

 AUF	<i>The American University of Florence</i>	SYLLABUS	Rev. 8 April 2025 Academic Affairs
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Format revised 2025
Syllabus revised 2025

Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

DEPARTMENT OF JOURNALISM

COURSE TITLE: ART, FASHION, FOOD, AND WINE JOURNALISM

COURSE CODE: CPJLCS235

3 semester credits

1. DESCRIPTION

Journalism is presented in this course as a communicator of the arts and culture. Students will explore the diverse media outlets that have evolved around the coverage of the arts, fashion, food, and wine, as well as literature, music, dance, theater, and cinema. Coverage of individuals, movements, events, exhibitions, and happenings will be considered for critical reviewing, popular diffusion, and sociological and philosophical questioning. The course will also study strategies of how cultural and creative journalism is presented to the public from a visual and aesthetic point of view, drawing from examples found in printed and online media. Course projects and activities will interact with the journalism activities of Blending, the magazine and newsletter of AUF's campus press Ingorda.

2. OBJECTIVES

Upon successful completion of this course, students will:

- Research culture-related topics for feature writing destined for both print and online publications.
- Develop and structure cultural topics according to diverse journalism formats.
- Interview subjects and figures related to a specific cultural landscape to develop feature writing.
- Express familiarity with identifying both cultural landmarks (not just in the physical sense) and cultural development and change within a specific context for writing research.
- Demonstrate that they are well-versed in cultural aperture and the necessity of it in an increasingly connected world.
- Increase sensibility towards biases and preconceptions when utilizing international and local perspectives to properly shape culture-based writing in terms of specificity and diversity.
- Create a working portfolio of writing samples with some published examples by the end of course.

3. REQUIREMENTS

At least one college writing course, or equivalent.

4. METHOD

This course consists of lectures, class discussions, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Barthes, Roland. 2013. *The Language of Fashion*, Bloomsbury Academic.
- Giannetti, Louis D. *Understanding Movies*. 10th ed. Chicago: Pearson/Prentice Hall, 2005.

- Muratova, N., Grizzle, A., & Mirzakhmedova, D. 2019. *Media and Information Literacy in Journalism: A Handbook For Journalists And Journalism Educators*. UNESCO Office in Tashkent.
- Rifenburg, J. M., & Allgood, L. 2017. “The Woven Body: Embodying Text in Performance Art and the Writing Center,” *A Journal of Language, Learning and Academic Writing*.
- Technical Writing Strategies, *Appreciating Different Cultures*.
- Varriale, Simone. 2012. *Music, journalism, and the study of cultural change*. Conference: East Asia and Globalization in Comparison. At: Chung-Ang University, Seoul, South Korea

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

FURTHER READINGS

- Associated Press, *The Associated Press Stylebook and Briefing on Media Law*. Basic Books, 2013.
- K. Williams, International Journalism (Journalism Studies: Key Texts), SAGE Publications Ltd., 2011.
- R. Boynton, *The New New Journalism: Conversations with America's Best Nonfiction Writers o Their Craft*, Vintage Books, 2005.
- R. Cappon, *The Associated Press Guide to News Writing*, Petersons, 1999.
- B. Wasik, *Submersion Journalism: Reporting in the Radical First Person from Harper's Magazine*, New Press, 2010.
- S. Rushdie, *Imaginary Homelands: Essays and Criticism 1981-1991*, Vintage, 2010.

LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:

<https://www.auf-florence.org/Library/the-library/>

6. COURSE MATERIALS

No additional course materials are necessary.

7. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

20% Assignments

20% Midterm Assessment

25% Final Exam

25% Final Project and its Presentation

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The midterm assessment accounts for 20% of the final course grade. Students are asked to develop a 800-word reflection journal based on the first 5 lessons of the course. Please note that the journal must entail at least 3 scholarly sources to support it.

Final Exam: The final exam accounts for 25% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into two sections:

- Part I: 13 short-answer questions.
- Part II: three essay questions.

The final exam is cumulative.

Final Project: The final project and its presentation account for 25% of the final grade. Students must present a real Florentine event organized during the year, and they will explore the diverse media outlets that have evolved around the coverage of the arts, fashion, food, and wine, as well as literature, music, dance, theater, and cinema, and develop a comprehensive project that fuses at least three cultural spheres.

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Definitions of Cultural Journalism and Media Information Literacy.
Objectives	Gain knowledge about the emergence of culture in journalism in mass media. Understand the role and significance of MIL. Identify various media platforms for cultural coverage. Recognize the role of arts journalism in a society. Differentiate between news reporting and cultural criticism.
In-class activity	Brainstorm diverse media platforms (print, online, podcasts, etc.) covering arts and culture. Discuss the strengths and weaknesses of each platform.
Readings/Assignments	Read: Muratova et al. <i>Media and Information Literacy in Journalism</i> . Part 1. Assignment #1 assigned, due by next lesson: Based on the brainstorm activity conducted during class time, students are asked to develop it into a 400-word research paper supported by at least 2 scholarly sources.

