others, and exchange ideas and opinions with others, including your classmates and professors. You will be expected, and often required, to build your own work on that of other people. In so doing, you are expected to credit those sources that have contributed to the development of your ideas.
Required Readings:

All readings will be posted on NYU Classes. Journal articles and book excerpts will be posted as PDFS in the Resources tab (NYUC). Web sources will be provided as URL links in the Resources tab (LINK). Instructors may change the readings as the course progresses.

Schedule of Class Meetings and Assignments

Week 1: Media, Sign, Code and Taste

Tuesday July 5: Introduction to Course and Sensory Deprivation Exercises

Required:


Emile Peynaud, “Tasting Problems and Errors of Perception.” (NYUC).

Thursday July 7: Walk through the city, eat on the street

Required:

Michel de Certeau. “Walking in the City.” (NYUC).


Week 2: Print cultures, from archive to digital

Tuesday July 12: Can you taste the words? Print Journalism. Food journalism panel.

Required:


Alex Halberstadt. “Cooking Isn’t Creative, and It Isn’t Easy.” NYTimes. (LINK).
Thursday July 14: Site visit, Menu Collection at New York Public Library, Schwartzman Bldg.

Required:

Dan Jurafsky. “How to Read a Menu.” (NYUC).


**Week 3: Food in Print Continued; Sound in the City**

**Tuesday July 19:** Site visits, Lucky Peach Magazine; Bonnie Slotnick Cookbooks

Required:


Malcolm Povey. “Sound Appeal.” (NYUC).


**Tuesday, July 19: Last day to get approval of final project and media analysis paper topic.**

**Thursday July 21:** Site visit to chocolate / whiskey producer, collaborate with MCC

Required:


Drew Grant. “Overheard in Carroll Gardens: The most entitled area of Brooklyn?” (LINK)


Recommended:

Scott Stringer. “Food in the Public Interest.” (NYUC).

**Week 4: Urban Manufacturing and Food Distribution**

**Tuesday July 26:** Site visit to Hunts Point, 9 AM

**Required:**


Jessica Harris. “I'm talkin' 'bout the food I sells”: African American street vendors and the sound of food from noise to nostalgia.” (NYUC).

Thomas Lueck. “Buyers for Restaurants Scramble to Find Fish.” (LINK).

Catharine Jones. “Hooked on Fish.” (LINK).

Elizabeth Royte. “Urban Farming is booming, but what does it really yield?” (LINK)

**Thursday July 28:** Site visit to Heritage Radio; Sounds, restaurants, and walking

**Required:**

Laura Shapiro. “And here she is … your Betty Crocker!” (NYUC).


Frank Bruni. “Restaurants: Arias From the Kitchen As the Dining Room Rocks.” NYTimes. (LINK).

Recommended:

Ben Houge. “Food Opera: Transforming the restaurant soundscape.” (NYUC).

David Toop. “Prelude: Distant music (on the contemplation of listening).” (NYUC).

**Week 5: Dining on Screen**

**Tuesday August 2:** Mapping Workshop In-Class


5 PM, Wednesday, August 3: Media project and accompanying paper due.

Thursday August 4: Lights, Camera, Eat; Food, Photography, and Film

Susan Spungen. “How to Cook for the Camera.” (LINK).

Anne Bower. “Watching Food: The Production of Food, Film and Values.” (NYUC).


(Tentative) Yankees vs. Mets Game, 7:05PM

Week 6: Construction Desirable Spaces and Bodies

Tuesday August 9: Visit Arthur Avenue and Eataly, Krishnendu Ray, Guest Speaker


Ann Farmer. “35 Lucky, and Hungry, Diners Eat and Walk with Calvin Trillin.” (LINK)

5 PM, Wednesday, August 10: Response to classmate’s project due.

Thursday August 11: Final class / project presentations / food sharing

5 PM, Monday, August 15: Final paper due.


Berton, Steven. “Inside David Chang’s Secret Momofuku Test Kitchen.” *Forbes* (New York, NY), Sep. 10, 2014. ([LINK](http://example.com)).


Sethi, Simran. “Love in Times of War.” *Lucky Peach*.


Shapiro, Laura. “And here she is … your Betty Crocker!” *The American Scholar* 73, no. 2 (2004): 87-99.


