

Exploring Food and Urban Change: Theory & Praxis

ADV 378 (06243) | AFR 372E (29650) | WGS 340 (46059) | Fall 2015 | MW: 4:00-5:15PM | CMA 3.124

Course Website: <https://utexas.instructure.com/> (Canvas)

Co-Instructors:

Dr. Kevin D. Thomas | kevin.thomas@utexas.edu | BMC 4.374 | Office Hours: Mon/ Wed 2:15-3:45 PM

Ms. Naya L. Jones, MA | geonaya@gmail.com | Office Hours: By Appointment

Graduate Assistant:

Mr. Michael T. Salvo | msalvo@utexas.edu

Course Description:

Exploring Food & Urban Change: Theory & Praxis is a cross-disciplinary, place-based course that explores gentrification, displacement, and food marketing in relationship to racially and culturally diverse communities in the Greater Austin Area. For Fall 2015, the course will engage a critical participatory action research framework with undergraduate students; students will gather and analyses data throughout the course of the semester using qualitative methodologies on- and off-campus. Students will work in teams and produce a collaborative report to share with the campus community, at a forum open to the public.

This course is funded by a Curriculum Innovation Grant from the University of Texas-Austin. As part of a broader project, the intention is to create a curriculum that will be available on-line for on-going use for the UT course as well as by other college classrooms to encourage engaged, critical thinking and scholarship on local food systems.

This course will explore the economic, social, and cultural implications of multicultural advertising. Through an interdisciplinary investigation of theories and constructs from the fields of Critical Marketing (Advertising), Critical Urban Geographies, Cultural Studies, Black Feminist Studies, Queer Studies, Law (Critical Race Theory), and Black Diaspora Studies we will engage with a range of topics that will further our understanding of food and urban change.

Specific areas to be explored include the following:

- Race, Racism, and Ethnicity
- Local and Global Food Systems
- Social Class and Mobility
- Gentrification
- Gender and Sexuality
- Space and Place

Subject areas will be discussed in accordance with how they are lived – intersecting and overlapping.

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Course Objectives:

- Gain a deeper understanding of food marketing, food access, and urban change
- Learn how to rigorously design and practice community-based participatory action research (CPAR)
- Cultivate self-reflection of your role, actions, and impact as a co-researcher
- Strengthen practical skills related to critical research
 - Critical thinking
 - Deep listening
 - Systems analysis
 - Qualitative research methods

Course Agreements:

1) **Unplug.**

Turn all cell phones ringers off/vibrate. Students who text will be dismissed from class and will be considered absent for the day.

2) **Practice deep listening.**

You all come from diverse backgrounds and experiences. Even if you do not completely agree with another person, allow them to speak and respect their discussion space. If in doubt, listen more and talk less.

3) **Be present. (Attendance Policy)**

Although the readings correspond with what we discuss in class, they do not take the place of discussion or in-class activities. If you are tardy (10 minutes or less) 3 times, it will be considered an absence. If you are tardy more than 15 minutes, you will be counted absent for that day.

4) **Communicate respectfully on and off-line.**

When writing the instructor for this course, write e-mails like letters and professional communication, rather than in texting or Twitter format. See the last page of this syllabus as an example.

Evaluation:

Professional Conduct/Participation.....	15 points
Group Project & Blog Part 1: Retail Ethnography.....	20 points
Group Project & Blog Part 2: Community Food Stories	20 points
Group Project Peer Assessment.....	10 points
Group Wiki Blog (2).....	5 points
Theory & Praxis Journals (Individual).....	20 points
Quizzes (2).....	20 points
TOTAL.....	100 points

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Grade Distribution:

<i>Point Total</i>	<i>Grade</i>	<i>Point Total</i>	<i>Grade</i>
93 or more	A	77 – 79.99	C+
90 – 92.99	A-	73 – 76.99	C
87 – 89.99	B+	70 – 72.99	C-
83 – 86.99	B	60 – 69.99	D
80 – 82.99	B-	Below 60	F

Assignment Descriptions:

Professional Conduct: Your professional conduct in this course is worth 15% of your grade. The most important part of this grade is that you thoughtfully participate and engage consistently throughout the entire course. Respect is the name of the game. Being successful in this class requires that you demonstrate that you can work productively and respectfully with colleagues. The Co-Instructors and GA will monitor group discussions (both off and online) throughout the course. Your professional conduct grade will be based on our observations. Attendance, scheduled group check-ins, and missed assignments will also be factored into your professional conduct grade.

Group Project & Blog Part 1 (Retail Ethnography): An ethnography is thick description of a phenomenon, place, or culture that includes analysis. For this retail ethnography, document a food outlet in your group's designated area. Your outlet can be a grocery stores, convenience store, farmer's market, and/or discount grocer. Your group will need to describe and compare the food outlets as well as understand their spatial, economic, social, and cultural relationship to the broader community. Additional details to be provided. Groups will be responsible for posting one (1) project report via the course blog.

Group Project & Blog Part 2 (Community Food Stories): Utilizing oral history and depth interview techniques, your group will be responsible for collecting a specified number of food stories from community members. Your group will analyze interviews using key concepts and theories from the course. Groups will be responsible for posting one (1) project report via the course blog.

Peer Evaluations: Your peers will grade you. Their evaluations will be based on the following: participation, collaboration, feedback, cooperation, and time management. While the grades for your Group Projects are the same for all group members, your peer evaluation grades may differ. If a group member underperforms during the class, his or her team members should use the peer evaluation to report this underperformance. 10% of your overall grade will come from the aggregated feedback your group members provide in your peer evaluation.

Group Wiki Blog: Your group will contribute two (2) entries to a web-based collaborative glossary of key terms, concepts, and theories related to the course.

