



DEPARTMENT OF ENGLISH
CMS COLLEGE KOTTAYAM(AUTONOMOUS)
ADD ON COURSE 2

Foodcrits: The Semiotics of Taste

The course is designed to introduce the student to the unconventional career options related to the Food Culture which opens them to a New World of Opportunities. They will be able to apply intuitions of semiotics of food through which they appreciate the wider spectrum of aesthetics of writing and comprehend the importance of thinking out of the box by critically analysing aesthetics of taste. They can apply Search Engine Optimization tools into outreach programs of corporate companies.

Coordinator: Selin Samuel

SEMESTER 4

Food-Crits: The Semiotics of Taste

Course Description

Theory: (18 hours)

A historical analysis of the aesthetics of taste- the role of language in developing the taste categories in a culture- Understanding the key concepts- Close Reading of the select texts through which the key concepts are comprehended by the learners.

Practicals : (18 Hours)

Analysing the language of advertisements related to food culture.

Writing food blogs.

Changing trends in food culture and the role of language in the same.

Texts

Barthes, Roland. "Towards a Psycho Sociology of Contemporary Food Consumption." *Food and Culture: A Reader*. Eds. Carole Counihan and Penny van Esterik. London and New York: Routledge, (1997) 25-28. Print.

Esquivel, Laura. *Like Water for Chocolate* (Novel)

Abu, Aashique. *Salt and Pepper* (Movie).

14.11.19

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No.	Name of the Student	9am - 11:00 am	11:15 - 1:15 pm	2:00 - 4:00
01.	ABIN M.K.	<i>Abin</i>	<i>Abin</i>	<i>Abin</i>
02.	ABIRAJ V.R.	<i>Abiraj</i>	<i>Abiraj</i>	<i>Abiraj</i>
03.	AKASH C. PILLAI	ABSENT		
04.	AKASH SATHEESH	ABSENT		
05.	ALAN P.S. ✓	<i>Alan</i>	<i>Alan</i>	<i>Alan</i>
06.	APARNA JAYADEVAN ✓	<i>Aparna</i>	<i>Aparna</i>	<i>Aparna</i>
07.	AROMAL S. LAL	<i>Aromal</i>	<i>Aromal</i>	<i>Aromal</i>
08.	BHAVYA VINOD ✓	<i>Bhavya</i>	<i>Bhavya</i>	<i>Bhavya</i>
09.	BLESSEY ANNA PHILIP ✓	<i>Blessey</i>	<i>Blessey</i>	<i>Blessey</i>
10.	DEVIKA CHANDRABOSE ✓	<i>Devika</i>	<i>Devika</i>	<i>Devika</i>
11.	FEBA SANU ✓	<i>Feba</i>	<i>Feba</i>	<i>Feba</i>
12.	GLADIS THOMAS ✓	<i>Gladis</i>	<i>Gladis</i>	<i>Gladis</i>
13.	HERLIN MATHEW	<i>Herlin</i>	<i>Herlin</i>	<i>Herlin</i>
14.	JESNY MARIAM SAM.	<i>Jesny</i>	<i>Jesny</i>	<i>Jesny</i>
15.	RAHUL SURESH	<i>Rahul</i>	<i>Rahul</i>	<i>Rahul</i>
16.	RANI RENJITHA BHAI ✓	<i>Rani</i>	<i>Rani</i>	<i>Rani</i>
17.	S. HARIKRISHNAN	<i>S. Hari</i>	<i>S. Hari</i>	<i>S. Hari</i>
18.	SARA MERLIN VARGHESE	<i>Sara</i>	<i>Sara</i>	<i>Sara</i>
19.	SAYANA SAMUEL ✓	<i>Sayana</i>	<i>Sayana</i>	<i>Sayana</i>
20.	THARA S. ✓	<i>Thara</i>	<i>Thara</i>	<i>Thara</i>
21.	ABHITH S. ✓	<i>Abith</i>	<i>Abith</i>	<i>Abith</i>
22.	ABHINAND SANU	<i>Abhinand</i>	<i>Abhinand</i>	<i>Abhinand</i>
23.	ABIN V. MICHAEL	<i>Abin</i>	<i>Abin</i>	<i>Abin</i>
24.	AISWARYA ELIZABETH PAUL	<i>Aiswarya</i>	<i>Aiswarya</i>	<i>Aiswarya</i>
25.	ALEENA MARIAM RITU	<i>Aleena</i>	<i>Aleena</i>	<i>Aleena</i>
26.	AMALA CHARLES	<i>Amala</i>	<i>Amala</i>	<i>Amala</i>
27.	ARORA S. ✓	<i>Arora</i>	<i>Arora</i>	<i>Arora</i>
28.	ASWATHY SONA A.S	ABSENT		
29.	ATHIRA S. ✓	<i>Athira</i>	<i>Athira</i>	<i>Athira</i>
30.	DAVIN VARGHESE	<i>Davin</i>	<i>Davin</i>	<i>Davin</i>
31.	GANESH G. PRAKASH ✓	<i>Ganesh</i>	<i>Ganesh</i>	<i>Ganesh</i>
32.	JERRY MATHEW ABRAHAM	<i>Jerry</i>	<i>Jerry</i>	<i>Jerry</i>

