

**University of Calgary**  
**Department of Communication, Media and Film**

**Communications Studies COMS 401.XX**  
**Popular Culture of Food in Spain**  
**Spring 2025 GSP**  
**Pre-Departure Classes ON CAMPUS May 5-8**  
**Travel Dates May 12-28**

In-person

The University of Calgary, located in the heart of Southern Alberta, both acknowledges and pays tribute to the traditional territories of the peoples of Treaty 7, which include the Blackfoot Confederacy (comprised of the Siksika, the Piikani, and the Kainai First Nations), the Tsuut'ina First Nation, and the Stoney Nakoda (including Chiniki, Bearspaw, and Goodstoney First Nations). The City of Calgary is also home to the Métis Nation of Alberta (*districts 5 and 6*).

<b>Instructor:</b>	Dr. Lisa Stowe
<b>Office:</b>	SS206
<b>Email:</b>	lstowe@ucalgary.ca
<b>Web Page:</b>	D2L (access via MyUofC portal)
<b>Office Hours:</b>	n/a (program takes place in Spain – instructors will be available for student consultation daily)

**Course Description**

This course is designed to introduce students to the various ways in which food and eating act as products and processes of popular culture in Spain. Students will be encouraged to examine their own roles as producers, reproducers and consumers of popular culture in the particular context of food culture. Students will also analyze the role of media in constructing and disseminating cultural narratives about Spanish food, and how these narratives influence both local and global perceptions of Spanish cuisine. Specifically, students will participate in analysis of restaurant culture and the restaurant industry in Spain; the relationship between gender and food in Spanish advertising; the significance of and a critique of the Michelin rating system of restaurants in Spain; the development and marketing of wine culture in the Spanish context, and other topics relating to the intersection of food culture and popular culture. Students will develop critical media literacy skills and gain insights into how media shapes our understanding and appreciation of culinary traditions, especially as they relate to Spanish food culture.

**Additional Information**

The weekly schedule of topics and readings can be found on D2L.

This course is only available to students enrolled in the 2025 Food Culture in Spain Group Study Program

Students are responsible for reading and following all course and university policies discussed in this outline.

## Objectives of the Course

- Analyze the representation of Spanish food in various media forms.
- Understand the impact of media on the perception and popularity of Spanish cuisine.
- Critically evaluate the role of media in shaping cultural narratives about food.
- Explore the relationship between media, food authenticity, and cultural identity.
- Develop media literacy skills relevant to food studies.
- Collaborate effectively and work cohesively in a team setting .

## Textbooks and Readings

No required textbooks: links to required and recommended readings will be posted on D2L

## Policy on the Use of Electronic Communication Devices

Students are encouraged to bring a tablet or laptop with them to Spain for use in their classes.

Please familiarize yourself with the University's policy on the recording of lectures, which is outlined at <https://www.ucalgary.ca/pubs/calendar/current/e-6.html>, and carefully review the section on Instructor Copyright at the end of this outline.

## Assignments and Evaluation

Weight	Assessed Components	Due
20 %	<b>Group Seminar Presentation</b> Students in their assigned groups will give a seminar-style presentation on an assigned required reading. This presentation focuses on the assigned reading – additional research will not be required. Students will be expected to identify and explain the key concepts of the reading, lead the class in discussion of the reading, and provide classmates with a list of questions to consider from this reading during the experiential activities in Spain. Group members will normally receive the same grade on assignments; however, the instructor reserves the right to award differential grades based on group peer reviews or information indicating significantly uneven contributions by group members.	May 8, 2025
30% (15% each) Individual Assignment	<b>Critical Reflection Essays</b> Using the reflection prompts provided by the instructor at intervals during the GSP, students will write 2 short (~500-750 word) reflective responses based on field trips, guest speakers, class discussions, and individual research projects. Students will be expected to upload their responses to D2L by the deadline indicated. This is an individual assignment.	May 16 and May 24
20% Individual Assignment	<b>Advertisement Analysis</b> Students will be asked to choose a Spanish print advertisement for food, restaurants, or diet products and write a 800-1000 word textual analysis of their	May 29 (after program ends)

	selected ad, considering factors such as visuals, language, and ad placement. The ad may be on a billboard in Spain, in a magazine or newspaper, or on a flyer. The ad, or a photograph of it, should be submitted with the assignment. This is an individual assignment.	
30 % Individual Assignment	<b>Timed Final Essay</b> Students will write an individual timed essay based on a single reflective question that encourages students to draw on both required readings and experiential activities. A question will be posted on D2L at 10:00am on May 27 and students must upload their response to D2L by 1pm that day. Students will be permitted to use their readings and notes in the writing of this essay question. This is an individual assignment, designed to take no more than 3 hours.	May 27