Lesson 2	
Meet	In class
Lecture	Writing about Writers: Literary Criticism.
Objectives	Analyze the tools and techniques used in literary criticism. Evaluate literary elements like plot, character development, and themes. Engage in critical dialogue about works of literature. Appreciate the diversity of literary genres.
In-class activity	Practice writing reviews of books or poetry collections.
Readings/Assignments	Read: <i>The 10 Best Book Reviews</i> , Literary Hub.

Lesson 3

Meet	In class
Lecture	Journalism of the Visual Arts.
Objectives	<p>Understand the critical lens for analyzing visual arts (painting, sculpture, photography etc.).</p> <p>Identify key art movements and historical context.</p> <p>Develop vocabulary for describing visual art.</p> <p>Practice writing a concise and descriptive art review.</p>
Visit	Visit a Florentine hotspot for visual arts and analyze the latter artwork using specific vocabulary for color, composition, technique, etc. Discuss the potential meaning and interpretation.
Readings/ Assignments	<p>Read: Selected reviews in <i>ArtReview</i>.</p> <p>Read: <i>How to Critique a Work of Art</i>.</p> <p>Assignment #2 assigned, due by next class meet: Students are asked to write a well-structured book review (400 words minimum) for a target audience.</p>

Lesson 4	
Meet	In class
Lecture	The Rhythm of Words: Music Journalism.
Objectives	<p>Understand the different styles and genres of music.</p> <p>Analyze music through its lyrical content, instrumentation, and performance.</p> <p>Explore the role of music journalism in promoting emerging artists.</p>
In-class activity	Listen to a piece of music from a specific genre. Discuss the instruments used, the overall mood, and the potential social commentary in the lyrics
Readings/ Assignments	<p>Read: Varriale, <i>Music, journalism, and the study of cultural change</i>.</p> <p>FINAL PROJECT OVERVIEW.</p>

Lesson 5	
Meet	In class
Lecture	Fashion Journalism: Deconstructing Trends.
Objectives	<p>Analyze the role of fashion in society and its cultural significance.</p> <p>Decipher the language used in fashion journalism.</p> <p>Identify key trends and designers in the current fashion scene.</p> <p>Understand the ethical considerations when evaluating fashion brands.</p>
In-class activity	Analyze a selection of fashion photographs from different eras. Discuss the social and cultural context reflected in the clothing styles.
Readings/ Assignments	<p>Read: Barthes, <i>The Language of Fashion</i>, Part 1.</p> <p>MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.</p>

Lesson 6	
Meet	In class
Lecture	From the Screen to the Page: Narrating Cinema.
Objectives	<p>Develop a vocabulary for discussing film form and style.</p> <p>Identify key elements like cinematography, editing, sound design, and mise-en-scène.</p> <p>Analyze how filmmakers use these elements to create meaning and evoke emotions.</p> <p>Gain knowledge about the diverse styles and approaches used by filmmakers throughout history.</p>
In-class activity	Deconstruct a film scene to understand its technical and artistic choices.
Readings	Read: Selected pages from Giannetti, <i>Understanding Movies</i> .

Lesson 7	
Meet	In class

Lecture	Food & Wine Journalism: Sensory Exploration and Cultural Critique.
Objectives	Develop the vocabulary to describe food and wine sensory experiences. Analyze the cultural significance of food and wine, and its connection to identity and heritage. Explore responsible practices and sustainability in food journalism.
In-class activity	Each group creates a menu that is both sustainable and typical. Another group of peers proceeds to critique the menu in a review.
Assignments	Assignment #3 assigned, due by next lesson: Students are asked to write a restaurant review (400 words minimum) or food product analyses, adding an interview to a local chef or food entrepreneur.

Lesson 8	
Meet	In class
Lecture	Writing about Performance Arts.
Objectives	Understand the collaborative nature of various performance arts, including theatre, dance, music. Analyze how collaboration impacts the creative process and final performance. Identify the importance of teamwork and communication in successful performance art productions.
Readings	Read: Rifenburg et al. <i>The Woven Body: Embodying Text in Performance Art and the Writing Center</i> .

Lesson 9	
Meet	In class
Lecture	From Text to Hypertext: Crafting Engaging Content for the Digital World.
Objectives	Understand the unique characteristics of digital writing and its differences from traditional writing. Explore various forms of digital writing (blog posts, social media content, online articles, etc.). Develop strategies for crafting engaging and interactive content for online audiences. Understand the concept of interactive storytelling and its potential in digital writing. Analyze existing examples of interactive storytelling platforms and their effectiveness.
Visit/Lab	Analyze a well-written digital piece (blog post, social media content, etc.) and discuss the elements that make it engaging and effective for the online audience.
Readings	Read: <i>How do you adapt and apply classic storytelling principles to interactive media?</i> FINAL PROJECT DUE.

Lesson 10	
Meet	In class
Lecture	Beyond Borders: Ethics and Contaminations.
Visit/Lab	Understand the interconnectedness of arts and culture in a globalized world. Critically analyze the impact of globalization on cultural production and consumption. Explore diverse artistic expressions from different regions and cultures. Engage in respectful and critical exploration of different cultures, avoiding harmful stereotypes and generalizations.
Readings	Read: Technical Writing Strategies, <i>Appreciating Different Cultures</i> . FINAL PROJECT PRESENTATION

Lesson 11 Final Exam

Meet	In class
Lecture	FINAL EXAM