



# UNIVERSITÀ DEGLI STUDI DI PALERMO

|                                |   |                      |                  |
|--------------------------------|---|----------------------|------------------|
| <b>DEPARTMENT</b>              | Culture e società   |                      |                  |
| <b>ACADEMIC YEAR</b>           | 2023/2024   |                      |                  |
| <b>MASTER'S DEGREE (MSC)</b>   | FOOD COMMUNICATION  |                      |                  |
| <b>INTEGRATED COURSE</b>       | FOOD WRITING WORKSHOP   |                      |                  |
| <b>CODE</b>                    | 23022   |                      |                  |
| <b>MODULES</b>                 | Yes   |                      |                  |
| <b>NUMBER OF MODULES</b>       | 2   |                      |                  |
| <b>SCIENTIFIC SECTOR(S)</b>    | M-FIL/05  |                      |                  |
| <b>HEAD PROFESSOR(S)</b>       | RUDVIN METTE  | Professore Associato | Univ. di PALERMO |
| <b>OTHER PROFESSOR(S)</b>      | RUDVIN METTE  | Professore Associato | Univ. di PALERMO |
|                                | MANGIAPANE  | Ricercatore a tempo  | Univ. di PALERMO |
|                                | FRANCESCO   | determinato          |                  |
| <b>CREDITS</b>                 | 10  |                      |                  |
| <b>PROPAEDEUTICAL SUBJECTS</b> |   |                      |                  |
| <b>MUTUALIZATION</b>           |   |                      |                  |
| <b>YEAR</b>                    | 1   |                      |                  |
| <b>TERM (SEMESTER)</b>         | Annual  |                      |                  |
| <b>ATTENDANCE</b>              | Mandatory   |                      |                  |
| <b>EVALUATION</b>              | Out of 30   |                      |                  |
| <b>TEACHER OFFICE HOURS</b>    | <p><b>MANGIAPANE FRANCESCO</b><br/>           Wednesday 9:00 12:00 Campus di Viale delle Scienze, Palermo - Edificio 15, Stanza 305 (terzo piano)</p> <p><b>RUDVIN METTE</b><br/>           Monday 13:30 15:30 SOLO SU APPUNTAMENTO, SCRIVERE A mette.rudvin@unipa.it Edificio 2, ufficio 13.</p> |                      |                  |

**DOCENTE:** Prof.ssa METTE RUDVIN

|                           |   |
|---------------------------|---|
| <b>PREREQUISITES</b>      | English language proficiency level B1.  |
| <b>LEARNING OUTCOMES</b>  | <p>By the end of the course, students will have strengthened their knowledge of the English language, reaching a B1 level of linguistic competence, with particular reference to communication studies.</p> <p>Ability to apply knowledge and understanding:<br/>By the end of the course, students will have learned how to apply knowledge and comprehension skills in interpersonal contexts, in English. They will be familiar with situations that may arise while travelling in English-speaking countries, and will be able to engage spontaneously in everyday conversations. At the end of the course, students will have sufficient analytical tools and methods to reflect independently on texts in English. This ability will be achieved through the critical analysis of the texts examined during the classroom teaching/ learning activities and through individual study and research.</p> <p>Independent judgment:<br/>At the end of the course, students will be in a position to critically analyse texts related to communication studies.</p> <p>Communication skills:<br/>By the end of the course, students will be able to express - in the English language - information and ideas relating to everyday life; they will be able to describe and narrate their own experiences, use simple expressions appropriately, talk about experiences and events, etc. They will have learned how to argue for and explain their opinions, ideas and plans. They will be able to write simple and coherent texts on familiar topics, describing experiences and impressions, and to translate brief informal texts.</p> <p>Ability to learn:<br/>Students will have learned how to independently undertake advanced studies at a B1 level. Progress will be monitored through exercises and mid-term tests.</p> |
| <b>ASSESSMENT METHODS</b> | <p>The assessment consists of a written and/or oral component and a class presentation.</p> <p>The goal of the end of term assessment test is to ascertain that the student can negotiate and adopt course-specific skills and materials, and to give the student the opportunity to demonstrate expected learning outcomes.</p> <p>The result of the test will be considered:<br/>EXCELLENT (30-30 with honors) if the student shows excellent knowledge of the topics, excellent language skills, good analytical skills, and is able to apply the knowledge to solve the proposed problems;<br/>VERY GOOD (26-29) if the student shows good command of the subject matter, full command of the language and is able to apply this knowledge in such a way as to adequately answer the questions presented by the course trainer;<br/>GOOD (24-25) if the student shows basic knowledge of the main topics, fair command of the language and limited problem-solving ability;<br/>ADEQUATE (20-23) if the student shows that he/she has not fully mastered the main topics but has a fair knowledge of them; the student demonstrates satisfactory language skills but little ability to apply the knowledge s/he has acquired during the course in an independent manner;<br/>SUFFICIENT (18-19) if the student has demonstrated a minimum level of competency as regards: the theoretical component of the of the course; the ability to adopt field-specific language; the ability to productively employ the acquired knowledge;<br/>INSUFFICIENT if the student does not have a sufficient knowledge of the contents of the topics covered in the course.</p>  |
| <b>TEACHING METHODS</b>   | Seminars on theoretical issues with interactive teaching using textual and audio-visual material; classroom exercises and food-writing workshops; group work and – where possible – field trips to work on the communication of food. Some of the seminars, workshops and writing laboratories will be held in English.   |