Sl. No	Name of the Student	9:00-11:00	11:00-1:15	2:00-4:00
34	JOANN MARIAM JOHNSON ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
35	LESLIE JACOB MATHEW	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
36	MEENAKSHY SREEKUMAR ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
37	MEGHA VIJAYAKUMAR	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
38	RICHU RAJ	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
39	SANRA REVINDRAN	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
40	SEETHAL ELSA MATHEW	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
41	SIMOMON JOSEPH	ABSENT.		
42	SNEHA SUNNY	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
43	ANN SARA ANDREW ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
44	DEVADATH P.R. ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
45	MILAN JAYARAJ ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
46	NANCY ANNA ITTY ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
47	NEVIYA TOM ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
48	SEUTHY LACSHMI BHAT ✓	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
49	VAISHNAVI G. ARABHU.	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
Name and Signature of the Resource Person		<i>[Signature]</i> LISU JACOB KURIAKOSE		
Name and Signature of the Co-ordinator		<i>[Signature]</i> SELIN SAMUEL		

**Report of the value-added course titled "Food Crits: The Semiotics of Taste" offered to
II BA English students in the academic year 2019-2020.**

Day 1- 14th Nov 2019

The day started with introduction to the course done by the Course Co-ordinator, Ms. Selin Samuel. She elaborated the scope of the course and gave an idea to the students about significance of the same in this contemporary consumerist society. Later she introduced the Resource Person Mr. Liju Jacob Kuriakose, Research Scholar, NIT, Trichy to the students.

The days were divided into 3 sessions (9 am-4pm). In the first session (9am-11 am) the topic instructor discussed was "Introduction to Food Culture, Representation and Politics". In the second session (11:15 am-1:15pm) the instructor gave hands-on training on "Food and Cyber Space". The Third session (2pm-4pm) was Group Activity on Vlogging.

Day 2- 15th Nov 2019

The day was divided into 3 sessions (9 am-4pm). In the first session(9am-11am) the topic instructor discussed was Desmond Morris' "A Little Bit What You Fancy". The second session (11:15 am-1:15pm) the instructor discussed on "Food and Popular Culture" and screened the movie *Ratatouille*. The Third session (2pm-4pm) was session on "How to write about food? Steps to reviewing".

Day 3- 16th Nov 2019

The day was divided into 3 sessions (9 am-4pm). In the first session(9am-11am) the topic instructor discussed was "The Language of Food Criticism: A Study of the use of English in Food Criticism ". The second session (11:15 am-1:15pm) the instructor was "Lessons on Food Criticism". The Third session (2pm-4pm) was session on about writing blogs and the topic was "Blogging on Food Criticism". On the same day a mini food fest was arranged by

the class with foods brought from various homes of the students. The aim of conducting such an event was to get them a practical experience on various culinary skills. Later they were asked to write an article on the same as well as part of ISE.

Day 4-6 (23rd Nov 2019, 30th Nov 2019 & 07th Dec 2019)

As part of their practical session students were divided into 5 different groups and were asked to visit a restaurant of their choice and upload their vlog on the same and the class was asked to start a YouTube channel named *Fooduminatti*. The students used these days to do the same and do the editing works etc. The course Co-ordinator Ms Selin Samuel was monitoring them and was ensuring everyone's presence by taking their attendance on these days.

For Atb
Kunnath
Jacob Eaper Kunnath
Asso. Professor