**Registrar-scheduled Final Examination:** No

If your class is held in the evening, the Registrar's Office will attempt to schedule the final exam in the evening, but there is no guarantee that the exam will NOT be scheduled during the day.

**Note:** You must complete all assignments and exams or a course grade of F may be assigned at the discretion of the instructor.

**Submission of Assignments**

Please submit all assignments in class or by uploading them to the designated D2L dropbox. Include your name and ID number on all assignments. Be sure to keep a copy of each submitted assignment and to submit the proper version.

Private information related to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. Please note that instructors may use audio or video recording for lesson capture, assessment of student learning, and self-assessment of teaching practices.

**Policy for Late Assignments**

Assignments submitted after the deadline may be penalized with the loss of 5% or a partial letter grade (e.g.: A- to B+) for each day late.

**Student Accommodations**

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS); SAS will process the request and issue letters of accommodation to instructors. For information on support services and accommodations for students with disabilities, visit [www.ucalgary.ca/access/](http://www.ucalgary.ca/access/). Students who require an accommodation based on a protected ground other than disability should communicate this need in writing to their Instructor. For the full policy on Student Accommodations, see <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

Students seeking accommodation for transient illnesses (e.g., the flu) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting

documentation to support their request; however, instructors may not require a medical note. For information on the use of a statutory declaration, see the *University Calendar*:  
<https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

### Expectations for Writing

Department policy directs that all written assignments and, to a lesser extent, written exam responses be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization and proper documentation of research sources. For further information, please refer to the *University of Calgary Calendar* section on writing across the curriculum:  
<http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

### Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, assignments will be graded with a mix of letter grades and numeric grades.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations*
4.00	Outstanding performance	A+	96 - 100%	98.0%
4.00	Excellent performance	A	90 - 95.99%	93.0%
3.70	Approaching excellent performance	A -	85 - 89.99%	87.5%
3.30	Exceeding good performance	B+	80 - 84.99%	82.5%
3.00	Good performance	B	75 - 79.99%	77.5%
2.70	Approaching good performance	B-	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	C+	65 - 69.99%	67.5%
2.00	Satisfactory performance	C	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	C-	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	D	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	F	0 - 49.99%	0%

- \* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

## **Plagiarism**

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages, A.I. content generators, or visual media.

Students must adhere to the instructor's course policy regarding the use of A.I. generated content in course work. Unsanctioned use of A.I. generated content in course work may be reported as academic misconduct.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. **In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin.** Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there.

For information on citation and documentation styles (MLA, APA, Chicago, IEEE, etc.), visit the Student Success Centre resource links at <https://ucalgary.ca/student-services/student-success/writing-support> or the Purdue Online Writing Lab (OWL) Research and Citation Resources at [https://owl.purdue.edu/owl/research\\_and\\_citation/resources.html](https://owl.purdue.edu/owl/research_and_citation/resources.html)

If you need help with your writing or have questions about citing sources, consult your instructor or visit the Student Success Centre, Taylor Family Digital Library. To book an appointment, go to <https://ucalgary.ca/student-services/student-success/writing-support>

## **Instructor Intellectual Property & Copyright Legislation**

Course materials created by the instructor (including lectures, course outlines, presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed, or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the same course section and term may be allowed under fair dealing. Check with the instructor if you have any questions about sharing materials with classmates.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>). Students who use material protected by copy-right in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

## **Academic Misconduct**

For information on academic misconduct and its consequences, please see the *University of Calgary Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

### Research Ethics

Whenever you perform research with human participants, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

### Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferral of term work, see

<https://www.ucalgary.ca/pubs/calendar/current/g-2-3.html>

For information about deferrals of final examinations, see

<https://www.ucalgary.ca/pubs/calendar/current/g-3-4.html>

For information about requesting a reappraisal of course work or of a final grade, see

