

Faculty of Higher Education

Subject Code	FDS701
Subject Name	Communicating Food
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Kelly Donati
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Subject Overview	Communicating Food will provide students with the practical and professional skills required to translate research findings and deliver clear and persuasive messages across a variety of textual and visual formats to engage the public in complex issues surrounding food, farming and/or gastronomy. From media releases and copywriting to research translation and creative non-fiction, students try their hand at crafting engaging and succinct content while developing their own written voice. The subject will support students in developing their own journalistic and creative writing portfolios.
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Learning Outcomes	Develop a personal writing style and literary “voice”
	Communicate persuasively and succinctly in formats suited to journalistic and public relations outputs
	Craft a message about a contemporary food issue or event and persuasively articulate a coherent perspective to a non-expert audience
	Produced tailored written content with attention to organisation, coherence, grammar, tone, style, and audience

Assessments	Details	Weighting
	Letter to the Editor	10%
	Journalism Folio	45%
	Creative writing Folio	45%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Interpersonal skills
	Communication skills