

HIGHER HOTEL INSTITUTE CYPRUS

Module Description 2019/20



Module Title : Food Psychology and Culture

Module Code : CACM 231

Programme of Study/Year of Study : Culinary Arts / Year 2

Group : CA II

Semester : Spring

Number of Hours Taught : 2 periods per week

ECTS : 3

Instructor: Jeanne Savva

Office Hours: Monday: 10:30 – 12:00

Office Number: 218

Office Tel: 22404812

email: jsavva@hhic.mlsi.gov.cy

Pre-requisite(s) :

Module Rationale

This module provides students with an understanding of the intrinsic relationship between people and food, and helps them acknowledge the role of psychology behind eating patterns. It also exposes the students to the impacts that the crossing of cultures in food and beverage have on different foodways. It will examine the study of food in a behavioral, social, traditional and cultural context. This subject provides the cultural backdrop to enhance the understanding of food use and is relevant to the wider hospitality industry.

Aims

This module enables the student to investigate how food and drink is associated with cultural norms, behaviours and social convention, and examine how identity – religious, ethnic, national – is intensely bound up with food and beverage. The module enables future culinary professionals to develop their professional ethics and act responsibly in contemporary multicultural environments.

Intended Learning Outcomes

On successful completion of this module, the student should be able to:

1. Examine food origins and how early food habits were determined by geographical and environmental factors as well as historic influences
2. Address the social and psychological determinants of individual food choices and eating patterns and understand how food touches every aspect of human life
3. Understand how people use food to define themselves as individuals, groups or whole societies



4. Develop an understanding of how an individual's food behaviours are shaped by personal experiences (food memory), family traditions (core foods, traditional celebrations and fasting) and by the foodways of their society and religion
5. Analyze why food is a symbol by exploring the intricate relationship people have with food through the examination of a variety of sources - film, art, photography, literature, cookbooks, journalism and artifacts
6. Provide examples of how food plays many different roles in our lives, for example as a form of entertainment, as a ritual tool and as a means to bind people together in a community
7. Identify the meaning and significance of food in different cultures by exploring the way that ethnicity, gender, socioeconomic status and religion influence food choices and preferences
8. Examine how culture of different countries is transmitted and preserved through food by comparing the cuisines and food traditions of a variety of cultures.

Delivery Methods:

Lectures, overhead transparencies, films, reading of food publications, coursework, group work and presentations.

Assessment:

Coursework: 30%
Research presentation project (Group Work): 30%
Final Examination: 40%

Module Requirements

Refer to the students' manual for the module requirements.



Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	27/01– 31/01	Course Introduction: How do individuals define themselves? General thoughts on food, ethnicity and culture <i>Due: Homework 1</i>	Handouts from Guptill, M.E., Copelton, D.A. and Lucal B., 2013. Food and Society. Cambridge:polity
2.	03/02-07/02	Food origins and the rise of civilization: the origins of agriculture; from hunter gatherers to the mass production of food <i>Due: Homework 2</i>	Handouts from McWilliams M: Food around the World. 2nd ed. New Jersey, Pearson Prentice Hall, 2007
3.	10/02-14/02	Food and Ethnicity: Acculturation and Resistance: Influences determining diets in various parts of the world. What is food? What is Culture? <i>Due: Homework 3 (including Comfort Food)</i> <i>Coursework 1: Introduction to Food and Culture</i>	Handouts from McWilliams M: Food around the World. 2nd ed. New Jersey, Pearson Prentice Hall, 2007
4.	18/02-22/02	The psychology of food choice: The drama of food. The determinants of food choice. Cultural food habits. Food rituals. Food and gender. Food and fashion <i>Due: Coursework 2: When's Dinner?</i> <i>Homework 4</i>	Chapter 3 Handouts
5.	25/02-01/03	Determinants of individual food habits: A. Food and identity <i>Due: Coursework 3: Dappawalas</i>	Chapter 2 Handouts
6.	04/03-08/03	Determinants of individual food habits: B. Theories of Food: The Culinary Triangle. <i>Due: Coursework 4: Kwanzaa, Culinary Triangle & 8 Fs</i>	Chapter 1 Handouts
7.	12/03-15/03	Food and religion Presentations and Class Discussions: (coursework) <i>Due: Coursework 5: Food and Religion</i>	Handouts



Week	Dates	Topics to be Covered	Reference Chapter / Material
8.	18/03-22/03	Food Festival A– Class discussion based on food festival Student Presentations <i>Due: Coursework 6: Soul food, Slave in a Box</i>	Handouts
9.	26/03-29/03	Food Festival B – Class discussion based on food festival Student Presentations <i>Discussion: Creative Eating and Uncle Tom's Syndrome</i>	Handouts
10.	02/04-05/04	Art, Film and books depicting food as a main topic Student Presentations	Chapter 3 Handouts
11.	08/04-12/04	The Future of Food (Food Trends) A Student Presentations	Chapter 6
12.	15/04-19/04	The Future of Food (Food Trends) B Student Presentations	
13.	22/04-23/04 &	Student Presentations	
14.	06/05-10/05	Revision	Handouts

Essential Reading

Belasco, W., 2008. *Food*. Oxford: Berg Publishers (Reprinted by Bloomsbury Academic 2012)

Additional Reading

Sloan, D., 2013. *Food and Drink – The Cultural Context*. Oxford: Goodfellow Publishers Ltd

Guptill, M.E., Copelton, D.A. and Lucal B., 2013. *Food and Society*. Cambridge: polity

Kittler, P.G. and Sucher, K.P., 2011. *Food and Culture*. 6th ed. California: Wadsworth/Thomson Learning.

Anderson, E.N., 2005. *Everyone Eats*, New York and London: New York University Press.

McWilliams, M., 2007. *Food Around the World*. 2nd ed. New Jersey: Pearson Prentice Hall,

Civitello, L., 2011. *Cuisine and Culture*. 3rd ed. New Jersey: John Wiley & Sons, Inc.

Blades, M., 2004. *Intermediate Nutrition and Health*. Doncaster: Highfield.co.uk limited.

Cole-Hamilton, I., Livermore, A. & Watson, J., 1987. *Food and Nutrition in Practice*. Oxford: Heinemann.

Gillespie C., 2001. *European Gastronomy into the 21st Century*. Oxford, Butterworth-Heinemann

