

<p style="text-align: center;">COMM 082 Globalizing Organizations: Food Politics</p>
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Course Description and Objectives

“Globalization” is both a hotly contested subject and a central part of contemporary life. This course provides an introduction to key debates by focusing on the global food system, including key organizational actors within that system. Through a series of experiential activities, we will explore labor practices, the role of multinational companies and global commodity chains, the status of hunger and food deserts, the role of food marketing and consumption practices, and the growth of local and sustainable movements devoted to food justice. Throughout, we will consider how the global food system is shaped by different types of organizations operating within particular locales, such as North Carolina, USA. We will partner with one of those organizations, the Carolina Campus Community Garden to create a social media campaign designed to communicate their goals to the broader campus community. Through this project, you will increase your research and writing skills, as well as gain insight into key dimensions of organizational communication, including leadership, community and stakeholder relationships, identity, and social change processes.

Required Readings

Estabrook, B. (2011). *Tomatoland: How modern industrial agriculture destroyed our most alluring fruit*. Kansas City: Andrews McMeel Publishing.

Patel, R. (2007). *Stuffed and starved: Markets, power and the hidden battle for the world food system*. London: Portobello.

Schlosser, E. (2005). *Fast food nation: The dark side of the all-American meal*. New York, NY: Harper Perennial. [Online Access Thru UNC Libraries]

Sinclair, U. (1906). *The jungle*. New York: Doubleday, Page & company.

Additional Readings

Additional readings will be posted on our course Blackboard site as either PDF or Word documents. In addition to reading these, you are responsible for downloading and printing them so that we can work with them during class discussion.

Assignments

1. *Engaged Participation*. (20%)

Engaged participation requires that you have read and thought about the assigned readings so that you are prepared to actively and regularly participate in class discussions in an informed way. In assessing your participation, I am looking at the quality of your involvement, including: respectful engagement in class discussions, and activities, listening effectively to/with others, participating in group activities, asking productive questions, integrating concepts from the readings into class discussions, and bringing in timely examples of course content.

2. Experiential Learning Activities. (25%)

Throughout the semester, we will take the opportunity to expand beyond the classroom and participate in experiential learning designed to foster reflection and create community.

These include:

- A. Sharing a meal together at a UNC dining hall.
- B. Volunteering at the Carolina Campus Community Garden (Min. 4 hours)
- C. Hunger Lunch
- D. Grocery shopping comparison field activity
- E. Carrboro Farmer's Market field activity

For each of these, you will a short blog entry about your experiences and thoughts about the activity, including making relevant connections to course themes and discussions. Specific details on each of these assignments will be discussed in class.

3) Grounded Globalization: Locating Yourself in the Global Food System. (15%)

One of the key themes of this course involves recognizing the ways in which the “global” is linked to -- and reinforced and shaped by -- the “local.” In this assignment, your task is to reflect upon your own food consumption practices with the goal of locating yourself within the broader global food system. For one week, you will keep a food journal tracking your consumption practices, noting where each food item is produced, and the extent to which your own food practices are shaped by public policy, organizational structures, timing, marketing and advertising. Your journal will form the basis of your 4-6 page paper examining your global connections and their influence on your daily life, as well as the influence of your food practices on distant others. Submit your paper to our Blackboard site.

4) Social Media Campaign (40%)

In this class, you will gain experience in conducting engaged scholarship, or research addressing a social problem or community need. Over the course of the semester, we will collaboratively design and execute a social media campaign that draws upon relevant academic research. The goal of the campaign is to use social media to publicize the work of our partner, the North Carolina Botanical Garden Carolina Campus Community Garden (NCBG/CCCG) (<http://sites.google.com/site/uncgarden/>) to UNC students.

Course Policies

Grading:

F means entirely inadequate; not turned in; or turned in too late to be passing.

D means below that which is acceptable or satisfactory.

C means work is entirely competent, or acceptable or satisfactory.

B means substantially good work—well beyond the level of acceptable or satisfactory.

A means uniformly excellent work—well beyond that which is required: creative and imaginative interpretation of the course material and/or assignments.

A	93% and above	C	73 – 76%
A -	90 – 92%	C -	70 – 72%
B +	87 – 89%	D +	67 – 69%
B	83 – 86%	D	63 – 66%
B -	80 – 82%	D -	60 – 62%
C +	77 – 79%	F	59% or below

Written Work:

Grading follows the College of Arts and Sciences' policy, which states that grammar, spelling, and syntax are important considerations in the evaluation of student work. If you want help with your writing, bring a draft of your project to me during office hours at least 7 days prior to the due date or visit the Writing Center. You may also visit the Writing Center's site at www.unc.edu/depts/wcweb. Formal papers must be typed, double-spaced, and in APA format. For your protection, please keep a backup copy of your work.

ADA Statement:

If you have an academic need or learning disability that should be taken into account in either classroom activities or testing, you must provide me with a letter detailing the accommodations necessary by the second week of the semester.

Academic Integrity:

All work turned in should adhere to the UNC Honor Code. This means that you should neither give nor accept unauthorized assistance in taking exams or in writing assignments and papers. You must cite any sources that you use in your papers or presentation.