<https://www.ucalgary.ca/pubs/calendar/current/i.html>

### Student Support Services and Resources

Please see <https://www.ucalgary.ca/registrar/registration/course-outlines> for information about student support services and resources, including Wellness and Mental Health Resources, Student Success programs and services, the Student Ombuds Office, the Student Union, and Safewalk. For resources on D2L, Zoom, Yuja, etc., see <https://elearn.ucalgary.ca/resources-for-students/>. (Find the topic menu under the icon to the left of the ELEARN banner.)

### Schedule of Lecture Topics and Readings

#### Daily Itinerary for 2025 Spain Group Study Program

#### Spain 2025 Food Culture in Spain GSP Itinerary and Class Schedule

#### Pre-Departure Classes: Calgary May 5-8, 2025

Pre-Departure Class	Topic	Activities/Readings	Contact Hours
May 5, 2025 (12pm-4pm)	<ul style="list-style-type: none"><li>Intro to program and EL</li><li>Review course outlines</li><li>Review assignment descriptions</li></ul> Break (10 mins)	<b>Readings:</b> Urry, J., & Larsen, J. (2011). <i>The tourist gaze 3.0</i> . Sage.  Bourdieu, P. (2012). Distinction: A Social Critique of the Judgement of Taste. In Counihan, C. & Van	<b>4</b>

	<ul style="list-style-type: none"> <li>Developing group cohesion</li> </ul> <p>Break (10 mins)</p> <ul style="list-style-type: none"> <li>Intro to Critical Food Studies: How to study food and critically engage with tourism: Anchoring our discussions in concepts and theory</li> </ul> <p>Group Work (30 mins)</p>	<p>Esterik, P. (eds.), <i>Food and Culture: A Reader</i>. New York, New York: Routledge (pp. 31-39).</p> <p>MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. <i>American journal of Sociology</i>, 79(3), 589-603.</p> <p>Bruffee, K. A. (1984). Collaborative learning and the "conversation of mankind". <i>College English</i>, 46(7), 635-652.</p> <p><b>Activity:</b> Working Collaboratively (Spaghetti and Marshmallow Tower)</p> <p><b>Group Work (30 mins)</b></p> <ul style="list-style-type: none"> <li>Identify group assigned articles and field trips</li> <li>Start brainstorming about reading presentations</li> <li>Start thinking about COMS 401.PC in-field presentation</li> </ul>	
May 6, 2025 (12pm-4pm)	<p>SMART Goals Intro (15 minutes)</p> <p><b>Introduction to COMS 401.SCT (Sustainability and Culinary Tourism) (60 mins)</b></p>	<p><b>Readings:</b> Long, L. M. (Ed.). Introduction and Chapter 1 (2004). <i>Culinary tourism</i>. University Press of Kentucky.</p> <p><b>Group Work:</b></p> <ul style="list-style-type: none"> <li>Prep for COMS 401.GCT reading presentations due May 8.</li> </ul>	4
May 7, 2025 (12pm-4pm)	<p><b>Introduction to COMS 401.PC (Popular Culture of Food in Spain)</b></p> <p>How to do an ad analysis. Denotation and Connotation.</p>	<p>Parasecoli, F. (2008). Introduction: Pop Culture Drama. <i>Bite me: Food in popular culture</i>. Bloomsbury Publishing.</p>	4
May 8, 2025 (12pm-4pm)	<p><b>COMS 401.SCT Group Presentations</b></p>	<p>Group presentations on selected article (120 mins: 5 groups @ 20 mins each)</p>	4

In-Field Schedule: Madrid/Vitoria/San Sebastian/Bilbao May 12-28, 2025

Date	Topic/Location	Activity	Contact Hours
------	----------------	----------	---------------

