

AP/WRIT 3014 3.00	Professional Writing and the Senses: Composing with Beer, Food and Beyond
Course Director:	Name: Dr. Rich Shivener Office hours: TBD Contact: Ross S355 e-mail: richshiv@yorku.ca
Time:	Tues. @ 2:30 in HNE 103
Delivery Format:	<input type="radio"/> SEMINAR – in-person
Description:	<p>Overview</p> <p>This course focuses on the professional writing and rhetorical practices of drink and food culture in the Greater Toronto Area, emphasizing the work of breweries. Projects include analyzing brewery spaces and products and creating social media campaigns about local beer and food. <i>Students need not be a drinker of alcohol to engage in meaningful projects about writing and beer.</i></p> <p>Projects include analyzing brewery spaces and products, recruiting, and interviewing industry professionals, and creating social media campaigns about local beer and food. In recent years, independent and craft breweries have popped up around the country, eclipsing major companies such as Labatt and Molson in number. North American cities, including Toronto and Montreal, are flush with neighbourhood and small-batch breweries. Liquor and beer stores have carved out corners just for craft beer, many of which have colorful designs and catchy names. Regardless of their size, breweries work through an incredible amount of professional writing--from ingredient documentation can design—that attends to taste as much as to sight, smell, touch, and sound.</p> <p>Supporting our projects, course readings will cover ancient and modern rhetorical theories (i.e., embodiment; the available tools and means of persuasion then and now in digital contexts), as well as essays on beer culture and writing about it professionally. Writing about and within such a</p>

culture tap into our senses, including taste, smell, and touch. For professional writers, this multisensory approach is important because it supports context writing, scene setting and fuller assessments of "texts" (including beer!).

Learning Objectives:

1. Describe writing, media and locations that shape Toronto's drink and food culture
2. Compare and contrast the rhetoric and writing practices of local breweries and brewpubs in ways that demonstrate attention to style, design, and audiences
3. Compose an analysis of professional writing texts produced by local breweries and brewing, thereby demonstrating knowledge of rhetorical theories and key terms in local drink and food.
4. Complete a comprehensive research project on a beer and brewery, thereby working through an experiential education project on a local industry

The above outcomes are valuable because they reflect the expectations of professional writing scholarship and practice. Professional writers are expected to conduct field research, consult with clients about their writing goals and needs, review guidelines for publications, and propose timely writing projects for public consumption. All of these outcomes connect academia to local industry and culture.

Course Structure

This is a seminar course that involves active learning and collaboration among students. Quizzes will help students understand the contexts and locations of breweries and brewpubs, as well as industry terms (e.g., draft, "craft," alcohol by volume) professional writers in brewing must know to craft effective messages (e.g., on cans, on social media). Building on the quizzes, the interview and reflective essay will invite students to compose interview questions and create a transcript of a guest talk/field trip with a professional writer in the

	<p>industry (e.g., a content creator at a brewery; a beer journalist). Once they have a better idea of the industry and the writing that takes place, students will write a review of a beer or a brewery in the Greater Toronto Area, writing multiple drafts and adhering to review standards in food and drink publications. Finally, students will propose and complete a research project in which they plan and implement a social media campaign announcing a new beer or brewery. In addition to pulling together prior lessons in the course, the campaign will be based on research about social media best practices, brewing industry trends, and professional writing examples on brewery websites and cans (e.g., product descriptions).</p>
Historical Requirement:	N/A
Requirements:	
Pre-requisite:	Prerequisite WRIT 2003 (Contact the course professor to override)
<p>Reading List: (Subject to change: check with instructor/York bookstore before purchasing)</p>	<p>All required readings will be book excerpts and/or open-access new articles related to beer, rhetoric and writing. Examples include:</p> <p>Ceraso, Steph. <i>Sound Never Tasted So Good: "Teaching" Sensory Rhetorics</i>, 2019.</p> <ul style="list-style-type: none"> • This monograph is open-access and includes examples of students designing a dinner party and attending to its sound, smell and beyond. <p>Chapman, Nathaniel G, J S. Lellock, and Cameron D. Lippard. <i>Untapped: Exploring the Cultural Dimensions of the Craft Beer</i>, 2017.</p> <p>Cicero, <i>De Oratore</i>, 55 BC.</p> <ul style="list-style-type: none"> • The ancient rhetorician Cicero's name has been co-opted by the brewery industry's "Cicerone" program, the word Cicerone translating roughly to "guide." I am actually a "Certified Beer Server" in the program, as part of my training when I was tour guide at a Cincinnati, Ohio brewery.

	<p>Mosher, Randy. <i>Tasting Beer: An Insider's Guide to the World's Greatest Drink</i>. Storey Publishing, LLC, 2017. Print.</p> <ul style="list-style-type: none"> • This is the go-to book for anyone looking for an accessible overview of evaluating and discussing beer. <p>Rice, Jeff. "Professional purity: Revolutionary writing in the craft beer industry." <i>Journal of Business and Technical Communication</i> 30.2 (2016): 236-261.</p> <ul style="list-style-type: none"> • Rice's article is a relatively current example of examining professional writing by breweries and fans who write about them. <p>Select articles from the trade journal <i>Brewer's Journal of Canada</i>, which keeps up on industry trends and news.</p> <ul style="list-style-type: none"> • Asking students to read such passages will be an exercise in making use of key terms from Mosher's text. <p>Sasitharan, Kirthana. "Why women are on the rise at one of North America's biggest breweries," CBC, https://www.cbc.ca/news/canada/toronto/women-in-beer-rise-canada-oldest-beer-company-1.5038374</p> <ul style="list-style-type: none"> • In addition to the <i>Untapped</i> book, readings like this will emphasize that beer culture is diversifying (and rightfully so).
Open To:	Open to 3 rd & 4 th yr. (Contact the course professor to override if missing prerequisite.)