**MODULE  
FOOD AND WINE TEXTUALITY**

*Prof. FRANCESCO MANGIAPANE*

**SUGGESTED BIBLIOGRAPHY**

Massimo Salomoni, *Comunicare con i social. Dall'identità al piano editoriale, dall'ascolto all'interazione*, Editrice Bibliografica, 2020.

|                               |   |
|-------------------------------|---|
| <b>AMBIT</b>                  | 21051-Attività formative affini o integrative |
| <b>INDIVIDUAL STUDY (Hrs)</b> | 75  |
| <b>COURSE ACTIVITY (Hrs)</b>  | 50  |

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The course aims to develop an editorial plan for the social media targeted to a brand of choice of gastronomic products.

**SYLLABUS**

| Hrs | Frontal teaching   |
|-----|--|
| 1   | Presentation of the laboratory. Planned activities, final product, exam methods. |
| 3   | What is an editorial plan for social media                                       |

| Hrs | Workshops  |
|-----|--|
| 6   | Analysis of the identity and style of the chosen brand in relation to the competitors  |
| 3   | Drafting of the part of the editorial plan relating to the analysis of the position of the chosen brand, in relation to its competitors.   |
| 6   | Analysis of the chosen brand's positioning on social media in relation to the competitors  |
| 3   | Drafting of the part of the editorial plan relating to the analysis of the positioning of the chosen brand in the social media, in relation to its competitors.  |
| 6   | Analysis of the reputation and of influencers' discourse on the chosen brand in relation to the competitors  |
| 3   | Drafting of the part of the editorial plan relating to the analysis of the reputation and of the influencers' discourse on the chosen brand in relation to the competitors.  |
| 4   | Definizione degli obiettivi del piano  |
| 6   | Definition of the target on social media, declined by platform   |
| 6   | Definition of a schedule for updating the social channels declined by platform<br><br>Date (and time) of publication;<br>social networks;<br>Content type (photo, video, carousel, story, etc);<br>Accompanying text (caption);<br>Visual content: this can only be described, or inserted directly into the worksheet;<br>Any external links;<br>Any other characteristic elements of the social network (hashtags, tags, etc);<br>Notes and comments for insiders. |
| 3   | Definition of a budget for the implementation of the strategy  |

**MODULE  
INTERNATIONAL FOOD WRITING**

*Prof.ssa METTE RUDVIN*

**SUGGESTED BIBLIOGRAPHY**

I testi saranno forniti in classe dai docenti

|                               |   |
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**EDUCATIONAL OBJECTIVES OF THE MODULE**

By the end of the course, the student will have acquired an understanding of food communication, also in English. The course aims to provide students with B1-level language skills and up-to-date critical-methodological tools by aiming to strengthen their ability to understand and interpret texts related to food communication. During the course they will examine terminology related to food, wine, food and wine production processes, marketing/branding and tourism. Students will work interactively in class with written texts and audiovisual materials specifically selected for the degree program and students' individual areas of interest.

**SYLLABUS**

| <b>Hrs</b> | <b>Frontal teaching</b>                       |
|------------|---|
| 2          | Introduction to the Food, Culture and Society |
| 6          | Introduction to Food Communication: Text      |
| 6          | Introduction to Food Communication: Images    |

  

| <b>Hrs</b> | <b>Workshops</b>  |
|------------|---|
| 6          | Food Writing Workshop - students writing individually and in groups                 |
| 6          | Food Writing Workshop: Text and Image - students writing individually and in groups |
| 6          | Group presentations   |
| 6          | Individual presentations  |
| 6          | Field trip - Written food communication   |
| 6          | Field trip - Food communication - images  |