

Food and Drink Journalism

Discussions, design, media study and writing

oxfordgastronomica
THE CENTRE FOR FOOD, DRINK AND CULTURE

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Food and Drink Journalism

Food and drink journalists play a vital role. Their ability to entice, inform and educate helps satisfy the public's burgeoning interest in food and drink.

Whether you are looking for a career in food and drink journalism, or you want to hone your writing skills, then join others for this invaluable short course.

Course aims

You will learn the basics of freelance journalism from pitching, to following a brief and producing copy. Many facets of the genre will be covered – recipe writing, the importance of photography and design, ethical issues, pr, and 'good journalism' versus 'churnalism'.

You will practice writing to a brief and explore topics such as headline writing, ethnocentrism and food taboos. You will critically assess published writing and other forms of media.

By the end of the course you will have an understanding of what it takes to find success in different forms of food and drink media - newspapers, magazines, websites, blogs, Twitter, books, radio and television – and also of the rapid changes resulting from the growth of new media. You will also have a realistic grasp of the economic realities of working in food and drink media.

About the tutors

- **Guy Dimond** is the food and drink editor of **Time Out London** and prior to that was a successful freelance food and travel writer
- **Susan Low** is the deputy editor of **Delicious** magazine, prior to which she was editor of the **BBC's** food website (bbc.co.uk/food); and editor of **WINE** magazine.

They have both won many awards for food and drink journalism. Before becoming tutors for Oxford Gastronomica, at Oxford Brookes University, they co-taught the Food & Drink Journalism course at City University, London.

Requirements

Good spoken and written English and a demonstrable interest in food and drink. You will be required to complete an initial assessment questionnaire before being accepted for the course. This questionnaire is used by the tutors to evaluate what level of prior experience in relevant areas students already have, and to identify any particular areas of interest among the group as a whole.

Location

The course will be held in the beautiful and historic setting of Hertford College, University of Oxford. From its medieval origins Hertford has grown to become a world-class centre for learning. Its students have achieved renown in many spheres: in government and public service, including Prime Ministers and politicians; in the arts, particularly letters and music; in science and discovery. There could be no more inspiring a setting in which to undertake a residential course.

The course includes accommodation, all meals and a gala dinner.



Bookings

Click here to download a PDF booking form.

Please complete and return to Razia Nabi:

email: oxfordgastronomica@brookes.ac.uk

Post: Oxford Gastronomica, HLTM Fuller Building, Oxford Brookes University, Gipsy Lane, Oxford, OX3 0BP

Fee: £899

Location: Hertford College, Catte Street, Oxford, OX1 3BW

When: 19 - 21 September 2010 - with a follow-up project to be completed during the following week and critiqued by the course tutors.

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