Day 0 May 12 (Monday)		Depart from Calgary	
Day 1 May 13 (Tuesday)	Madrid Hotel: <a href="#">Regente 3* Hotel</a>	Arrive Madrid and transfer to <a href="#">Regente 3* Hotel</a>  Group Dinner Pazo de Lugo	3
Day 2 May 14 (Wednesday)	Madrid Hotel: <a href="#">Regente 3* Hotel</a>	<b>AM: Orientation Class</b> PM: Optional Field Trips: Palace/Stadium  Evening Free  <b>COMS 401.SCT: Reading Quizzes 1 and 2 due</b>	6
Day 3 May 15 (Thursday)	Madrid Hotel: <a href="#">Regente 3* Hotel</a>	Madrid Market Tours AM: Mercado San Anton PM: Mercado San Miguel  <b>Group 1 (Markets in Madrid) Presentation</b>  Evening Free	6
Day 4 May 16 (Friday)	Madrid Hotel: <a href="#">Regente 3* Hotel</a>	<b>AM: Class: COMS 403.PC</b> PM: Study Time  Evening: Group Dinner at Botin Restaurant  <b>COMS 401.PC: Reflection 1 due</b>	6
Day 5 May 17 (Saturday)	Vitoria  Hotel: <a href="#">Silken Ciudad de Vitoria 4*</a>	AM: Transfer to Vitoria PM: Food tour of Vitoria  Evening Free  <b>COMS 401.SCT: Reading quiz 3 and 4 due</b>	3
Day 6 May 18 (Sunday)	Vitoria  Hotel: <a href="#">Silken Ciudad de Vitoria 4*</a>	AM: Winery Visit (Sustainable Winery) Beronia PM: Lunch at Nublo  <b>Group 2 (Sustainable Wine Production) Presentation</b>  Evening Free	6
Day 7 May 19 (Monday)	Vitoria  Hotel: <a href="#">Silken Ciudad de Vitoria 4*</a>	AM: Gamarra Cooking School (Basque Food Culture) PM: Study Time  Evening Free	4
Day 8 May 20 (Tuesday)	San Sebastian  Hotel: <a href="#">Palacio de Aiete 4* Hotel</a>	AM: Transfer to San Sebastian PM: Study Time  Evening Free  <b>COMS 401.SCT: Reading Quiz 5 due</b>	
Day 9 May 21 (Wednesday)	San Sebastian  Hotel: <a href="#">Palacio de Aiete 4* Hotel</a>	AM: Basque Culinary Centre PM: Basque Culinary Centre  <b>Group 3 (Traditional Food Culture and Identity) Presentation</b>  Evening Free	6



Day 10 May 22 (Thursday)	San Sebastian  Hotel: <a href="#">Palacio de Aiete 4*</a> <a href="#">Hotel</a>	AM: Class: COMS 401:SCT PM: Pintxos Ethnographic Activity  <b>Group 4 (Basque Culinary Tourism) Presentation</b> Evening Free	6
Day 11 May 23 (Friday)	San Sebastian  Hotel: <a href="#">Palacio de Aiete 4*</a> <a href="#">Hotel</a>	AM: Geteria Gaintza Txakolina PM: Lunch in Geteria Study Time  Evening Free <b>COMS 401:PC: Reflection 2 due</b>	4
Day 12 May 24 (Saturday)	San Sebastian  Hotel: <a href="#">Palacio de Aiete 4*</a> <a href="#">Hotel</a>	AM: Study Time PM: Study Time  Evening: Gastronomic Society (Basque Food Culture)  <b>Group 5 (The Importance of Gastronomic Societies in Preserving Basque Culinary Heritage) Presentation</b>  COMS 401:PC: Reflection 2 due	2
Day 13 May 25 (Sunday)	Bilbao  Hotel: <a href="#">Silken Indautxu 4*</a> <a href="#">Hotel</a>	AM: Transfer to Bilbao PM: Guggenheim  Evening Free	2
Day 14 May 26 (Monday)	Bilbao  Hotel: <a href="#">Silken Indautxu 4*</a> <a href="#">Hotel</a>	AM: Food tour of Bilbao <b>PM: COMS 401.PC Group Presentations</b>  Evening Free	6
Day 15 May 27 (Tuesday)	Bilbao  Hotel: <a href="#">Silken Indautxu 4*</a> <a href="#">Hotel</a>	AM: <b>Exam/Essay</b> PM: Free time  Evening: Final Group Dinner: Zortziko	2
Day 16 May 28 (Wednesday)	END OF PROGRAM	Group leaves from Bilbao	