

COURSE NAME; NUMBER; SEMESTER; MEETING DAYS, TIMES, AND PLACE.

Agriculture in society and mass media

Course number 11:374:227

Spring 2019

Day and time TBD

Location TBD

CONTACT INFORMATION:

Instructor(s): Mary L. Nucci

Office Location: Cook Office Building 214

Phone: 848 932-9242

Email: mnucci@sebs.rutgers.edu

Office Hours: By arrangement

COURSE WEBSITE, RESOURCES AND MATERIALS:

- All course materials will be available on Sakai or handed out in class.

COURSE DESCRIPTION:

We are what we eat. But before we can eat anything, it has to be grown or raised. And before it is grown or raised, it is communicated. This course will examine US agriculture from the position that *what* we communicate and *how* we communicate makes meaning. And it is this meaning that turns into choices and decisions for what we eat and how we support and understand agriculture. Using case studies and hands on research, this course will examine the communicative practices of current issues in agriculture.

LEARNING GOALS:

Course Learning Goals

1. Identify and discuss social components to perceptions and understanding of agriculture.
2. Identify how society, mass media and individuals frame agriculture.
3. Critically engage with mass media theories and methods to analyze media representations of agriculture.

Core Curriculum Goals

Contemporary Challenges

- Analyze the degree to which forms of human difference shape a person's experiences of and perspectives on contemporary issues.

Historical Analysis

- Explain the development of some aspect of a society or culture over time.

Social Analysis:

- Understand different theories about human culture, social identity, economic entities, political systems, and other forms of social organization.
- Employ tools of social scientific reasoning to study particular questions or situations, using appropriate assumptions, methods, evidence, and arguments.

ASSIGNMENTS/RESPONSIBILITIES & ASSESSMENT:

Activity	Assessment
CITI certification	Passing grade on CITI Human Subject Protections Basic Course (Social / Behavioral / Epidemiologic Research Investigators, Study Staff, or Students).
Attendance at NOFA (Northeast Organic Farmers Association) or similar meeting	Rubric for in class discussion and one page attendance response.
In class group activities	Rubric for guidelines for completion of in class activities.
Media coverage of agriculture	Rubric for guidelines for multi-week project and analysis of agriculture in mass media coverage.
Full semester research project on public perceptions of agriculture	Rubric for guidelines for full semester group project which will use survey methodology and qualitative analysis. Final project presentation will have an associated rubric for assessment.

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>
 Enter additional text here if you wish

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

I will NOT accept late assignments unless you speak to me in person or by phone no later than 24 hours BEFORE the due date. NO email or text communications will be considered. I am here to help you learn the material in the class, so if you need extra time for a legitimate (e.g., illness, family emergency, religious observation) excused absence or reason I will work with you. However, note that repeated requests will not be allowed.

COURSE SCHEDULE:

Week	Course Learning Goals	Topic	Outcomes
1	1	Agriculture as communication	Understand agriculture as a communicative practice
2	1,2	Mass media and comm theories	Understand comm theories and how they apply to agriculture
3	2	Agriculture, culture, society	Understand the interrelationship between ag systems, culture and society
4	1	Structure of US agriculture/Ag in New Jersey	Understand the US ag systems (Introduction to US agencies, policies, regulations)
5	1,2	Language of agriculture	Understand how language drives our perceptions and understanding of agriculture, impacts our choices and farming practices
6	1,2,3	Case study: Representations of agriculture	Understand how agriculture is represented in mass media and impacts on public perceptions
7	1,2,3	Case study: Agriculture and the environment	Understand the relationship of farming practices to environmental sustainability
8	1,2,3	Case study: Economics of seed to market	Understand the factors in economics of agricultural production, distribution and marketing.
Spring Break			
9	1,2,3	Case study: Agricultural hardware and "software" (Pharmaceuticals, nanotechnology, CRISPR, GMO etc.)	Understand the science and technology of agriculture
10	1,2,3	Case study: Animal agriculture	Understand the implications of animal agriculture as a function of nutrition and ecology
11	1	Farm visit (e.g. EcoComplex, Suydam Farms, Kube Pak)	
12	1,2,3	Case study: Agriculture in social media	Examine the role of non expert influence in perceptions of agriculture
13	1,2,3	Case study: Non-food farming	Examine the switch to production of non-food products (biofuels).
14	1,2,3	Final project presentations	

FINAL EXAM/PAPER DATE AND TIME

The final project paper and presentation is due on the last day of class.

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.