# Communicating Food

**Subject Code**: FDS701  
**Subject Name**: Communicating Food  
**Credit points**: 6  
**Study Level**: Year 3  
**Delivery mode**: On campus  
**Location**: Melbourne  
**Prerequisites**: None

## Subject Overview

Communicating Food will provide students with the practical and professional skills required to translate research findings and deliver clear and persuasive messages across a variety of textual and visual formats to engage the public in complex issues surrounding food, farming and/or gastronomy. From blogging and short videos to media releases and copywriting, students try their hand at crafting engaging and succinct content while developing their own written voice. In the process of developing these practical skills, students are introduced to methodological tools for data collection and analysis of social media content with the view to understanding its role as a platform for advocacy and activism. The ethics of public communication, supported by a variety of case studies, are also examined.

## Learning Outcomes

- Collect and analyse social media content relating to a food issue  
- Express ideas and viewpoints effectively in video format through individual writing and collaborative production  
- Craft a message about a contemporary food issue or event and persuasively articulate a coherent perspective to a non-expert audience  
- Critique, edit and produce texts and narratives writing with attention to appropriate content, organisation, coherence, grammar, tone, and style  
- Communicate persuasively and succinctly as a citizen in a democracy

## Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opinion submission</td>
<td>5%</td>
</tr>
<tr>
<td>Write copy for a food event</td>
<td>10%</td>
</tr>
<tr>
<td>Blog posts</td>
<td>25%</td>
</tr>
<tr>
<td>Press release</td>
<td>10%</td>
</tr>
<tr>
<td>Essay</td>
<td>30%</td>
</tr>
<tr>
<td>Group video presentations</td>
<td>20%</td>
</tr>
</tbody>
</table>

## Graduate Attributes addressed in this subject

- Preparedness  
- Systematic and coherent body of knowledge  
- Interpersonal skills  
- Communication skills