

**Food for thought:
Agriculture and food issues in contemporary media
11:374:227**

Meeting time: Check Rutgers schedule

Instructor: Mary L. Nucci, Ph.D.

Office: Cook Office Building, Room 214

Open Hours: Mondays 12:35-1:55 pm

Email: mnucci@sebs.rutgers.edu

Course description

We are what we eat. But before we can eat anything, it has to be grown or raised. And before it is grown or raised, it is communicated. This course will examine US agriculture from the position that *what* we communicate and *how* we communicate makes meaning. And it is this meaning that turns into choices and decisions for what we eat and how we support and understand agriculture. Using case studies and hands on research, this course will examine the communicative practices of current issues in agriculture.

Course Learning Goals

1. Identify and discuss social components to perceptions and understanding of agriculture.
2. Identify how society, mass media and individuals frame agriculture.
3. Critically engage with mass media theories and methods to analyze media representations of agriculture.

Class protocol

Class begins promptly at 5:00 pm on Wednesdays. We will start class on time. If you have a conflict or an unavoidable reason to be late, please let me know in advance by phoning, texting or sending an email.

Online class protocol

- Cameras must be on at the beginning of class and during the times you are presenting. They can be off at other times, though it is always nice to see faces rather than black boxes with names!
- You should stay muted during class.
- Please do not take screenshots of the class.
- Chat and video are recorded, so do not use the chat to have private discussions unless you want it to potentially be seen by others. The class videos will only be shared upon request.
- Pets allowed. Food allowed. Clothing required.

If for some reason the connection (either yours to class or mine) is cut off, you are expected to sign back in or wait for the connection. If there is an ongoing issue with the professor's connection, look for an email with instructions. If there is an ongoing issue with your connection, please email the professor at mnucci@sebs.rutgers.edu.

Due dates

I will NOT accept late assignments unless you speak to me in person or by phone no later than 24 hours BEFORE the due date. NO email or text communications will be considered. I am here to help you learn the material in the class, so if you need extra time for a legitimate (e.g., illness, family emergency, religious observation) excused absence or reason I will work with you. However, note that repeated requests will not be allowed.

Academic Honor and Integrity

Plagiarism in any form will not be tolerated. This includes the improper citation of materials from any source, including the Internet. Rutgers University Policy on Academic Integrity considers cheating, fabrication, facilitation of academic dishonesty, plagiarism, and the denial of access to others of materials or information as violations of academic integrity. All violations will be dealt with according to the rules laid out in the policy which can be found at <http://academicintegrity.rutgers.edu/>, ranging from loss of class credit to expulsion depending on the level of the violation.

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

Attendance

Rutgers students are expected to attend all scheduled course meetings. University policy excuses absences due to religious observance or participation in Rutgers-approved activities, and permits students to make up work missed for these circumstances. If you will be absent from a class, lab, or exam for any reason, you need to report your absence through the Absence Reporting Website <https://sims.rutgers.edu/ssra/>. The system will generate an email to me about your absence but the University recommends that you also contact me directly to let me know of your absence. I will take attendance at every class:

- If you enter the class after I take attendance; please make sure at the end of the class I mark you as present. Note that if you miss class, you will not receive the participation points for that class.
- More than 2 unexcused absences other than per Rutgers guidelines (an excused absence is illness with a doctor's note, family emergency, religious observation or Rutgers-sanctioned event with note) WILL result in a letter grade drop for your final grade.
- Only students with excused absences will be offered the opportunity to meet with me to review the class content.

Assignments and grading

Assignment	Points
Weekly journal and response (10 x 2 points)	20
Reading responses (10 x 3 points)	30
Homework assignments (10 x 2 points)	20
Final project (media coverage of selected topic)	25
Final presentation	5
TOTAL 100 points	

A: 90-100 points; B: 80-89 points; C: 70-79 points; D: 60-69 points.

Extra credit can be earned through attendance and written response to approved events. Speak to me prior the event for approval. Proof of attendance and response due one week after the event (no exceptions). A rubric will be provided.

Course schedule (subject to change at discretion of professor)

Week	Learning goals	Topic
Week 1		Introduction to course
Week 2	1,2	Introduction to mass media
Week 3	2	Introduction to social media; Research methods
Week 4	2	Ag/food as communication
Week 5	1,2	Agriculture, culture and society
Week 6	1,2	Foodways
Week 7	1,2	Language and ag/food
Week 8	1,2,3	Visual representations of ag/food
Week 9	1,2	Ag/food and the environment
Week 10	1,2	US ag/food structures
Week 11	1,2	Economics of ag/food
Week 12	1,2	New directions in ag/food communication
Week 13	1,2	Final project work
Week 14	1,2	Final project work
Week 15	1,2	Final presentations

Basic Needs Resources

Any student who has difficulty affording groceries or accessing sufficient food, or who lacks a safe and stable place to live, is urged to contact the Rutgers Student Food Pantry and/or the Dean of Students (contacts below). Furthermore, please notify the professor if you are comfortable doing so, as they may be able to provide additional support.

Rutgers Student Food Pantry

[http://ruoffcampus.rutgers.edu/food/ \(Links to an external site.\)](http://ruoffcampus.rutgers.edu/food/)

848-932-5500

College Ave Student Center, Room 115 (126 College Ave).

Check their website for hours and additional locations. The Rutgers Student Food Pantry is dedicated to helping all Rutgers students in need of food, no questions asked. Students will be provided with groceries that typically last about one week.

Dean of Students Office

[http://deanofstudents.rutgers.edu/ \(Links to an external site.\)](http://deanofstudents.rutgers.edu/)

848-932-2300

88 College Avenue, New Brunswick, NJ 08901

Mon-Fri, 8:30am-5:00pm

The Dean of Students Office at Rutgers University-New Brunswick provides solutions, services, and support to help students navigate Rutgers University. The Office serves as a student support network by providing advocacy, problem resolution, and critical incident intervention for those times when additional assistance is needed. Please call to schedule an appointment to meet with a representative from the Dean's office. [Just In Case Web App \(Links to an external site.\)](#) [http://codu.co/cee05e \(Links to an external site.\)](http://codu.co/cee05e)

Accommodations for students with disabilities

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

Student Wellness Services

[Just In Case Web App](#) <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professionals within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.

Food Insecurity

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students for support.

Furthermore, please notify the professor if you are comfortable in doing so. To reach the Rutgers Student Food Pantry please call 848-932-5500. A 2018 survey found that 1/3 of all students at Rutgers have experienced food insecurity at some point during the semester. You are not alone and we are here to help.

Statement of diversity and inclusion

It is our intention that students of all backgrounds will be well served by this course. We will work to create an environment of inclusion that respects and affirms the inherent dignity, value, and uniqueness of all individuals, communities, and perspectives. We are lucky to have a diverse university. Diverse voices and life experiences enhance the learning process and we welcome students to share their personal experiences. We will not tolerate disrespectful language or behavior against any individual or group. If you feel as though you have been disrespected or treated unfairly by the instructors or any other individual, please let us know. You may speak with the instructors in person, over email or report anonymously using the feedback note box. You may also report bias to the Rutgers Diversity and Inclusion initiative using this link: <http://inclusion.rutgers.edu/report-bias-incident/>.