Theory & Praxis Journals: Critical participatory action research involves ongoing self-reflection and processing of key concepts. In this journal you will individually respond to four (4) prompts throughout the course. You will receive feedback from course instructors and/or the graduate assistant.

Quizzes: There will be a total of two (2) quizzes administered to gauge your understanding of pertinent course material. Quizzes will consist of a combination of multiple choice and True/False questions.

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Course Schedule:*

*Assignments/readings are due the following class period.

Date	Topic	Assignments/Readings
Week 1		
Wed, Aug 26	Course Introduction	Newspaper articles Storytelling for Social Justice
Week 2		
Mon, Aug 31	<i>Storytelling for Social Justice</i>	Newspaper articles Storytelling for Social Justice
Wed, Sep 2		Excerpt: Willis, J. 2007. <i>Foundations of Qualitative Research: Interpretive and Critical Approaches</i>
Week 3		
Mon, Sep 7 Labor Day (No Class)	Theoretical Foundations Part 1	
Wed, Sep 9		Check Canvas for readings Group Wiki Blog
Week 4		
Mon, Sep 14	Theoretical Foundations Part 2	Theory & Praxis Journal (Individual)
Wed, Sep 16 (Quiz 1)		1928 Plan Sustainable Food Center. 1995. <i>Access Denied</i>
Week 5		
Mon, Sep 21 (TALO Shareback)	Austin: Past & Present Policy Panel	Check Canvas for readings by panelists
Wed, Sep 23		Check Canvas for readings on systems analysis
Week 6		
Mon, Sep 28	Food Systems & Gentrification Critical Methodologies Lab	
Wed, Sep 30		Group Project 1 Fieldwork

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Week 7		
Mon, Oct 5	Food Systems & Gentrification Up Close	Group Project 1 Fieldwork
Wed, Oct 7		Group Project 1 & Blog Draft
Week 8		
Mon, Oct 12	Group Project 1 Check Ins	Final Group Project 1 & Blog Draft
Wed, Oct 14		Theory & Praxis Journal (Individual)
Week 9		
Mon, Oct 19 (Quiz 2)	Austin: From the Ground Up Grassroots Panel	Check Canvas for readings by panelists
Wed, Oct 21		Check Canvas for readings on CPAR methodologies
Week 10		
Mon, Oct 26	Critical Methodologies Lab: Food Stories	Check Canvas for readings on CPAR methodologies
Wed, Oct 28		Submit lists of potential interview questions for Group Project 2
Week 11		
Mon, Nov 2	Critical Methodologies Lab & Group Project 2	Check Canvas for readings on CPAR methodologies
Wed, Nov 4		Group Project 2 Fieldwork
Week 12		
Mon, Nov 9	Group Project 2 Check Ins & Analysis Lab	Group Project 2 Fieldwork
Wed, Nov 11		Theory & Praxis Journal (Individual)
Week 13		
Mon, Nov 16	Critical Methodologies Lab: Impacts & Insights	Group Project 2 & Final Blog
Wed, Nov 18		
Week 14		
Mon, Nov 23	Thanksgiving	Research Day (No class)
Wed, Nov 25		Thanksgiving Break (No class)

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Week 15		
Mon, Nov 30	Course Evaluation + Reflection Closing Potluck	Theory & Praxis Journal (Individual)
Wed, Dec 2		Closing Potluck

Canvas

Canvas will serve as our online informational hub. Canvas is a learning management system (LMS) similar in scope to Blackboard. However, most users prefer the design and functionality of Canvas in comparison to Blackboard. Those of you that are new to Canvas may find the following information useful.

- [What is Canvas](#)
- [Canvas for Students](#)
- [Canvas Glossary](#)

Email Policy

Ms. Koh, the TA, is your first point of contact for the course. As such, your inquiries should be directed to her initially; she will get me involved with your inquiries as needed. E-mail has become a favored way to communicate in academia and industry, but you must learn to use it appropriately. In other words, keep your emails formal; write professionally, as if you are writing to your boss at work, not to your friend. Ms. Koh and I will make every effort to return your e-mails within 24 hours of receiving it on Monday through Thursday, or by Monday evening if received on Friday, Saturday, or Sunday.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 471-6441 (TTY). Faculty are not required to provide accommodations without an official accommodation letter from SSD.

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration,

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falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information at: http://deanofstudents.utexas.edu/sjs/acint_student.php.

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Biographical Information

KEVIN D. THOMAS, PhD

PhD, University of Texas at Austin, Advertising, 2011

MBA, California State Polytechnic University - Pomona, Entrepreneurship, 2005

BBA, Loyola Marymount University, Marketing, 2000

Dr. Thomas investigates the socio-cultural impact of marketing communication and consumer behavior. His primary research interest pertains to understanding the relationship between marketing communication, consumption practices, and notions of self and community. Using a consumer culture theory (CCT) perspective, Dr. Thomas explores the ways in which identity markers (i.e. race, gender, class, and sexuality) are represented in marketing communication and experienced in the marketplace. Other areas of research interests include multicultural advertising, issues of diversity and marketplace discrimination, and entrepreneurship and marketplace empowerment.

Natalie (Naya) L. Jones, MA

PhD, University of Texas at Austin, Geography and the Environment, 2016

MA, University of Texas at Austin, Latin American Studies, 2008

BA, University of Puget Sound, English, 2003

Ms. Jones is a PhD Candidate in Geography and the Environment at the University of Texas-Austin. Her current research focuses on how Black youth experience food in the context of gentrification. For her MA degree, she studied Afro-Mexican healing traditions in Veracruz. As a scholar focused on Black Diaspora foodways, agricultural practices, and earth-based traditional knowledge, Naya conducts research in both the United States and Latin America.